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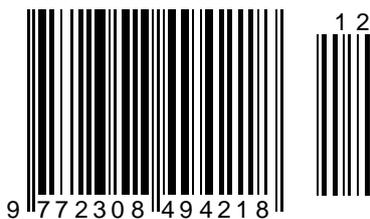
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GENERAL TECHNOLOGICAL REQUIREMENTS FOR MIS. INTEGRATION OF INFORMATION STREAMS

Abstract: This article formulates the main technological requirements that a modern MIS must meet. MIS storage facilities allow you to work with practically unlimited volumes of information located in any storages - in local and regional networks, as well as on the Internet.
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Introduction
GENERAL PRINCIPLES AND CONCEPTS.

MIS are based on a huge number of devices: on computers, including PDAs, on scanners, from tablet computers to tomographs, on storage devices, devices for video and photography, sound recording and playback, etc. Moreover, thanks to network technologies, integrated MISs can have heterogeneous architecture. Flexible access to the information you need is becoming a key requirement for medical software products. In this regard, the priorities in their development are shifted towards the integration of information from various sources.

As already noted, the main requirement for a medical information system is the requirement to ensure staff access to the necessary information. In other words, this requirement means that any information passing through a medical institution must be entered into the information system and then available at any time from anywhere in the organization at the request of personnel, if this requirement does not contradict the rules of access to this information (for example , the access rights of this employee in accordance with the security system operating within the medical organization). For example, when a patient enters the admission department of a medical institution, his demographic information (gender, age, passport data) is entered into the subsystem of the admission department of a medical organization. In the case when the MIS used in the organization meets the requirement of integration in terms of information coverage, this patient data becomes immediately available in all other subsystems and can be used to identify this patient in all other medical, diagnostic and

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administrative processes in which he will be involved. [1.4].

Table 1. General requirements for MIS

Requirement	Benefits provided
Integration Information flows	Unified information environment (semantic integration). Coordination of information management and storage processes.
Synthesis of centralized and distributed technologies	Flexibility of data management processes: centralized access to information (implemented for each clinical case or each patient) and distributed infrastructure of the information system (in accordance with the physical structure of the medical organization). The basis for implementing component architecture.
Component architecture	It allows you to give the information system the property of modularity, that is, explicit structural or functional divisibility into subsystems.
Openness and support for standards	Reducing the complexity of development. Providing flexibility and adaptability of the system. Using lessons learned to minimize the likelihood of errors.
Scalability and portability	Compliance of the system with the level of technological and informational requirements of the customer.
Reliability and fault tolerance of the system	Minimization of the probability of failure of the information system and its recovery after failure or failure.
Ensuring the security and confidentiality of information	Responsibility for maintaining confidentiality throughout the medical system.

Thus, we can say that the integration of information flows passing through the entire medical organization allows for an integrated approach to the presentation, analysis and management of data. This thesis primarily means that the integration of information becomes the main way to quantitatively increase the number of different, simultaneously covered information indicators (for example, various indicators related to the condition of a particular patient at any given time and obtained from various sources: observations of nurses, records of the attending physician, the results of diagnostic studies from laboratories, etc.) and thereby qualitatively improve the efficiency of the work of all medical personnel. It follows from this that it is the integration of information flows that can first of all ensure the compliance of the MIS with its main purpose: increasing the efficiency and quality of medical care. Moreover, it can even be argued that the functionality of this system as a whole directly depends on the degree of integration of subsystems within a single system, and this statement can be attributed not only to medical information systems, but also to any complex systems in general.

The concept of information integration can be intuitively logically related to the concept of its centralization in the sense of coordinated mechanisms for managing this information. However, this does not mean at all that the integrated system is centralized in the classical sense of the term - centralized in terms of architecture. Centralization in the sense of coordination of actions can manifest itself at various levels of the organization of the system and each time

provide a new way to increase the integration of information flows.

The first of these methods is integration at the highest level - at the level of information presentation. This method of integration is provided on the basis of centralized, that is, unified, user access to any necessary information. It does not matter how this information is stored and presented within the system itself or within local subsystems and how it is transferred from one subsystem to another. This way of integration faster means that the user can get any information of interest to him from a single information environment. Integration at the level of information presentation can be called semantic integration, since it allows us to consider the information received in the context of its semantic load [5].

The next way of integration is integration at the logical level. Here we are talking about centralized information processing. In this case, again, it does not matter how the information gets into the subsystems responsible for its processing, how it is stored and how it becomes available to the user. To provide this method of information integration, it is necessary to provide for the possibility of interaction of various subsystems with each other so that each subsystem responsible for information processing is able to receive information of interest from other subsystems. For this, subsystems must have the property of being active. This integration can be called subsystem-level integration, or logical integration.

The third method of integration is integration at the level of information organization, provided by the

centralized management and storage of information within the system. Such a method of integration can usually be provided by some centralized storage of information, or a data warehouse, often called an information system repository, where information in some way gets from various subsystems, forming a coherent information structure, which is essentially a model of the real world. This integration can be called physical integration of information flows.

In order to assess which method of integration should be chosen as the main one when developing an information system, it is necessary to take into account, first of all, the following:

- possible ways to classify potential users of the system in order to most adequately organize the workplaces of each user;

- the number and degree of connectivity of logical subsystems (functional, organizational, administrative units) within the organization and the extent of their coverage by the time the development of the MIS begins (that is, the number of legacy systems);

- volumes, types, methods of access and requirements for information passing through a medical organization.

A detailed analysis of these three aspects will make it possible to realistically assess the need and degree of integration of information flows in the developed MIS [4,5].

SOME TECHNOLOGIES OF INTEGRATION

The main problems arise from the need to ensure accessible and comprehensive information flows passing through a medical organization, centralized with respect to data about each patient and allowing staff to automate the execution of operations included in their job responsibilities. In the context of the coexistence of several systems within one medical organization, the task of ensuring the completeness, consistency and availability of information in each of these systems inevitably arises. To solve this problem, it is necessary to provide mechanisms for the interaction of systems in order to allow one system to receive the information it needs from another system. Most medical organizations understand this problem, so they rely primarily on technologies that contribute to an increase in the degree of information integration. Let's consider the main methods used to solve the problem of information integration.

The most promising technological solution recognized by most medical organizations is the creation of repositories, or data archives, for storing patient information from various sources. In this archive, which is a centralized data storage, any operations with information carried out anywhere in a medical organization are recorded. The ordering of incoming information is usually carried out on the basis of linking it to the resource or resources to which

this information belongs (for example, a patient, a doctor). Then the content of the archive is a complete historical picture of all changes in relation to each resource.

Another popular way to ensure the separation of information is to support global patient identification (and other resources) in the network of a medical organization (main patient index). This approach means that information is stored locally, in the information store of the system into which it was entered. In this case, each resource is assigned a unique identifier within the medical organization, which allows different systems to exchange information about this resource. In particular, magnetic plastic cards, on which the identifier and key information about the resource are recorded, can be used as a tool for identifying the resource. Thus, the global identification mechanism ensures the virtual unity of information [1,4].

Another technological solution that has a high priority both now and in the future is the provision of remote access to information (more on this below). This is especially true for medical information systems developed for geographically dispersed medical institutions. Such organizations usually have a rather complex structure of information flows and must exchange information between several physically remote departments. Remote access is understood as the ability to obtain the necessary information from any source, regardless of its location. Transparency, that is, the naturalness of such operations is ensured by the use of network communication protocols that hide the details of this process from the participants in the exchange of information. One of the methods of remote access to information is the use of technologies and services of the global information network Internet in the development of information systems. The use of web browsers as an internal corporate means of accessing information is a promising task for the near future.

The task of creating a so-called automated medical history is also very promising. This approach assumes the storage of any medical information about the patient, regardless of the format of its presentation. The stored information can be laboratory results, word processing documents, appointments with a doctor, presentation of clinical cases, data from medical equipment. From the point of view of this approach, it does not matter whether the information is stored centrally or distributed. But there must be some kind of mechanism that guarantees centralized analysis, management and organizational integrity of all inputted information about each patient. Such a centralized management system should provide for the generation of integrated reports containing data from different systems, exception handling and message generation for different users, transparent information retrieval and terminological consistency

(or the possibility of terminological translation) natural languages used in various information sources.

Currently, in the IT industry (including medical informatics), XML is becoming more and more widespread. This is in no small part due to its many strengths:

- More convenient search for information due to the clear structuredness of data arrays.

- Ability to develop flexible web applications.

- Integration of data from heterogeneous sources of information (texts, different databases, etc.).

- Integration of data from different applications (using different formats).

- Possibility of local calculations and data manipulations, i.e. a combination of local (on the doctor's computer) and remote (on the server) calculations.

- Multiple views of the same data (i.e. the flexibility to customize the display presentation).

- XML is a family of open and evolving standards for representing, validating, displaying and binding data [1,2].

- Effective presentation of information on the Internet (XML is a textual format that can be used in transmission over HTTP in the same way as it is done with HTML).

- Improved scalability of applications (i.e., relying on XML, developers can embed special procedural representations into documents containing information about how to process data of a particular type. This mechanism allows you to transfer a significant part of the user interaction to his own computer, which leads to a decrease in network traffic and system response time).

- Compression support (XML documents are compressed very well due to the frequent repetition of tags used to represent the data structure. The need for compression of XML data depends on the specific conditions of transmission and on the amount of information transferred. XML can use the compression standards used in servers and clients communicating over HTTP 1.1)

- Support from leading software vendors (Microsoft, Sun, Oracle, etc.).

The combination of these properties of the XML language allows it to be used in any area where there is a need for the exchange and transmission of information. Therefore, in medical information systems, XML is increasingly used as a universal transport format.

Electronic health records have different forms of function, depending on whether they are viewed from the point of view of individual practitioners or from the point of view of hospitals.

Electronic health records are usually presented as a collection of all medical information related to a patient. Most of this information is stored in text form, but it can include images, graphics, and other types of data. In this case, we are talking about a multimedia electronic medical record. Electronic medical records are usually considered as static and historical (ordered in time) arrays of information [5,6].

In the figure, we can see the history of the improvement of electronic medical records.
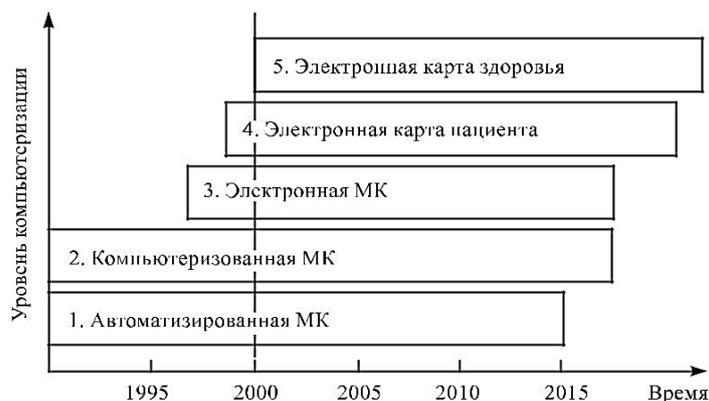
Figure 1. Stages of IEC improvement.

Each of these levels reflects a certain stage of technological improvement and the adoption of medical standards:

The first level of MIS is automated medical records. This level is characterized by the fact that only about 50% of patient information is entered into the computer system and in various forms is issued to its users in the form of reports. In other words, such a computer system is a kind of automated environment for the "paper" technology of patient management.

Such automated systems usually cover patient registration, discharge, hospital transfers, input of diagnostic information, appointments, operations, financial issues, run parallel to the "paperwork" and serve primarily for various examples of reporting.

The SECOND level of MIS is the Computerized Medical Record System (Computerized Medical Record System). At this level, the improvement of MIS, those medical documents that were not previously entered into the electronic memory (first of

all, we are talking about information from diagnostic devices, obtained in the form of various types of printouts, scans, topograms, etc.), are indexed, scanned and stored in electronic storage systems images (usually on magneto-optical drives). The successful introduction of such MIS began practically in 1993.

The THIRD level of improvement of MIS is the introduction of electronic medical records (Electronic Medical Records). In this case, a medical institution should develop an appropriate infrastructure for inputting, processing and storing information from workplaces. Users must be identified by the system and given access rights appropriate to their status. The structure of electronic medical records is determined by the capabilities of computer processing. At the third level, improving the MIS, the electronic medical record can already play an active role in the decision-making process and integration with expert systems, for example, when making a diagnosis, choosing medicines taking into account the patient's current somatic and allergic status, etc.

At the FOURTH level of MIS improvement, which the authors called Electronic Patient Record Systems (or, according to other sources, Computer-based Patient Record Systems), patient records have many more sources of information. They contain all the relevant medical information about a particular patient, the sources of which can be one or more medical institutions. For such a level of improvement, a national or international system of patient identification, a unified system of terminology, information structure, coding, etc. is needed.

The fifth level of improvement in MIS is called the Electronic Health Record. It differs from other types of electronic charts by the existence of almost unlimited sources of information about the patient's feeling. Provides information from the fields of alternative medicine, behavioral activities (smoking, sports, dieting, etc.).

There is a debate about whether to treat an electronic medical record as a set of documents or a set of messages.

It is important to point out that one of the current trends in the modern IT industry is the continuous increase in the share of software products containing certain intellectual mechanisms designed to analyze and manipulate data. Such systems can include some automated patient record systems, software for scheduling the use of resources, etc. [2, 3].

Conclusion

More and more healthcare organizations are realizing the importance of developing managed-care software. This term medical informatics refers to software for tracking the course of the disease of each patient. A feature of this class of systems is the need for constant analysis of incoming information in the background. At the same time, the patient's condition is assessed based on the characteristics of the given clinical case (main and concomitant diagnoses, drug intolerance, etc.), and recommendations or warnings for doctors are generated.

Recently, the priority has been for developers to use standardized mechanisms for interaction between systems: data exchange standards, standard object component models, and the like (this issue is discussed in more detail in the following chapters). This approach not only saves developers time, but also allows you to get integration mechanisms, increasing the number of potential systems that can interact with this system.

The results show that within the framework of one medical organization, some combination of the above methods is usually used. Consequently, these methods are not contradictory, moreover, each of them demonstrates one of the planes of understanding the automation of a medical organization, and, therefore, they are complementary and sometimes interdependent, that is, the use of one method can affect how and what other methods will used. Thus, another feature of software development for medical organizations is the need to ensure the integration of methods and technologies.

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MODERNIZATION OF EDUCATION SYSTEMS IN UZBEKISTAN: PROBLEMS AND SOLUTIONS

Abstract: This article is devoted to modern trends in the development of the national education system of the Republic of Uzbekistan in the era of globalization. The process of reforming the education system in Uzbekistan is considered. The author has made an attempt to generalize the most important and noteworthy approaches to the modernization of educational policy. An attempt has been made to study the current state of higher education and the most important strategic tasks facing it, which directly affect the methods, content, and also the creation of an intellectual environment for future bachelors and masters. The conclusion is made about the need for an innovative approach to further improve the work of higher education institutions.

Key words: modernization, development, national system, education, national cadres, Higher education, reform, quality, innovation, ideas, program, science, technology, development.

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Introduction

In the Republic of Uzbekistan, over the years of independence, fundamental structural and substantive reforms have been carried out, affecting all levels and components of the education system, which were aimed at ensuring its compliance with the country's long-term objectives and interests, the requirements of the time, as well as world standards.

In an era of global changes, the need for education is growing. Because the pace of life change is accelerating. This, on the one hand, will create commonalities and conveniences in the spheres of life of different peoples, and on the other, it will expand the information space. In general, in the era of globalization, it is important that the educational process meets the requirements of the time and does not lag behind. This is extremely important for the implementation of the tasks of building a democratic society in our country. If achievements in the field of education are the key to development, then the uniqueness of the field of education guarantees the development of Uzbekistan on the path of independent development.

Materials and methods

Different ideas, views and technologies that promote different goals and interests tend to effectively increase their "attractiveness" in order to influence public consciousness and thinking. Instead of the "Soviet" model of education, new innovations in the field of education, the introduction of information and communication systems, the introduction of pedagogical technologies, new innovations in the field of education. Attention is paid to implementation at the level of public policy. His achievements are recognized all over the world. For example, Uzbekistan on the introduction of innovations in education. In October 2019, our country adopted the Concept for the Development of the Higher Education System of the Republic of Uzbekistan until 2030. This document is based on such tasks as accelerating intellectual development, training competitive personnel, effective organization of scientific and innovative activities and the development of the integration of science, education and production in order to strengthen international cooperation. The content of the concept reflects the

priorities of reforming the country's higher education system. This is expanding the coverage of higher education and improving the quality of education, the introduction of digital technologies and educational platforms, the involvement of young people in scientific activities, the formation of innovative structures, the commercialization of research results, the achievement of international recognition and many other specific areas. All this allows us to raise the educational process to a qualitatively new level.

It is necessary to pay attention to the fact that the current stage of the socio-economic development of the Republic of Uzbekistan is associated with the implementation of the processes of deep reform of political, economic life, the social sphere of society. At the present stage, social relations based on a market economy are being formed in the republic. The own Uzbek model of transition to market relations is based on taking into account the specific conditions and characteristics of the republic: traditions, customs, way of life.

An appropriate legal framework for reforming this area has been created, which has determined as a priority the growth of investments and investments in human capital, the preparation of an educated and intellectually developed generation, which is the most important value and a decisive force in achieving the goals of democratic development, modernization and renewal, stable and sustainable economic growth.

This is evidenced, for example, by the fact that the Republic of Uzbekistan ranks second in innovativeness in education. During the years of independence, the Law "On Education", "National Program for Personnel Training" were adopted, a national model of education was developed based on a new worldview, a variety of ideas and ideologies. An important role in education is played by the preparation of a new generation of people with independent and creative thinking.

Among the tasks that need to be considered in this regard are the following. First, radical reform and modernization of education play an important role in fulfilling the tasks of a democratic society in our country.

Secondly, in the era of globalization, the main tasks of the teacher in the pedagogical process will change. New requirements are imposed on his management activities.

Management includes direction, assignment, study, help and support, as well as advice, direction, observation, demand, direction. In education, it is important to rely on the national and spiritual values of the wise and considerate people of our people.

Third, young people play an important role in changes in the educational process. They include the ability to search, independently search for information, collect information and use it.

In general, in the era of globalization, it is important that the educational process meets the requirements of the time and does not lag behind. This is very important for fulfilling the tasks of building a democratic society in our country. If achievements in the field of education are the key to development, then the uniqueness of the field of education ensures that Uzbekistan will develop along the path of independent development. One of the broadest spheres of human activity in modern society is education. In recent years, the social role of education has increased and attitudes towards all forms of education have changed in many parts of the world.

The head of our state, Sh. Mirziyoyev, in his book "Critical Analysis, Strict Discipline and Personal Responsibility - Every Leader Should Have His Own Daily Regulations for Activities" critically analyzed the state of affairs in the field of introducing new, modern methods of education, including information and communication technologies. focused on performing a number of tasks.

One of the broadest spheres of human activity in modern society is education. In recent years, the social role of education has increased, and attitudes towards all types of education have changed in most countries of the world. Education is seen as a key factor in socio-economic development. The reason for this attention is that the most important value and main capital of modern society is a person who is able to seek, acquire new knowledge and make non-standard decisions.

Thus, education plays a decisive role in the development of individuals and society in the modern era.

Education is seen as a key factor in socio-economic development. The reason for this attention is that the most important value and main asset of modern society is a person who knows how to seek, acquire new knowledge and make non-standard decisions. Therefore, today education plays a decisive role in the development of individuals and society.

In the context of growing globalization and fierce competition in the world economy, a person needs to receive education throughout his life, and not learning throughout his life in the previous period.

According to some sources, some of the earliest ideas about the continuity of education were refuted by some Western scientists, even in the religious and philosophical ideas of Socrates, Plato, Aristotle and Seneca about the constant spiritual improvement of man and from his scientific works and similar ideas we can find in our sacred religion of Islam.

The idea of lifelong education, in turn, emerged as a pedagogical concept, on the one hand, and as a result of practice, on the other. In general, the development of adult education in modern perception is associated with the consequences of changes in science, technology, socio-economic relations as a result of the industrial revolution of the 19th century. Among the CIS scientists who have made a significant contribution to the development of the system of continuous education, the scientific study of its

features, are S.G. Vershlovsky, N.V. Vasilenko, S.M. Kuznetsov. Vishnyakov, V.I. Ilina, O.M. Nikandrov, V. Podobeda and others can be named.

Several different views on lifelong learning can be found in the modern scientific literature. The most common of these are: "lifelong learning - learning throughout life", "lifelong learning - adult education", "lifelong learning is learning throughout life." In world pedagogy, lifelong learning is defined by several terms, including the terms "lifelong education", "lifelong learning", "continuous reading".

According to the analysis, lifelong education is the leading direction of the state's social policy to ensure optimal conditions for the professional and general development of each person, while for society, lifelong education is an important condition for the development of social production, it is a mechanism that accelerates the process of socio-economic development of the country and increasing its professional and cultural potential. For the world community, lifelong learning is a way of preserving, developing and enriching national cultures and universal values through international cooperation.

In general, lifelong learning goes hand in hand with the growth of educational (general and professional) abilities throughout a person's life through the corresponding needs of an individual and society through state and public institutions and a system of organizational support.

Continuing education creates the necessary conditions for advancement in the training of creative, socially active, creative, spiritually rich individuals and highly qualified competitive personnel. Types of education can include preschool, general secondary, specialized secondary, vocational, higher, postgraduate education, retraining and advanced training, and out-of-school education. After gaining independence, Uzbekistan, as an equal subject and an integral part of the world community, created a strong democratic state based on the rule of law and an open civil society.

In recent years, in the process of reforming the education system in the country, a solid legal, organizational and material-technical base has been created, which has helped to update the content of education and upbringing of the young generation with high intellectual potential.

Over the years of independence, the system of education and upbringing of a harmoniously developed generation in our country has risen to the level of the main priorities of state policy. However, the analysis shows that the effectiveness and results of the work done in the field of preschool education is insufficient. At the same time, the results of the analysis of the development of general secondary and secondary specialized, vocational education showed that the system does not meet today's requirements and needs radical reform. According to the results of the study of the situation in the higher education

system by the Working Group created by the Decree of the President of the Republic of Uzbekistan No. Ф4724 dated October 8, 2016, a number of higher educational institutions still have low scientific and pedagogical potential. It was revealed that the provision of the educational process with information, methodological and educational literature does not meet modern requirements, there is a need for a systematic update of their material and technical base.

Leading world scientific and educational institutions in the areas of higher education. The work on establishing close cooperation with the state, introducing advanced foreign experience in the educational process, in particular, on training and advanced training of promising teachers and researchers in leading foreign scientific and educational institutions, is not enough.

The analysis shows that in recent years most of the teachers, educators and educators are not sufficiently trained, their level of knowledge and professionalism remains a serious problem, and there are not enough qualified teachers.

The problem of linking the structure and stages of the educational process, that is, the organization of the lifelong education system, has not been resolved. The training of specialists and the education system are not sufficiently linked to the requirements of the ongoing reforms and renewal processes in society.

Insufficient development of the vocational training system based on the principle of "lifelong learning" for various categories of the population leads to the fact that most of the adult population, as well as unemployed youth and people with disabilities are no longer in demand in the labor market. In October 2019, our country adopted the Concept for the Development of the Higher Education System of the Republic of Uzbekistan until 2030. This document is based on such tasks as accelerating intellectual development, training competitive personnel, effective organization of scientific and innovative activities and the development of the integration of science, education and production in order to strengthen international cooperation. The content of the concept reflects the priorities of reforming the country's higher education system. This is expanding the coverage of higher education and improving the quality of education, the introduction of digital technologies and educational platforms, the involvement of young people in scientific activities, the formation of innovative structures, the commercialization of research results, the achievement of international recognition and many other specific areas. All this allows us to raise the educational process to a qualitatively new level.

This is evidenced by the encouraging speech of President Shavkat Mirziyoyev at the ceremony dedicated to the Day of Teachers and Trainers. As the head of our state noted, we set as our main goal the creation of a new Renaissance, the foundations of the

Third Renaissance in Uzbekistan through large-scale democratic transformations, including educational reforms.

Results

In the context of deepening market relations, the task of further improving the higher education system arose:

- Raising the status of the teaching staff, introducing a flexible remuneration system depending on the results of research, educational work, freeing up time for main work by reducing the bureaucratic burden.

- Cardinal improvement of the quality of education in higher education through the introduction of new modern educational programs, improving the content of textbooks and teaching aids, pedagogical and smart technologies in the educational process.

- Implementation of a national system for assessing the quality of higher education and its impact on the level of innovative development of the country.

- Increasing the coverage of the younger generation of all strata of the population with higher education by increasing the number of universities, including foreign branches and non-state higher educational institutions.

- Adoption of specific measures to provide universities with the opportunity to independently determine quotas for admission of students and provide an opportunity for applicants to enroll in several universities at the same time.

- Expanding opportunities for youth to access higher education through the development of distance learning.

- Strengthening the relationship of universities and research institutes with foreign partners, participation in international internship programs for students and scientists, expanding the program of funds and scholarships for training students in foreign universities.

- Staffing departments of universities with young talented personnel.

Conclusion

Thus, as a conclusion, it should be noted that in Uzbekistan over the years of a new stage of development, purposeful large-scale work is being carried out to reform the entire system of higher education, which is extremely important from the point of view of developing innovative ideas, developing and introducing new technologies, as well as training graduates who are responsible the goals of the country's socio-economic development.

First, higher education is a fundamental component of human capital, and competitive education is directly related to the reform processes in Uzbekistan. In this regard, the main direction is to stimulate research and innovation in the field of higher education, which create conditions for the dynamic development of society and improve the quality of the process of training competitive personnel, widespread involvement of gifted youth in universities, strengthening the scientific potential of higher educational and scientific institutions, which is the main factor in the innovative development of the country.

Second, high-quality tertiary education is directly related to productivity growth and economic development in general. Higher education, in particular, is extremely important in terms of developing innovative ideas, developing and introducing new technologies, as well as training graduates who meet the goals of the country's socio-economic development.

Thirdly, in the conditions of training new personnel for the new economy, it is necessary to introduce innovative ideas into the educational, educational, research activities of universities, which will further deepen the purposeful large-scale work to reform the entire higher education system.

Fourth, the expansion of international cooperation of the country, an increase in export potential, the production of competitive goods for the domestic and foreign markets strongly dictate the further improvement of the training of qualified bachelors and masters. This process is directly related to the need to improve the international ranking of universities and scientific organizations in Uzbekistan.

Fifth, the involvement of gifted university graduates in science requires a revision. To create favorable conditions for attracting talented masters to scientific and pedagogical work, it is necessary to attract opportunities for financial support from the private sector, government and international organizations.Thus, today the new conditions of the labor market require a more flexible approach to the main directions of development of the education system in the republic. In this regard, the modernization of education is focused on the formation of a new generation of personnel with a high general and professional culture, creative and social activity, who are able to independently navigate in social and political life, who are able to set and solve problems for the future.

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HIRSHFELD SURFACE ANALYSIS AND DFT STUDY OF ELECTRONIC STRUCTURE OF β-(N-BENZOXAZOLINE-2-THION

Abstract: In this paper, the Hirshfeld surface analysis and DFT study of β-(N-benzoxazoline-2-thion) propionic acid was discussed. Hirshfeld surface analysis indicates that the most significant contacts in packing are H···H (30.2%), followed by H···O/O···H (29.2%), C···H/H···C (13.3.5%) and S···H/H···S (11.5%).

By DFT calculations, electron densities on atoms and frontier MOs, as well as, MO energies and global quantum-chemical parameters based on them have been determined. Furthermore, the electron-rich and electron-deficit centers of β-(N-benzoxazoline-2-thion) propionic acid has been determined through ESP surface analysis.

Key words: benzoxazoles, β-(N-benzoxazoline-2-thione)propionic acid, Hirshfeld surface analysis, hydrogen bonds, π–π interactions, DFT.

Language: English

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Introduction

Benzoxazoline-2-thione (BT) derivatives are an important class of heterocycles and are of great interest because of their broad spectrum of biological activity. Insecticides, herbicides, fungicides and bactericides have been known among them [1]. β- (N-benzoxazoline-2-thionic) propionic acid (BTPA), which contains biologically active fragments such as BT and β-alanine, may also be a promising substance in pharmacology. This compound is also interesting from a chemical point of view due to the presence of several reaction centers in the molecule. Electrophilic exchange reactions can occur on the benzene ring. Chemical reactions characteristic to carboxylic acids can occur in the carboxyl group. In addition, the O and S atoms can participate in coordination with metal ions through their lone pair electrons.

In previous work [2], the crystal structures of the salts of β-(N-benzoxazoline-2-thione) propionic acid has been studied and showed that exocyclic active parts of benzoxazoline derivatives tended to form intra- and intermolecular hydrogen bonds in different crystal forms. In particular, in BTPA, the mobile proton of the carboxyl group is easily deprotonated and is involved in the formation of diverse organic salts.

In this regard, quantum-chemical parameters representing the electronic structure of β- (N-benzoxazoline-2-thione) propionic acid were calculated by B3LYP/6-31G(d, p) method. And also for comparison, the theoretical parameters of BT and β-alanine were calculated by the method.

Materials and methods

The XRD data (Ref Code: YEDCOC) of β- (N-benzoxazoline-2-thione) propionic acid (BTPA) has been used for Hirshfeld surface analysis by Crystal *Explorer 17* [3] program package.

The initial geometry of BTPA for DFT calculation is taken from X-Ray data (from cif file). The geometries of benzoxazoline-2-thione and β-alanine were built in Avogadro [4] program package. The geometry of all structures has been optimized by the B3LYP/6-31G(d) method using ORCA program package [5]. The results of theoretical calculations were visualized by Avogadro, MultiWFN [6] and VMD [7] program packages.
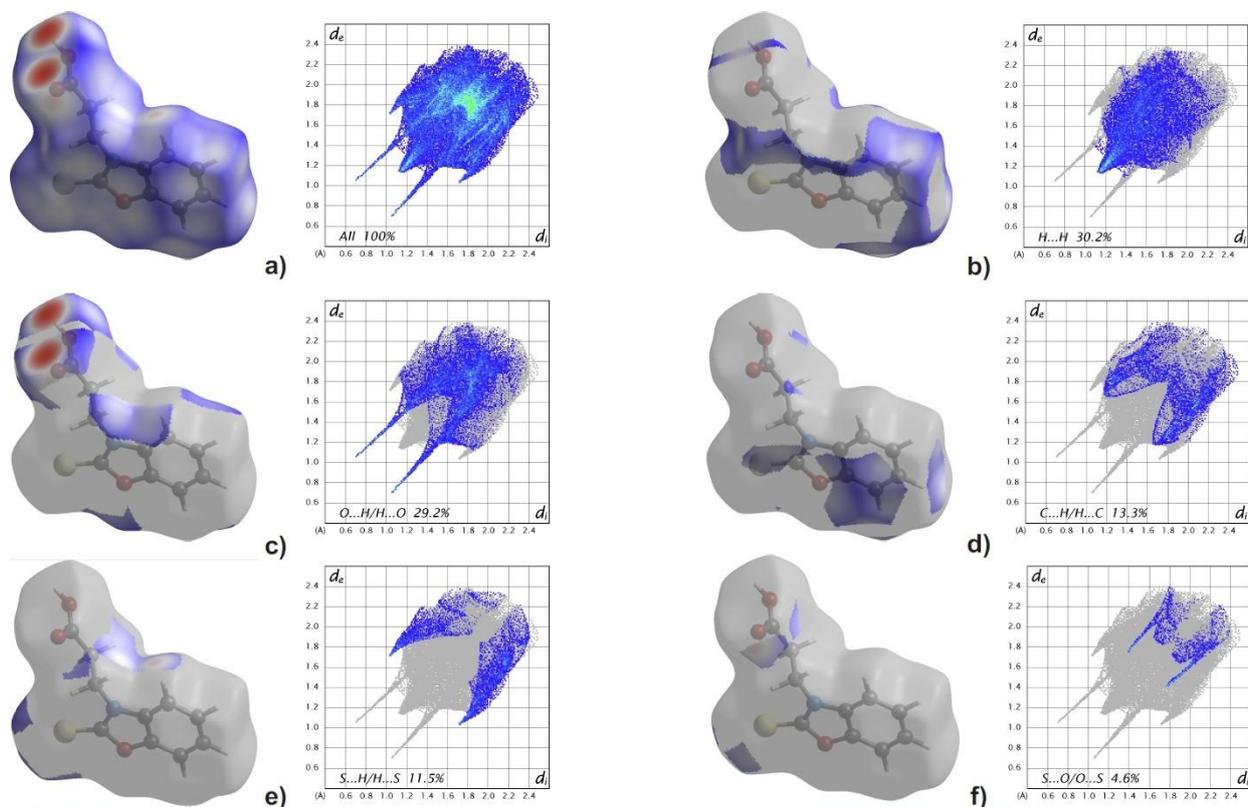

Fig. 1. Hirshfeld surface mapped over dnorm and decomposed fingerprint plots for the dominant interactions.

Results and discussion
Hirshfeld surface analysis

Herein, we report on the Hirshfeld surface analysis of β-(N-benzoxazoline-2-thion) propionic acid. To gain a better understanding of the nature of intermolecular interactions identified in compound **I**,

the Hirshfeld surface analysis was conducted through mapping the normalized contact distance (d_{norm}) as well as the calculation of interaction energies using the *Crystal Explorer 17* [3] program package.

Hirshfeld surface analysis indicates that the most significant contacts in packing are H···H (30.2%), followed by H···O/O···H (29.2%), C···H/H···C (13.3.5%) and S···H/H···S (11.5) (Fig. 1).
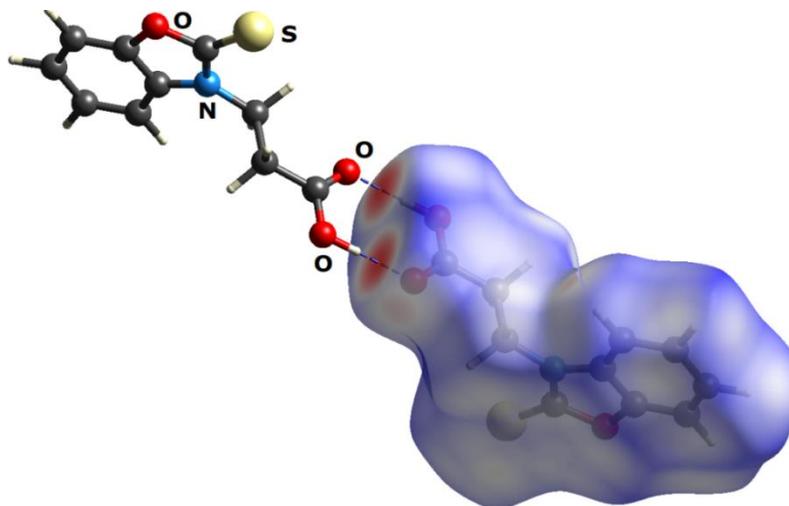
Fig. 2. The three-dimensional Hirshfeld surface showing the intermolecular interactions of (I) plotted over d_{norm}. Dotted lines (blue) signify prominent O-H…O hydrogen bonds.

The contributions of the contacts S···O/O···S, S···C/C···S,·C···C, C···O/O···C, O···O and N···H/H···N are very little and equal to 4.6%, 3.7%, 3.2%, 1.7%, 0.5 and 0.1%, respectively. Fig. 2 shows the d_{norm} mapping of (**I**) calculated in the range -0.6635 a.u. to 1.2071 a.u. The prominent hydrogen-

bonded interactions are readily identified from intense red spots on the Hirshfeld surface. In Fig. 2, the intense red spots correspond to strong O–H…O hydrogen bonds whereas the diminutive red spots observed are due to strong O–H…O interactions.
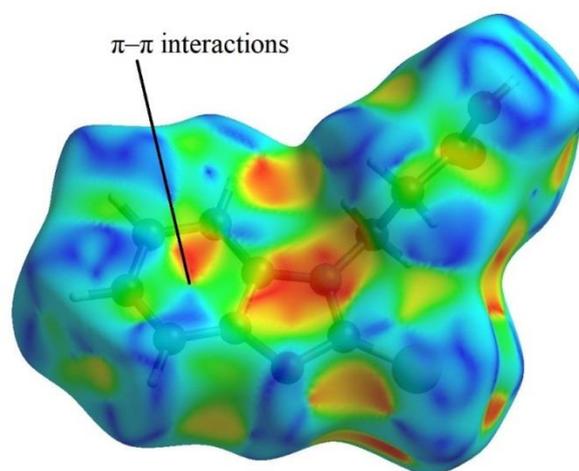
Fig. 3. Hirshfeld surface of the title compound plotted over shape-index.

The shape-index of the Hirshfeld surface is a tool to visualize π–π stacking by the presence of adjacent red and blue triangles; if there are no adjacent red and/or blue triangles, then there are no π–π interactions. Fig. 3 clearly suggests that there are π–π interactions in (**I**)

DFT study.

To study of electronic structure of BTPA, the global quantum-chemical parameters [8, 9] were

determined after fully optimization of the geometry of BTPA, BT and β-alanine by B3LYP/6-31G(d,p) method.

The distribution of charge on atoms is a very useful parameter in chemistry for describing the chemical behavior of compounds - for determining the most negatively and positively charged atoms of a molecule.

Analysis of the charge distribution on atoms of

BTPA showed the localization of negative charges on the sulfur atom and oxygen atoms. It can be noted that the charge distributions on the benzoxazoline-2-

thione (BT) and β-alanine atoms are almost the same as on the BTPA atoms (Fig.4).
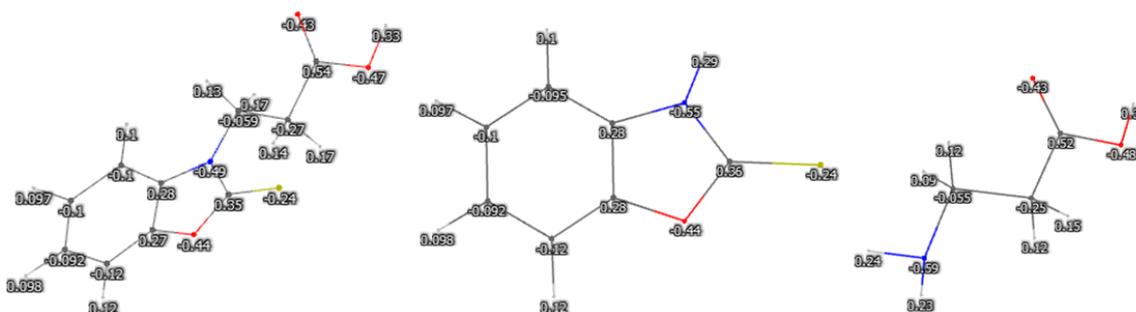
Fig.4. Charge distribution on the atoms of the BTPA, BT and β-alanine

It is known that HOMO and LUMO play an important role in chemical reactions, as well as in the manifestating of the biological activity of compounds.

An analysis of the calculations showed that the electron densities in these MOs are localized in the benzoxazoline-2-part of the BTPA. (Fig.5).
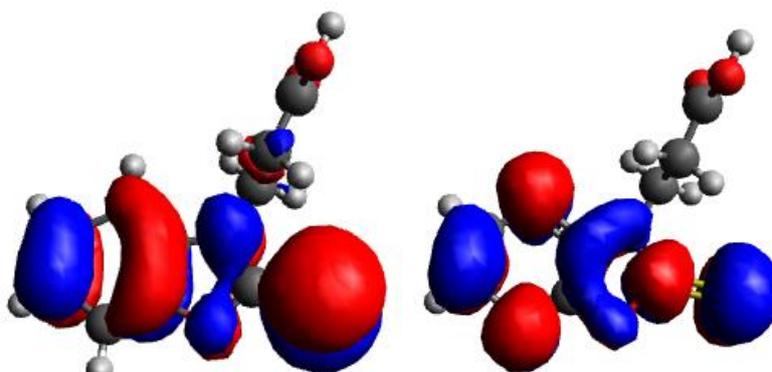
Fig.5. Distribution of electron density in the highest occupied (left) and lowest unoccupied (right) molecular orbitals of the BTPA.

Based on the energies of HOMO and LUMO, the following parameters are determined: electrophilic index (ω), stability index ($|\Delta E|$), chemical hardness (η) and softness (σ), electronegativity (χ) and electronic chemical potential (μ_p). It turned out that the

parameters calculated for the BTPA are almost identical to the BT indicators, which are its integral part.

Table-1. Quantum-chemical parameters for BTPA, BT and β-alanine

Quantum-chemical parameters	BT	β-alanine	BTPA
E_{HOMO} (eV)	-5.83	-6.37	-5.80
E_{LUMO} (eV)	-1.02	0.40	-1.02
$|\Delta E| = E_{HOMO} - E_{LUMO}$ (eV)	4.81	5.97	4.78
Ionization Potential, $I = -E_{HOMO}$ (eV)	5.83	6.37	5.80
Electron Affinity, $A = -E_{LUMO}$ (eV)	1.02	-0.40	1.02
Electronegativity, $\chi = (I + A)/2$ (eV)	3.43	2.98	3.41
Chemical hardness, $\eta = (I - A)/2$ (eV)	2.41	3.38	2.39
Chemical potential, $\mu_p = -(I + A)/2$ (eV)	-2.41	-3.38	-2.39
Chemical softness, $\sigma = 1/(2\eta)$ (eV^{-1})	0.21	0.17	0.21
Electrophilicity index, $\omega = \mu_p^2/2\eta$ (eV)	1.21	1.91	1.19
Dipole moment, μ (Debye)	5.49	1.35	5.22

The analysis of the surface of the electrostatic potential is widely used in the study of the electronic structure of compounds, mainly for the determination of electron-donor and electro-acceptor parts of molecule [10-12]. Consequently, the maxima and minima of the ESP surface were analyzed (Fig. 6). Red and blue colored parts in ESP surface diagram indicates maxima (a positive value) and minima (negative value), respectively. As a result of calculations, it was determined that there are 11 maxima and 5 minima for the BTPA molecule. It was found that the largest maximum (53.21 kcal/mol) is localized around the hydrogen atom of the COOH group, and the smallest minimum (-33.51 kcal/mol) is localized near the O and S atoms. The next maximum (27.50 kcal/mol) is localized on vicinity of H atoms of the N-CH2 group, and the minimum (-27.15 kcal/mol) is localized around the O atom of the C = O group.
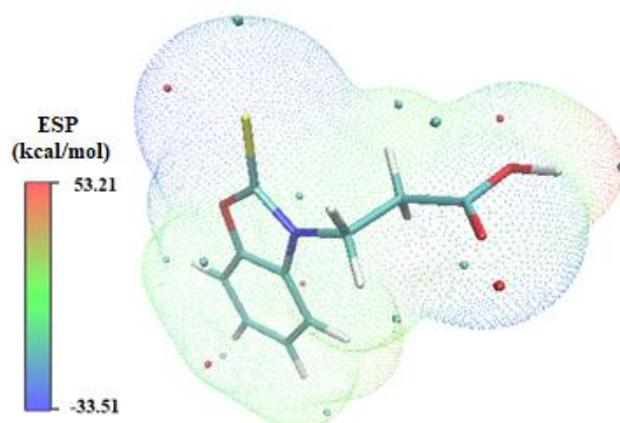
Fig.6. Ehe ESP surface maxima and minima for BTPA. The red and blue circles are minima and maxima points, respectively.

Conclusion

The Hirshfeld surface analysis of β-(N-benzoxazoline-2-thion) propionic acid has been determined using Crystal Explorer software. Hirshfeld surface analysis indicates that the most significant contacts in packing are H•••H (30.2%), followed by H•••O/O•••H (29.2%), C•••H/H•••C (13.3.5%) and S•••H/H•••S (11.5%). Furthermore, atomic charge distribution analysis, frontier electron densities, energies of frontier MOs and other parameters have been determined by DFT calculation. The electron-rich and electron-deficit centers of BTPA has been determined through ESP surface analysis.

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DEVELOPMENT TREND OF REGIONAL JOURNAL PERIODICALS OF THE REPUBLIC OF KARAKALPAKSTAN

Abstract: *The article outlines the main directions for the development of periodicals in the Republic of Karakalpakstan. The stages of development of regional journalism are considered with the corresponding goals. The journals published in different periods of development are analyzed. The author contributes to the determination of the place of Karakalpak magazines in the printing system of Uzbekistan.*
Key words: *Magazine periodicals, content, media market, genre, subject matter, semantic message.*
Language: *Russian*
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Scopus ASCC: 1201.

ТЕНДЕНЦИЯ РАЗВИТИЯ РЕГИОНАЛЬНОЙ ЖУРНАЛЬНОЙ ПЕРИОДИКИ РЕСПУБЛИКИ КАРАКАЛПАКСТАН

Аннотация: *В статье выработаны основные направления развития журнальной периодики в Республике Каракалпакстан. Рассматриваются этапы развития региональной журналистики с соответствующими целями. Проанализированы журналы, выходившие в разные периоды развития. Автор вносит свой вклад в определение места каракалпакских журналов в системе печати Узбекистана.*
Ключевые слова: *Журнальная периодика, контент, медиа рынок, жанр, тематика, смысловой посыл.*

Введение

В системе массовой коммуникации журналы имеют особое место, потому что, у авторов журнальной периодики большие возможности в плане для более глубокого анализа, размышлений, оценки, прогнозирования будущего, в условиях трансформации экономики и политической системы, духовно-нравственные изменения в жизни общества осмысливаются и оцениваются через средств массовой информации, в том числе журнальной периодики.

К тому же изменение в общественном строе в той же мере влияют на журналы, трансформируют их содержание, оформление, авторский состав. Потому изменение произошли в системе Каракалпакстана. Появились новые форматы журналов, которые были не мыслимы в советский период в истории республики. Для полноценного анализа ситуации связанной с журналами нужно сначала уделить внимание теоретическим основам журналов [2].

Основная часть

Развитие журналистики в Каракалпакстане прошла сложный и к тому же своеобразный путь. Журналистика, особенно печатная периодика республики, имела многосторонний ход развития, и в разные эпохи имела разные цели. Исходя из этого развитие каракалпакской журналистики с 1919-года по сегодняшний день, можно разделить на три этапа.

В официальных источниках все время упоминается 1919-год, выход первой в республике русскоязычной газеты «Известия». Об этой дате утверждается в книге С.У. Нуржанова «Периодическая печать Каракалпакстана в системе общественных отношений»: «Известия» Амударьинского совета рабочих, солдатских, крестьянских и дехканских депутатов. В начале 1920-х годов она переименовывается в «Красный Амударьинец», затем в – «Амударьинскую жизнь» [3].

А первая газета выходившая на каракалпакском языке датируется с 1924 годом, она называлось «Еркин Каракалпак». Основная цель первых газет была связана с идеологией и просвещением. Потому, что большинство жителей края не имело даже начального образования, поэтому, была угроза утраты влияние коммунистической пропаганды в республике.

Второй этап развитие журналистики, печати, после укрепления советской власти, окончание второй мировой войны. Потому целью печатной периодики республики была поднятие морального духа населения в послевоенные годы. Этот этап тоже можно разделить на две стадии – довоенные и послевоенные. Значит до второй мировой войны становилась система каракалпакской печати, пропагандировано преимущество коммунистической идеологии, то после войны для прессы Каракалпакстана особой целью являлось создание новой жизни, особого пути развития.

Третий период начинается уже после обретения независимости Республики Узбекистан. Был принят Закон Республики Узбекистан «О средствах массовой информации», созданы большие возможности учредить газеты и журналы общественных организаций, частных структур, одним словом появилась свобода слова. Первые десять лет окрыленные свободой слова многие структуры и индивидуальные лица, далекие от журналистики, печатного дела коммерсанты стали организовывать печатные издания разной тематики. Но, рыночные реалии сказались на деятельности таких дилетантов, потому многие газеты не поборов жесткую конкуренцию на рынке печатной периодики перестали выходить и закрылись. Такие издания как, «Талапкер», «Сауда пресс» и другие [9].

Журнал – это периодические издание книжного формата, в нем печатаются статьи и авторские произведения. Происхождение слова – от французского journal (дневник, поденная записка) [4]. История журналов берет начало с 1665 года с издания «Journal des scavants», в России же первая попытка издания журнала была совершена в 1728 году [1].

Определяя главное отличие газет от журналов, П. П. Перцов, редактор «Нового пути», писал в 1903 г. в статье, открывающей этот журнал: «В Европе газет даже больше, чем у нас, но их обилие не мешает бытию журналов, имеющих свою специальную задачу обобщающего освещения, которая для газеты естественно невозможна».

Первым журналом выходившим в республике является издание «Амударья» [10]. Оно учреждалось 1932 году союзом писателей Республики Каракалпакстан. Журнал имел колоссальный имидж среди писателей, поэтов, интеллигенции республики, потому, что многие видные каракалпакские писатели и поэты начали издаваться в журнале «Амударья», а потом были допущены к печатанью авторских книг. «Амударья» была творческой лабораторией будущих каракалпакских писателей и поэтов, потому, за каждый повесть, рассказ и другие материалы авторы получали приличные гонорары по меркам того времени.

Потому редакционный коллектив создавался из видных писателей, поэтов и критиков каракалпакской литературы. Этот принцип работы был эффективным. Сотрудник редакции с одной стороны мог отредактировать полученные творческие работы, с другой стороны работник мог наставить молодого писателя и поэта и направить в нужное направление.

В советский период журнал издавался 12 раз в год тиражом превышающей многие современные газеты Каракалпакстана. Основное тематическое направление издания были – проза, поэзия, литературная критика, зарубежная литература (в основном переводились классики мировой и русской литературы), а 80-годы к ним присоединились такие тематики как, публицистика, научная литература и языкознание. Например, журнал был одним из первых печатавших публицистику писателя Оразбая Абдирахманова «Аралым, дэртим менин» (Арал горе мое), в нем рассказывалось о экологической катастрофе регионе, вызванный высыханием Аральского моря. Надо отметить, публицистика писателя об Арале переводились во многие языки постсоветских республик. А писатель стал лауреатом многих премии.

В середине 80-х прошлого столетья оттепель пришла в каракалпакскую литературу. В те годы журнал печатал многие темы, которые в прежние

времена были табуированными. В страницах журнала печатались воспоминания сыновей и близких друзей невинно репрессированных каракалпакских деятелей в 30 годы прошлого столетия. К тому же, издания серийно печатали жизненный путь уламы и имамов (проповедники ислама), рассказывались до того времени неизвестные подробности и участия в застенках НКВД.

А в начале девяностых стало модно рассказать о судьбах, бежавших за рубеж в первые годы советской власти байев и моллы. К тому же, многие уцелевшие сыновья беженцев переселившихся в основном в арабские страны приезжали в республику. О них были написаны пафосные публицистические материалы.

На сегодняшний день журнал «Амударья» является единственным журналом республики Каракалпакстан, всесторонне освещающий в полном объеме литературные процессы, публицистику, поэзию и прозу каракалпакских авторов. Журнал работаем тесно с союзом писателей Республики Каракалпакстан. Многие молодые авторы, печатающие свои первые творческие работы в журнале, являлись слушателями семинара. Основная цель семинара всесторонне познакомить молодежь с творческой деятельностью писателей и поэтов республики. Наставниками семинара являются видные писатели и поэты.

Основные рубрики журнала «Проза», «Поэзия», «Әдебият хәм илим», «Китаплар», «Тарийх сабақлары», «Түркийзибан», «Дәреклесиў», «Қабуснама», «Әдебий өмир», «Дүнья эдебияты дүрданалары», «Археология», «Талант», «Драматургия», «Әдебият, мәденият», «Көркем өнер» и другие [11].

Специфику журнала можно разделить на несколько групп:

1. Организаторские. Организует литературный процесс, в полном объеме мобилизует авторский состав;

2. У журнала есть своя направленность. Журнал «Амударья» показывает колорит и неповторимость каракалпакской литературы и обрядов;

3. В журнале на ряду с литературной тематикой освещаются такие тематики как, общественно-политическая жизнь, история края, культура и духовность каракалпакского народа.

Журнал полностью отвечает требованиям специфики литературно-художественного журнала. Его основная цель ознакомить читателей с новинками литературы, историческим процессом, новостями науки.

В советское время «Амударья» была единственной журнальной периодикой в Республике Каракалпакстан. После независимости один за другим стали учреждаться

новые журналы. С марта 1991 года учредили журнал «Арал кызлары».

В журнале работало пять работников, главный редактор писательница Гулайша Есемуратова, ответственный секретарь Сайлаубай Жумагулов, тех. Редактор, бухгалтер и машинистка.

Когда учреждался журнал многие подумали что, издание будет писать в основном о деятельности каракалпакских женщин, но на страницах журнала поднимались злободневные социально-экономические проблемы республики. Самой привлекательной рубрикой журнала стал «Сырласыу». В рубрике освещались секретные темы, связанные с жизнью современной молодежи, жизненные переплетения, отношение свекрови и невесты, этот вопрос имел первостепенную важность для каракалпакских девушек. Потому что, отношение свекрови и невесты основывалось на древних традициях, старшее поколение чтило те традиции и свекрови требовали не отменного их исполнения. Поэтому рубрика имела своих читателей.

Но, рыночные реалии не дали возможность журналу дальше развиваться, журнал перестал существовать.

С 1992 года стал выходить журнал для детей «Гумша». Журнал выходил четыре раза в год. Учредителями были, издательство «Каракалпакстан», фонд спасение Арала и Амударьи.

Журнал стал настоящий подарком для детей, потому что с первых номеров для них печатались интересные сказки, игры, рассказы, кроссворды. Например, во втором номере журнала на первой полосе выходили стихи поэта Ибраима Юсупова «Сок» и «Кеуилли косык». В остальных страницах печатались каракалпакские народные сказки «Кайсысы улкн», новелла Абат Крамова «Сагынышка толы хатлар», рассказы Оразбая Сулайманова «Кыймаслык», «Сагынышка толы хатлар» [5]. К тому же в этом номере выходили пословицы, загадки, головоломки для детей.

Опубликованные на страницах журнала материалы помогали родителям, содействовали физическому, интеллектуальному и эмоциональному развитию детей.

Выход журнала был прорывным событием того времени, потому что с тех пор в республике нет журнала для детей. Но, общественность холодно восприняло выход журнала, в основном государственные структуры не уделили должного внимание журналу, и издание перестало существовать.

С 2000 года учредили с идентичным названием республики общественно-политический, научно-популярный, художественно-публицистический журнал «Каракалпакстан».

Журнал «Каракалпакстан» выходил на четырех языках и стал единственным изданием изданием выходившим на четырех языках. К тому же журнал выходил в цветном формате, это было новшеством того времени.

На страницах издания можно было найти разнообразные темы связанные с жизнью края. Начиная с исторических тем, кончая экологической тематикой. Например, в номере 1 и 2 с 2002 года печатались несколько статей связанные с проблемой Аральского моря: «Тениз сууынын жок болыуы себеплери неде?», «Жасалма туркмен тенизи… онын Аралбойы алабына тасири кандай?» [6].

В 1-3-номерах журнала от 2003 года печатались статьи связанные с 70 летием города Нукуса. В статье Гайратдина Хожаниязова «Нокис – бескла улкесинин сар кенти уллы карауан жолдын дарбенти» [7]. В статье уделяется внимание местоположению города Нукуса, этимологическому истоку названия «Нокис».

Как и другие журналы тех лет издание «Каракалпакстан» после нескольких лет перестало выхолить на свет. К остановке деятельности журнала повлияли экономические трудности, возникшие несколько лет тому назад, потому, многие последние номера выходили вместе.

Основной тематикой журнала были: История, археология, этнография, языкознание, проза, поэзия, искусство.

С 1998 года в республике стал выходить журнал «Жайхун», учредителями издания были Совета Министров Республики Каракалпакстан, Союз писателей Республики Каракалпакстан.

Журнал выходил ежеквартально на узбекском языке. Основными рубриками были: «Миллий тарихимизга бир назар», «Адабиётшунослик», «Меросимизни ўрганамиз», «Назя», «Наср», «Болаларингизга ўқиб беринг», «Хажвия», «Жаҳон адабиёти дурноларидан», «Биз ва дунё», «Муносабат», «Дўстлик кўприги» «Спорт», «Туйга келдик».

Если обратить внимание на первый номер издания то можно с гордостью отметить что журнал был самым толстым изданием того времени, количество страниц журнала составляло 95 страниц.

Тематика журнала была разнообразной, например, в первом номере журнала печаталась статья Гайратдина Хожаниязова «Черные клобуки – каракалпакларма?» [8]. В статье автор ищет ответ давно сложившимся вопросам «кем является каракалпаки?», стоить отметить что, в статье не даются исчерпывающие ответы к вопросу, но открывается завеса тайн и многих догадок.

В рубрике «Наяз» даны стихи таких авторов как Гулистан Ахмедова, Гулчехра Рахимова, Мансура Ахмедова, Алибека Абдурахманова, Махмуда Курбаниязова и других.

Как и предыдущие журналы «Жайхун» просуществовал недолго, но освещение острых и интересующих читателей тем заинтересовали читателей журнала.

Хотелось отметить, что в первые годы независимости на журнальный рынок приходили многие издания разного тематического направления. Но, экономические трудности постигшие нашу республику, не пощадили много молодых журналов. Основной проблемой стало повышение цен связанной с доставкой и полиграфическими расходами, потому себестоимость одного номера поднялось в неимоверной прогрессии.

Заключение

По данным Агентства информации и массовых коммуникаций Республики Каракалпакстан: в республике издаётся семь журналов. В Республике Каракалпакстан сложилась структура журнальной периодики на каракалпакском языке: общественно-политические, литературно-художественные и научно-познавательные, развлекательные журналы, которые в меру своих возможностей решают социальные и творческие задачи, освещаются научные открытия каракалпакских ученых.

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EFFECTIVENESS OF METHODOLOGY FOR THE DEVELOPMENT OF SPEECH COMMUNICATION CULTURE IN CONTINUOUS EDUCATION

Abstract: In the sphere of speech culture behavior in the system of continuous education in the Uzbek language, it is necessary to achieve the following parameters:
1) achieve the accumulation and activation of the wealth of speech stamps;
2) participate in mutual communication, that is, master the order of mutual communication and communication behavior;
3) be able to independently start and continue, end a dialogue on the proposed topic;
4) to able to participate in mutual communication using information technology in a remote from;
5) write dialogue.
Key words: in the sphere, linguistic and cultural competence, intercultural communication, lexical difficulty, speech culture behavior, dialogic text, organizational part, basic information exchange.
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Introduction

In order to give objective results of experimental work on the formation of a culture of communication in students in classes (groups) where the language of instruction is Russian, attention is paid to the closeness of the number of young people who study Uzbek language and do not know it in practice. Teachers, as experimental materials, on the one hand, in addition to getting acquainted with the main content of our research work, carry out six different types of work described in this chapter, on the other hand, envisage the intended goals and results in the work plan. In the system of continuous teaching of the Uzbek language it is necessary to achieve the following in terms of etiquette:

1) creation of KES (Knowledge, experiences, skills) for young people to independently create phrases (types of sentences with a certain structure) in the Uzbek language, working on thematic vocabulary;

2) to achieve the accumulation and activation of a wealth of stereotypes;

3) to be able to communicate, that is, to master the order of conversation, the etiquette of behavior;

4) start and continue, complete the dialogue independently on the given topic;

5) be able to communicate remotely using information technology;

6) to be able to make a dialog in writing form[1].

LITERATURA REVIEW AND METHODOLOGY

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Clarivate Analytics *indexed*

Experiments are carried out in the classroom (group) in 10 different types of work, similar to the goals and objectives that represent the hypothetical model listed above, in a sequential manner, increasing the independence of students. We have outlined some of our recommendations for these types of work below.

I. To teach students to compose sentences of different patterns independently in the Uzbek language.

If Russian-speaking students do not speak Uzbek independently, they will not be able to compose dialogues, if they will not be able to translate patterns from Uzbek to Russian, they will not be able to use them in speech because they do not know their content. Therefore, after conducting independent experiments in Uzbek language and conducting certain experiments, students are selected, so that the order of dialogue, as well as the etiquette of communication, can be considered as the first parameter of the development of dialogic speech. If a class in which students cannot speak Uzbek independently is chosen for the experiment, the teacher first uses a monograph by Methodist scholar R.A.Yo`ldashev entitled "Methods of Enhancing Pupils' Oral Speech in Uzbek Language Classes by Speaking Too Much"[2] (for example, Russian language schools). It is designed to guide students in teaching Uzbek language to speak independently. In the first chapter of our study, we provided numbers on the results of translating templates from Uzbek into Russian language as a control work, pointing out that the situation was not good, citing the fact that students' dialogic speech was not developing at the required level. Therefore, at the beginning of the experimental materials (provided that the teacher teaches students to compose sentences independently), we recommend to perform exercises that provide conscious mastery of Uzbek idioms.

II. Translation of Uzbek idioms into Russian.

The following exercises are performed:

- to read the Uzbek version of the patterns from the exercise material in the form of a dictionary, to study the pronunciation;

- Translation of templates from Uzbek into Russian;

- Interpreting exercises.

III. Activation of Uzbek idioms.

The following types of work are carried out:

- memorize patterns;

- Carrying out the game "Fast walking";

"Who knows a lot about stereotypes?" play an intellectual ring game;

- read a dialogic text with a corresponding pattern instead of dots.

IV. Translating Uzbek equivalents into Russian

The following exercises are performed:

- to tell the Uzbek translation of the template from the exercise material in the

form of a dictionary, depending on the Russian version;

- to do this work in writing;

- read Russian sentences in parentheses in the dialogic text translated into Uzbek;

- Accompanied by a teacher to translate Russian sentences into Uzbek.

V. Expressive reading and modification of a dialogic text sample after lexical and grammatical preparation.

There are many such exercises in Uzbek language textbooks. Their purpose is also to acquaint students with new words, word forms and phrases that are actively used in the conversation on this or that topic, to introduce them to the speech of young people in terms of pronunciation, meaning and spelling. Sometimes there is a stereotype among the new language material. Exactly performing the pattern without change does not enhance the students 'dialogic speech, but rather expresses the readiness to do so. Consequently, not much time is allocated to this type of exercise. Assessment of students takes into account the acquisition of language material, pronunciation and spelling, intonation.

VI. Some words, pattern execution by changing bites.

Based on a dialogue pattern, the task of creating options by swapping words and bites in it can be done consistently from class to class. The importance of these types of exercises is that they allow students to acquire basic skills related to developing dialogic speech. [3]

VII. The exercises that are required to continue the dialogue given at the beginning put the students in a position to think of a continuation based on one or two bites given. For example:

IN THE MARKET

– Qovunning kilosi necha so`m turadi ?

(-How much does a kilo of melon cost?)

– ... so`m.

(- ... sum.)

– Mana bu qovun necha kilo chiqadi? ...

(-"How many kilos does this melon weigh?") ...

AT THE STATION

– Shimoliy vokzalga nechanchi avtobus boradi?

(- How many buses go to the North Station?)

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[2] Yo1dashev R.A. Methods of developing students' oral speech in Uzbek language classes by speaking them a lot (on the example of schools with Russian language of instruction): Monograph. - Tashkent: «Science and technology», 2012. 12-p.

[3] Akhmedova G.M. Knowledge, skills and abilities in the culture of oral communication. Scientific research in the XX century: general and humanitarian sciences. Collection of general articles/under the general editorship. V.A.Doljikov. - M .: Global partnership, 2015. p. 44.

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– 55-avtobus.

    (- Bus 55.)

IN THE PRESENCE OF A DOCTOR

– Mumkinmi?

    (- may I come in?)

– Kiring. Mana bu yerga o`tiring. Xo`sh, qayeringiz og`riyapti?

    (- Enter. Sit here. So where does it hurt?)

Students do the exercise with difficulty because they speak a lot in their native language on such topics. They rely on communication skills from their native language in inventing morsels and patterns. But the dialogues on some topics may be different than usual. For example, the topic "In the market" is one of them. The person who buys a melon or watermelon first asks the price of one kilo, then instead of asking, "Give me one melon (watermelon)," How many kilos does this melon cost? ","What about the smaller one?" "When he gets answers to questions like", "Here's this melon, pull it out." "Because the exercise is educational, the teacher guides the students in the conversation using guiding questions and assignments". "Some advanced work-experienced teachers use molds to create a melon-buying situation". In some topics "... the dialogue also includes elements of the scene: the door knocking, asking permission, greeting, saying goodbye, and so on. It is also necessary to use the following bites. Who is he? "It's me, Sasha." "May I come in?" - Enter. "I'm sorry." "Then what are you doing?" Such demonstration activates students. When five or six pairs of students talk to each other in class, the dialogue progresses.[4]

VIII. Exercises that require dialogue on a given topic are organized after certain lexical and grammatical preparation, after which students begin to acquire basic communication skills. If this is not done, such tasks, as given in the textbooks, will be accomplished with great difficulty and failure. Conversation based on serious preparation is effective, inspires young people, allows them to further strengthen their initial skills, and encourages them to achieve the quantitative and qualitative indicators set in the educational standard.

IX. Participating in a conversation as a multiple participant

allows you to master the etiquette, expand the range of conversation, come up with unexpected bite options, increase the responsibility of students, they become sufficiently active. So, as a first exercise, the pattern is actually performed, then the variable changes are made, the conversational exercises are organized using a sample (changing words, phrases, patterns) in related topics, similar speech situations, and finally the conversational exercises are completely independent.

X. Innovative activities of teachers. In innovative model of the teacher's personality plays an important role in achieving active participation of students in dialogue in a dialogical form, encouraging them to think creatively.[5] This can be achieved through the following conditions:

1. Give students some freedom in inventing dialogue pieces.

2. Think of some bites in advance and write them down on paper, allowing them to be used.

3. Support and encourage new ideas.

4. Work in a team and ensure that group members are active.

5. Assure students that they are making progress in learning the Uzbek language, emphasizing that they are making meaningful snacks.

6. Listening to the assessments of classmates about the achievements and shortcomings of the group, creating a critical attitude.

RESULT AND DISCUSSION

As a result, students have the opportunity to become accustomed to dialogic speech skills such as independent thinking, broad-mindedness, fair judgment, free speech, self-control, and self-assessment.

Non-traditional methods, such as **various games**, are used to turn skills into skills (automate dialogic speech). Independent thinking develops creativity in students. The following games will help you: **"Presentation",**

"Multimediya", "Wheel", "Fish Skeleton", "Essay", "Saw", "Venus", "Speaker Contest", "Box of Thoughts", "Game of Wisdom".

All students are actively involved in the process of innovative and non- work: traditional learning. **Innovative education** is reflected in the following types of Task 2 asked to translate the following sentences from Russian into Uzbek:

Разрешите вас приветствовать. Как идет (ваша) жизнь? Как вам (тебе) сказать? Как на работе? Какая приятная встреча! This task was performed in the following order.

1 sentence is translated as "Let me greet you," which is used in oral speech as "Let me greet you," which we have focused on in their translation.

Previous control case materials were used in the initial control case. The results showed that the

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[4] Akhmedova G.M. Knowledge, skills and abilities in the culture of oral communication. Scientific research in the XX century: general and humanitarian sciences. Collection of general articles/under the general editorship. V.A.Doljikov. - M .: Global partnership, 2015. p. 44.

[5] Akhmedova G.M, Work on patterns in the development of students' culture of speech communication. Lingvist. A collection of scientific articles. Section VII. / Faculty of Uzbek Philology, National University of Uzbekistan named after Mirzo Ulugbek.T .: 2016. 144-p.

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knowledge acquired and regulated in the first test was able to show its positive effect in the second test, that is, students were able to translate those patterns from Russian into Uzbek with alternatives.

All students are actively involved in the process of innovative and non-traditional learning. Innovative education is reflected in the following types of work:

"Modified education" is an integrated learning process (the teacher teaches in the form of communication with students, question-answer, discussion). The students, i.e. the 'Interview', the participants of the training should take turns interviewing each other. Methodist scholar G.Kh.Jumasheva develops a method of using theatrical games in the formation of the culture of communication in the Karakalpak language of preschool Russian-speaking children, which describes the ways in which they can enjoy the spiritual riches, customs and traditions of the Karakalpak people.[6]

"Multimedia - teaching with video programs" (a method of presenting and playing a sample of communication on a particular topic using software, audio, visual, television, video equipment).

Multimedia (meaning "multi-environment") is a set of capabilities available in almost all modern computers, a new, improved stage of "human-computer" interactive (dialogic) communication, in which the user receives a very wide and comprehensive information.

N.M.Chernenko[7] compiles a set of symbols that represent the following warnings to students participating in computer correspondence. We can customize these by linking them to the dialog as follows:

- take into account the style of the interlocutor when creating their own dialogues;
- Do not prolong your message to adhere to the conciseness of the discourse;
- Not to give thoughtless answers to questions, to adapt to the answers of the interlocutor;
- Failure to answer questions in violation of the rules of etiquette;
 the text;
- The use of generally accepted graphic symbols that help to quickly understand
- follow the paragraphs that make the text visible;
 "Analysis of a particular situation or situation" (any life event, a discussion of a situation.

"Have a point of view" (each student expresses his / her point of view on the teacher's problematic assignments on the speech situation).

"Critical Thinking" (students respond critically to a teacher's questions about a speaking situation without repeating each other).

At least 5 people will take part in the "Snowball" game. The first participant asks a question and gets an answer, the second pair exchanges a bite after the greeting, the third pair adds another bite, and so on. In doing so, they are said to make more use of stereotypes. Returns to the first pair and so on. There will be a competition between the pairs. The pair that achieves perfection is the winner.

The methodological problems that need to be addressed within the research topic are to some extent related to the tools of dialogic speech development. In addition to the mediation of dialogic text patterns, pictures, various drawings, verbal situations created by words, and finally, the technical means of teaching play an important role here.

Some theoretical guidelines and practical research on important issues of effective use of computers in language education in the research of Uzbek Methodist scholars such as I.R.Ahmedov, M.Yu.Tukhtamirzayev, Sh.J.Yusupova[8], S.A.Adilova[9], N.Z.Umarova recommendations are outlined. Most of the existing problems with the use of modern information technologies in Uzbek language classes have been resolved in the research work of N.Z. Umarova. According to the scientist, "... the use of multimedia teaching methods in places where time, space, necessity and opportunity require it, increases the effectiveness of education." Therefore, in his opinion, in order to increase the effectiveness of Uzbek language lessons, it is necessary to create electronic textbooks, electronic developments, slide packages, encyclopedias, dictionaries, use e-mail.

Demonstration plays a special role in the development of dialogic speech. In this case, it is necessary to use a speech situation that reflects the speech situation, rather than an image of the interlocutors. Accordingly, the methods of demonstration are a picture that reflects the speech situation, a scene, a demonstration of the situation by two students, and observation of what is being said to each other. These methods represent the tools used in the process of explaining a pattern of speech or a rule of etiquette. The stages of training can be called introduction, practice and application methods. Now

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[6] Жумашева Г.Х. Формирование основ культуры общения дошкольников на каракалпакском языке в условиях двуязычия средствами театрализованных игр: Автореф. дисс. … канд.пед.наук. – Ташкент: 1996. – 16 с.

[7] Chernenko N.M. Stilistika kompyuters communications. // Rus yazik v shkole. 2009. № 5. – С. 14– 17.

[8] Muxitdinova X. O`zbek tilini o`qitishda uzluksizlikni ta'minlashning ilmiy-metodik asoslari. Monografiya. – Toshkent: «Fan va texnlogiya », 2008. – 238 b.

[9] Adilova S.A. O`zbek tili mashg'ulotlarini kompyuter texnologiyalari vositasida tashkil etish (oliy ta'lim muassasalaining rusiyzabon gurulharda): Ped fanlari nomzodi ... diss.avtoreferati. – Toshkent, 2004. – 19 b.

the scientist's methods are improving in line with the times: computer technology is added to the series of exercises. Video techniques are widely used as visualization, teaching, exercises under the supervision of an electronic teacher, supervision. Animation effects make the image clearly visible.

In addition to the above, S.Adilova[10] "... performs many tasks such as speaking according to the picture, memorizing hidden words, voting for the video, continuing the given ideas, expressing her attitude to the issues raised in the text, filling in the table independently, drawing conclusions on the topic and in this case it is assessed by both the computer and the teacher.

Indicate how the tasks were performed (fast or slow, error or inaccuracy), the points collected by the computer, "Barakalla!" *(Молодец)*, "Think" *(Подумайте)*, "Re-examine!" *(Повторно изучите)* such as giving instructions for approval or correction with recordings, as well as encouragement through music, is controlled by warnings.

Nowadays, it is important to involve young people in school and higher education in voluntary research activities, to teach them to develop research technology, to ensure that all stages of the teaching process are included in the fun activities using the basics of this method.

Education itself, as a copy of the scientific research method, develops from the broader enrichment of productive knowledge by theory and practice. This completes the mechanism for activating the student's undiscovered creative ability and exploratory skills. Students search for scientific knowledge as a team can become a personal value only when it is obtained on the basis of his mental and individual activity.

This is successful only if the learner has enough mental tools to help him- or herself to search deeper into the essence of the subject. These are, first of all, the logical application of the search for knowledge, which has its place and value in the science of methodology, a combination of logical operations. The knowledge gained during the research is assimilated along with the learner sorting and systematizing them and drawing valuable conclusions from them.

With the use of a number of research methods, the learner is motivated to acquire a culture of verbal communication, as the study of the problem creates a full creative opportunity. Each stage of education will have a broader practical analysis of its effectiveness. A new scientific problem will be solved.

For example: Umar Khayyam's contribution to the development of the culture of behavior and speech should be recommended to the student as a reading material.

It is noteworthy that while the student uses the methods he/she can fill as a young scientist conducting research based on a comprehensive analysis of the problem, all that can be easily seen in the work of the author.

Introduce students to the patterns through speech patterns, illustrations, scenes, spiritual and aesthetic enrichment of the interlocutors, the exchange of new information, the structure of communication (organizational part → basic information exchange → practice of speaking in the context of concluding parts of speech) The Russian translation of the textbook, a brief explanation of the explanations and the consistent introduction of the rules of etiquette, if necessary, were considered appropriate.

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DETERMINANTS OF FDI IN DEVELOPING ASIAN COUNTRIES

Abstract: Foreign direct investment - investments aimed at the long-term control of the investor over the business operations of the recipient company in another country. This paper studies the determinants of FDI in developing Asian countries. According to the results trade openness, tax burden and GDP per capita have statistical significance to FDI inflow to Asian Countries.

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Introduction

The expansion of regional integration Agreements into various forms, ranging from free trade zones to economic unions, has demonstrated a further deepening of regional economic integration between countries since the 1990s, as well as a significant increase in global FDI flows (UNCTAD, 2003) of USD 442 billion between 1990 and 2002. (Di Mauro, 2000). This, in turn, has increased interest in the impact of economic integration on FDI inflows, as several studies show that foreign investments play an important role in the prosperity of emerging economies by disseminating R&D, technology, knowledge, and skills (Hejazi, et al., 1999). With the disintegration of the Soviet Union, post-communist countries, like other emerging economies, recognized early on the potential benefits of FDI and sought to expand economically through the Commonwealth of Independent States (CIS), the Customs Union (CU), and the common market, gradually understanding the

value of transparency, business aspects, economic and political prosperity, and the f According to the OECD (2013), FDI is defined as cross-border contributions in one economy by a resident business into a company in another country with the goal of acquiring permanent value from the company resident in a different economy.

It is well established that all FDI inflows, regardless of form, lead to higher economic growth in host economies and contribute to long-term economic development (Masron, et al., 2012).

FDI and its benefits to host countries address issues such as resource scarcity and a lack of access to modern technology that developed countries face, making FDI outcomes far more relevant than those of developed countries (Rehman, et al., 2011). FDI frequently solves these problems. FDI will benefit developing countries directly through capital inflows, tax revenues, and job creation, while also indirectly benefiting local companies and workers and providing

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access to foreign markets through the sharing of foreign investors' technologies and know-how. As a result, the participation of competing foreign companies in an increasingly competitive market forces the remaining domestic companies to become more productive, improving domestic competitiveness and, ultimately, the developing country's own economic growth rate (Reiter & Steensma, 2010). Finally, it is possible to state that FDI is an important factor in a country's development, particularly development.

Statement of the Problem

One of the challenges for Asian countries, particularly developed ones, is attracting FDI in order to achieve economic growth. Because of low labor costs, some Asian countries, such as China, India, and Vietnam, have an advantage over other countries. However, other countries, particularly landlocked countries, face challenges in attracting FDI. As a result, identifying significant variables of FDI inflows to Asian countries has always been a challenge.

Literature Review

There are, however, numerous FDI interpretations that are more popular and used by various sources, such as the International Monetary Fund (IMF), the Organization for Economic Cooperation and Development (OECD), and the United Nations Conference on Trade and Development (UNCTAD) (UNCTAD). While these are the most well-known and widely used sources.

According to the IMF and OECD definitions, foreign direct investment is the acquisition of a permanent interest in a business that is resident in a different economy by a citizen individual of a particular economy (foreign investor). The 'long-term relationship' ensures that the direct investment firm has a long-term connection with the direct investment business and has a significant impact on its operation.

However, most used (as defined by the UN in its 1990 World Investment Report) the concept of foreign direct investment: "an investment involving a long-term relationship and reflecting a lasting interest and control of a resident entity in one economy (foreign direct investor or parent enterprise) in an enterprise resident in an economy other than that of the foreign direct investor (FDI enterprise, affidavit, etc.) in an enterprise resident in an economy other than that of the foreign direct investor (FDI enterprise,

Garibaldi et al. (2001) examined the determinants of foreign capital during 26 transitions from 1990 to 1999 and concluded that the major influencing factors for FDI inflows in these economies are market size, fiscal deficit, inflation and a system of exchange rates (FDI), risk analysis, economic reform, and trade reforms.

As a result, it is critical that the analysis distinguishes between vertical FDI (efficiency and the pursuit of natural resources) and horizontal (market) expenditure.

Intra-regional duty elimination may disincentivize intra-regional (market-seeking) FDIs because regional trade and services are less expensive than manufacturing facilities. This condition, on the other hand, may stimulate intra-regional FDI vertical (resource-seeking) activities by increasing the cost of multinational companies establishing regional manufacturing plants.

Ranjan and Agrawal (2011) classified FDI inflow determinants in Brazil, Russia, India, and China, known collectively as the BRIC countries, using a random effect model on a panel set of data consisting of an annual frequency dataset from 1975 to 2009. For the study, data from the World Bank Indicator (WDI Data Bank) 2010 were gathered.

In terms of globalization, the Ranjan and Agrawal (2011) study aims to investigate major factors influencing capital flows into BRIC countries and to provide analytical studies and results that are far more comprehensive and universal, utilizing large tables over time. Based on previous literature and available data sets for the timeframe chosen, Ranjan and Agrawal (2011) carefully selected the independent variables GDP (currently US$), CPI inflation, labour costs, exchange transparency, the infrastructure index, population, and the development of total capital projected to assess FDI inflows. In a paper titled "Foreign Direct Investment Determinant in Ten African Countries: A Panel Data Analysis," Akinlo et al. (2013) used the pooled Ordinary Least Squares (OLS) and Fixed Effects (FE) model calculation to identify the FDI influx determinants in ten main FDI beneficiary countries in Africa. Thus, the panel variables included Nigeria, Mozambique, South Africa, Ghana, Morocco, Egypt, Congo, Sudan, and Equatorial Guinea, while the time variable ranged from 1995 to 2011. For all variables, data from UNCTAD statistics were obtained. According to Azam and Lukman (2010), Ranjan and Agrawal (2011), Akinlo et al (2013), and Amal et al. (2013), agreements such as market share, connectivity, domestic investments, transparency, and economic growth are considered to be enabling for FDI inflows in developing countries (2010). Market share and development attract foreign investments in some South Asian (Pakistan and India) and BRIC countries, while domestic investment facilitates FDI movements into South Asian and African countries.

Among the economic determinants of FDI, the growing importance of such properties is probably the most significant shift in the world economy's liberalization and globalization.

Furthermore, this new configuration places a greater emphasis on agglomeration economies resulting from economic clustering, access to infrastructure, access to regional markets, and competitive pricing for resources and facilities.

The challenge for developing countries is to develop an independent, well-calibrated combination factor that determines FDI position and matches its determinants with corporate strategies.

Policies aimed at improving national production structures and fostering technical transfer are critical because they promote the ability to create value.

The impact on FDI is determined by the type of investment statements made by Jordan (2004). Investments aimed at the market can have a positive effect on FDI by limiting trade (and therefore reducing the openness). The theory is that foreign companies that want to service local markets want to establish subsidiaries in the host country because their goods are becoming difficult to import into the region.

Research methodology
Research Hypothesis

After determining the research objectives and research questions we would like to test several hypotheses for my research. To check thesehypothesis, we would like to develop multiple regression and check the relationship between dependent and independent variables.

H1: trade openness positively impacts on FDI inflows

H2: GDP per capita positively impacts on FDI inflows

H3: Inflation rate negatively impacts on FDI inflows

H4: Tax burden negatively impacts on FDI inflows

H5: Shadow economy level negatively impacts on FDI inflows

Trade openness

The level of market opening to the Gross Domestic Product is determined by the market ratio (imports plus exports). It is expected to have a significant positive or negligible impact on investment, depending on the intent of the FDI. If the goal of the FDI is to export and manufacture locally, this is acceptable. Wong (2005) and Pain (1993) find greater inflows of investment into countries where the market is more open due to the absence of stringent tax barriers, tariffs, or export monopolies in their research.

The rate of inflation

The inflation rate reflects economic stability, internal conflict, and governments' and central banks' ability to balance the government's budget. High inflation typically reduces real local currency investor benefits (Buckley et al., 2007), and Wong (2005) and Adison (2003) have confirmed that higher inflation rates drive economic instability and deter inward FDI. In comparison, low inflation represents domestic macroeconomic stability and attracts more FDI.

The tax burden

Taxation is defined by Ahiawodzi and Tsorhe (2013) as a method of implementing and collecting government revenue from private agents in the economy in order to fund government expenditure. Due to data limitations, the viewpoint of tax policy in this research paper is from the narrow perspective of corporate income tax. Scholars such as De Mooij and Ederveen (2001) have used a variety of tax policies in their research on taxation and FDI.

GDP per capita

Most studies have found that market size is a major determinant of FDI and have used it in tax policy and FDI projections (Bellak and Leibrecht 2009). In order to track this, we included GDP per capita as a proxy for market size in our model. Furthermore, in his FDI analysis, Billington (1999) used GDP as a proxy for market size on this basis. The actual effective exchange rate is another obvious candidate for a potential control variable (REER).

Level of the shadow economy

Faced with this threat to their tax revenues, governments have gradually shifted the tax burden from capital to labor, ignoring the fact that, in most cases, these policies are both regressive and counter-productive in terms of job growth. As a result, shifting the tax burden away from capital and toward labor and consumption would attract FDI and drive it into shadow economy activities. These are the perspectives of those who have focused on the negative aspects of FDI. Those who see the bright side of FDI argue that it has a positive effect on economic development and government tax revenues in a variety of ways, eventually reducing the shadow economy.

Regression model for the research is as follows:

$$FDI = \beta_0 + \beta_1 TO + \beta_2 TO + \beta_3 INFL + \beta_4 TB + \beta_5 SE + \theta_i + \delta_t + \varepsilon_{it}$$

STATA will then evaluate the data for both the independent and dependent variables, and the researcher will pay close attention to the three measures known as descriptive, correlation, and regression analysis. The descriptive analysis will show how the data is distributed, the correlation analysis will show the relationship between the variables, and the regression analysis will show how the independent variables as a group affect the dependent variable foreign direct investment, net inflows (percent of GDP).

Brief descriptive statistics are those that collect a data set that is either a representation of the entire population or a survey. The main goal is to include a description of the samples as well as the steps taken during the analysis. When combined with a variety of graphical analyses, descriptive statistics are an important component of all quantitative data analysis.

FDI	Obs	Mean	Stv.Dev	Min	Max
SE	638	4.343293	7.114172	-37.5476	57.51875
GDP per capita	600	25.4105	13.75022	8.19	71.5
Tax burden	632	7974.413	12289.75	138.4289	68714.3
Inflation	449	12.90943	4.958843	3.860246	28.70997
Trade open	627	0.9839502	0.8518438	0.1601388	4.4262

Figure 1. Descriptive statistics

	FDI	SE	GDP per capita	Trade open	Tax burden	Inflation
FDI	1.0000					
Shadow economy	-0.1540	1.0000				
GDP per capita	0.2210	-0.4645	1.0000			
Trade openness	0.2013	0.0074	0.0894	1.0000		
Tax revenue % of GDP	0.6248	-0.1912	0.3878	0.2365	1.0000	
Rate of inflation	-0.0614	0.0434	-0.2721	-0.0789	-0.1612	1.0000

Figure 2. Correlation matrix

Variable	VIF	1/VIF
SE	1.33	0.08139
GDP per capita	5.12	0.094568
Trade open	1.81	0.094100
Tax bur	1.22	0.223682
Inflation	1.45	0.568808

Figure 3. VIF test

VARIABLES	FDI
Shadow economy	-0.027
	(0.075)
GDP per capita	0.000*
	(0.000)
Tax burden	0.260**
	(0.108)
Trade openness	4.862***
	(1.008)
Inflation	-0.007
	(0.016)
Constant	-4.448***
	(1.491)
Observations	302
Number of Country ID	22
R-squared	0.46
Notes_Titles Robust standard errors in parentheses *** p<0.01, ** p<0.05, * p<0.1	

Figure 4. Regression results using random effect

Discussions and conclusion

According to the results of all tests such as descriptive statistics, correlation matrix, VIF test it is clear the model is good and variables are chosen relying on the literature review, apart from this shadow economy level is also included, because there is an impact of it to FDI inflows. From the results of R-squared it can be said that model explains variables of FDI inflow. But according to the results of regression some variables are statistically insignificant, however that does not mean they do not impact on FDI inflow in Asian countries.

In order to avoid the multicollinearity issue 5 different models have been developed. According to the results of correlation matrix and VIF test results only WGIs are positively correlated. Relying on the results of VIF WGIs have the value higher than 5 that show multicollinearity. To decrease the impact of this issue 4 WGIs are estimated as independent variables separately.

Tax burden has also statistical significance to FDI inflow of Asian countries. That means if the country's tax burden increases, FDI level also increases. Countries are currently competing to attract investors. Governments have implemented several policy tools to invest in their own countries as much as possible. The main target of these specific measures is the foreign investors, because the inflow of FDIs to the host country has proved empirical that their economic performance has positive repercussions. It is certainly challenging to encourage foreign investors to invest in the host country. These investors decide whether or not to invest in some kind of thing, including the host country's tax rate. Although the role of tax remains the subject of debate among scholars, this tax system still plays a key role in attracting foreign investors.

Taxation policy plays a weak role in generating FDI inflows, according to the results. The most important attraction for foreign investors is the institutional aspect. While many countries are building a rather radical tax policy by constantly cutting tax rates, which in turn leads to tax competition in the region, institutional reform is driving investment flows into the countries. As a result of the institutional reform, foreign investment follows since the country is more exposed to international trade.

H1 is accepted, because trade openness and FDI inflow have positive relationship and trade openness is statistically significant.

H2 is accepted, because there is a positive relationship between GDP per capita and FDI inflow. However, the significance is not very high and it is regression results table, it tends to be zero.

H3 is accepted only in the regression model 1. According to Xaypanya, et al., (2015) there is a negative relationship.

H4 is rejected, because there is a positive relationship between FDI inflow and tax burden. It can be explained in the way that higher tax burden means that tax system and overall economy of the country is in good condition therefore FDI inflow is higher in those countries.

H5 is rejected. Shadow economy level has no statistical significance with FDI inflow.

H6 is rejected, some of them have negative relationship, while others are not statistically significant.

Aim and objectives of this research were to estimate the significant determinants of FDI inflows to Asian countries from 1991 to 2017. At the beginning of the research several hypotheses have been developed. As mentioned above panel data has been developed using the different sources to run regression analysis and to accept or reject initial research hypotheses. After running the regression, some hypotheses were rejected while others accepted.

Pandemic related to COVID-19 also impacted on the FDI inflow in Asia. For example: In Indonesia during the COVID-19 pandemic, FDI restrictions were not tightened. The Indonesian Government, on the other hand, has issued tax relief and licensing packages for investors. For example, Indonesia has loosened tax rules relating to the exemption from income tax. Thailand has not tightened FDI restrictions. In fact, in the case of medical equipment, "smart agriculture" technologies, and R&D the Thai Investment Board (TIB) has provided a number of opportunities to promote FDI. FDI companies that receive BOI benefits are not subject to the limits of foreign ownership of the FBA.

Asian countries should reduce FDI limitations. To provide for all types of enterprise, whether foreign or domestic, open, transparent and dependable terms including: facility of business, access to imports, a relatively flexible labor market, and intellectual property rights protection.

Asian countries are expected to increase aid to the developing countries' effective FDI promotion. Special and expensive expertise on the part of IPAs is required to target large investors pro-actively in particular sectors and pay professional staff on internationally competitive payments which are covered by external donors. In addition, developing countries need assistance in learning how IPAs can be used effectively to market multinational investors to their countries.

In reality, a common investment policy reform approach in Asia has been avoided by investor reforms in order to concentrate reform efforts only on procedures affecting foreign firms. The notion implicit in this prejudice is that local investors are a dominant government sector, while the government needs to "compete" against incoming investors.

Indeed, all capital is footholders, irrespectives of their nationality and in an increasingly interconnected

environment and with the drive to trade liberalization on both the economic and the financial accounts in many countries. With the pendulum of preferences for foreign investors it must be understood that developed countries are in their interests to offer "most favored foreigners" treatment to all investors.

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TEACHING ENGLISH LANGUAGE FOR ESP STUDENTS

Abstract: In the recent years, English is being more demanding than ever before for all spheres of life, from arts to engineering. However, it is not easy to learn English for Specific Purposes, especially English for Petroleum Engineering where learners encounter with difficulties in learning advanced, unknown, hard to pronounce vocabulary (words). Besides, they do not only learn the terminology of that sphere but also they have to be instructed of how to communicate in this field which requires the students for efforts and time to study and acquire the knowledge.

Key words: ESP, petroleum engineering, vocabulary, technical terminology.
Language: English
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Introduction

In present day classes are usually instructed with new technology and modern methods in teaching English for Engineering students, and requiring teachers and practitioners to design the classes with new approaches. Furthermore, we use more methods, activities in order to improve and equip the students with sufficient knowledge concerning their field of expert. Besides, in learning specialty learners are in great need of acquisition of specific terminology of that area of expertise. However, it does go at once, it needs and requires a long-learning process and much efforts should have been made. Additionally, speaking in this area of learning is very complex process, learners have to need improving their grammar and phonetic rules as well. A great deal of linguists has made a contribution to teaching English for Specific Purposes. Learners who master specific terminology in their fields are much better able to understand lectures, textbooks and papers in their specialism and can communicate effectively in their profession. As the main component of specialized communication, technical terminology plays a crucial role wherever and whenever domain-specific information and knowledge is generated, used, recorded and processed, passed on, implemented, translated and

interpreted" (Infoterm, 2005). Lewis (2006) said that terminology acquisition is currently receiving attention in foreign language pedagogy and research of how learners acquire specific vocabulary effectively and efficiently, and how it can be best taught are being continuous issues in applied linguistics.

Some ideas for Teaching English for Specific Purposes

A linguist Visnja Spiljak stated and described the issues concerning ESP teaching;

Teaching business English via teaching general English

The factor of efficiency in learning business English

Business English as an umbrella term

Content of business English

Core practices and core vocabulary in business English

Cultural differences and language register

International business English

Strategies for learning about business

Balances in teaching business English

Assessment-what are we making?

What's more, Joulia Sidirova stated other arguments about teaching English for Specific

Purposes, claimed that the basic problem in the process of text selection and adaptation is that, not being a specialist in the specific area, the ESP teacher cannot decide by himself/herself how to adapt the text so that the most important information in terms of subject matter will remain. Cooperation with the subject specialist is the only solution to this problem. Additionally, Maja Bratanic revealed other essential features in teaching English for specific purposes such as English for Aviation course. He stated that the language and terminology used to depict:

An airport or airfield, relevant equipment and the associated personnel as an airport or airfield

Aircraft types, parts and characteristics

Aircraft operations and communication/control facilities

The division of Airspace and the agencies responsible for Airspace

Navigation and navigation aids

The Language of Air and Sound emergencies

An introduction to meteorology/climatology

A revision/update of ICAO standard Aviation words and phrases

Materials using for ESP classes

Some language teachers use different materials or sources of books for specific aims, particularly materials using for ESP courses are different from general English courses;

According to Hutchinson and Waters (1993)' statement, the choice of good materials should involve both opportunities for analysis and synthesis. Furthermore, Jadranka Ancic and Susan Shaw-Manenica revealed that the role of the teacher is that of facilitator, walking around the class listening to discussions, guiding students, keeping them focusing, and giving them input whenever necessary and she described following ideas; promote language analysis whilst introducing ESP vocabulary/terminology, devise a methodology for teaching this to large (and often mixed-ability) classes, having the ultimate aim of developing all 4 skills and to especially encourage speaking, and to try to satisfy students requests for ESP with reference to the ever-increasing expose to "authentic" English, ie, through the medias, satellite TV, Internet, foreign press and native speakers.

Consequently, focus on specific grammatical analysis inherent in ESP (collocations, multiword verbs, idiomatic language, professional terminology). Moreover, increase students' confidence and knowledge, by using a communicative and functional approach to the task, thus increasing the amount of learning. Ana Bakasun indicated that reading takes at least one quarter of our time in class, if not more, ESP course books usually contain a large selection of reading materials and, in most cases, it is up to us to relate the text to the overall purpose of our course and to choose suitable activities. Sinclair (1991) claimed that Authentic texts are too often utilized: we intend to use them for comprehension practice and passive and predictable exercises-often for their own sake-involving fining, checking meaning in dictionary. Moreover, James and Garret (1991:31) stated five domains of language awareness work: affective, social, power, cognitive and performance. The effective domain forms attitudes and awakens and develops attention, sensitivity, curiosity, interest, and aesthetic response; the social domain requires interaction with somebody or some discourse; power is given to the individual, with some control over language and language; the cognitive domain improves-and gives practice in –intellectual functioning and performance is reflected in the improvement of proficiency. Mike Scholey stated that we should involve our learners more in text learning and its interpretation: in personalization (feelings and attitudes); in extension work (skills development); in investigating its generic features (format, organization, style, register, jargon). On the other hand, teaching English for Specific purposes is life-demanding course which involves thousands of learners and workers for extending their idea in acquisition of terms in each system.

Conclusion

In learning English and subject matter relating to ESP courses where learners such as engineers in different areas of expertise have to read authentic texts in order to acquire terminology of need. Besides, they also should improve their all linguistic skills, particularly, speaking for communicative purposes.

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QR – Issue   QR – Article

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MATHEMATICAL MODELS AND ALGORITHMS FOR PREDICTING SURFACE WATER POLLUTION

Abstract: *The article provides an approach to the development of algorithms for predicting the factors of contamination of substances, including radionuclides of surface waters in the area of operation of an industrial enterprise. The formalization of tasks and algorithms for predicting surface water pollution has been carried out. Simulations are performed with the Adaptive Neuro-Fuzzy Inference System in MATLAB using an Artificial Neural Network (ANN) and risk-based analysis using Monte Carlo Simulation (MCS).*

Key words: *pollutants, mathematical model, model calibration, rank correlation, Monte Carlo method, forecasting.*

Language: *English*

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Introduction

Mathematical models for water quality control can be effective tools for predicting and modeling the factors of pollutants, including radionuclides of surface waters in the area of operation of an industrial enterprise, to a certain extent, it saves labor and materials costs for a large number of chemical experiments. Depending on the desired conclusion, a simple data-driven mathematical model or a very complex simulation model is used.

When considering the problems of modeling and monitoring the quality of surface waters, it is necessary to take into account both concentrated and dispersed sources of pollution. The potential for pollution from diffuse sources is greater, but the concentration of pollutants from them is usually lower

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than in wastewater from concentrated sources. The success of water protection from the effects of diffuse sources of pollution is determined by the application of the most effective measures for predicting the flow of pollutants in surface waters.

RELATED WORK

Mathematical modeling involves the sequential execution of the following stages: building a mathematical model of the process under study, developing a calculation algorithm and a program for its implementation on a computer. Mathematical models of real investigated processes are complex and include systems of nonlinear functional differential equations. The study of mathematical models is carried out on the basis of methods of computational mathematics, which are based on difference methods for solving problems of mathematical physics. The modern stage of applied mathematics is characterized by the study of mathematical models with extensive use of computational tools [1, p.112].

The trend of mathematization of sciences, which has a long tradition, and the deep penetration of mathematical models into meaningful research allows us to consider the need for mathematics as the basis for the synthesis of various scientific directions [2].

A significant contribution to the development of this direction was made by the famous Russian mechanic NE Zhukovsky, in which he derived differential equations of motion and solved a number of specific problems of water inflow to wells [3].

FORMULATION OF THE PROBLEM

Many procedures and considerations are made to run a complex model. Each step of the modeling process must be performed with precision and research.

Step 1: Plan the model study and select the appropriate model for the study.

This is necessary in order to determine the type of model that can be adapted to the current state of pollution of the water source. Different assessments are made for different concepts of water quality. Sometimes a water quality model is created using little or no data. In such cases, it is very difficult to decide which processes should be included in the model.

Step 2: Monitoring and data collection

It is important to know the prior data needed to calibrate the model and also to validate it to minimize error in the output. Regular data is collected from selected measuring sites for better forecasting and analysis of water quality.

Step 3: Setting up the model

During the stages of the modeling process, various refinements and observations are made to ensure the minimum error in the output of the model. At this stage, no further research on modeling approaches is carried out.

Step 4. Calibration and model verification

Known data is compared with unknown data during the calibration process. Calibration always contains found and remaining data after model calibration. The validation process ensures that the model is processed by the input data correctly and efficiently without significant biases.

Step 5: Evaluate Model Performance

Once the selected model has been calibrated and verified, it can be used for further analysis and comparison between different studies.

SOLUTION OF THE TASK

Eleven physical and chemical parameters are selected for analysis: -indicator, sum of cations катионов (Ca^{3+}, Mg^{3+}, Fe^{3+}, NH_4^+) and sum of anions (CO_3^{2-}, HCO_3^-, SO_4^{2-}, Cl^-, NO_2^-, NO_3^-), total hardness and dry remainder.

Trend analysis determines whether measured values for a water quality parameter increase or decrease over a period that can be temporal or spatial. There are several statistical methods available for trend analysis depending on the characteristics of the water quality data. Spearman's rank correlation analysis was used for trend and correlation analysis.

Spearman's rank correlation coefficient (R_{sp}) can be described as:

$$R_{sp} = 1 - \frac{11 \sum_{i=1}^{n}(D_i D_i)}{n(n^2 - 1)} \qquad (1)$$

where n is the number of values in each water quality dataset, D - difference, and i - number in sequential order. The difference between the ratings can be calculated as:

$$D_i = K_{xi} - K_{yi} \qquad (2)$$

where K_{xi} is the rating of the measured variable in sequential order; K_{yi} - the series of measurements is converted into its rank equivalents by assigning a sequential serial number to the measured variable in the original series; x to the corresponding ordinal in the ranked series y.

Spearman's rank correlation coefficient; $R_{sp} = 0$, under the null hypothesis H0 versus the alternative hypothesis under H1; there is a tendency when R_{sp} <or> 0. The above condition has been verified by test statistics.

$$t_t = R_{sp} \left[\frac{n-2}{1 - R_{sp}^2} \right]^{0.5} \qquad (3)$$

where t_t is the Student's t distribution, with $n-2$ degrees of freedom at a 5% significance level, the time series had no tendency if $\{v, 2.5\%\} < t_t < t\{v, 97,5\%\}$ Spearman's rank

correlation and Student's t -distribution were estimated temporarily for each parameter of nine selected observational points from 2018 to 2020, so that find out the positive and negative tendencies of changes in surface water quality parameters in the area influenced by the industrial enterprise.

When calculating wastewater quality, the importance of different water quality parameters depends on the intended use of the water and in terms of its suitability for domestic purposes [4-7].

In the process of developing a mathematical model, the following steps were taken:

1. Water quality parameters of interest were identified and ranked according to acceptability for the intended use in the body of water.

2. The measured values of the parameters were calculated according to the developed equations for each parameter and compared with the curves of subjective assessment, which consisted in the dimensionless value of the sub-index in the range from 0 to 1 for each parameter.

3. The algorithm for calculating and formulating the model was chosen taking into account the available data and assumptions.

A rating scale was prepared as shown in (Table 1) for a range of values for each parameter. The rating ranges from 0 to 100 and is divided into five intervals. A rating of $Xr = 0$ means that the water quality parameter in the wastewater has the most desirable value. On the other hand, $Xr = 100$ means that the parameter present in the water exceeds the standard maximum allowable limits and the water is highly contaminated. Other ratings fell between these two extremes and were $Xr = 25$, $Xr = 50$, $Xr = 75$; which are intended for lightly polluted, moderately polluted and excessively polluted.

Table 1. Rating scale for calculation

Water quality Parameter	Ranges				
pH	7,0-8,5	8,6-8,7	8,8-8,9	9,0-9,2	> 9,2
		6,8-6,9	6,7-6,8	6.5-6.7	<6.5
Ca3+(мг/дм3)	30-140	140	150	160	170
Mg3+(мг/дм3)	20-85	85	90	95	100
Fe3+(мг/дм3)	0,3	0,4	0,45	0,5	0,55
NH4+(мг/дм3)	0,5	0,6	0,65	0,7	0,75
CO32-(мг/дм3)	0,5	0,6	0,65	0,7	0,75
HCO3-(мг/дм3)	0,5	0,6	0,65	0,7	0,75
SO42-(мг/дм3)	500	525	550	600	650
Cl- (мг/дм3)	0,4	0,5	0,55	0,6	0,65
NO2-(мг/дм3)	3,0	3,5	4	4,5	5
NO3-(мг/дм3)	45	50	55	60	65
Xr	0	25	50	75	100
Pollution degree	Clean	Slight pollution	Moderate Pollution	Excessive pollution	Heavy pollution

The ranges of indicators of the quality of drinking water in accordance with the limits of its admission are shown in (figure - 1).

Figure 1 - Quarterly sampling time

Building a mathematical model, you can see in the diagram how properties pH change when sampling from water on a quarterly basis.

Water quality ratings of pH require special handling and care. The permissible drinking water range pH is 7.0 to 8.5. A water quality rating of pH can be written as:

$$q_{pH} = 100 \left| (v_{pH} - 7)/(8,5 - 7,0) \right| \qquad (4)$$

where v_{pH} is the value $pH \sim 7$, which means the numerical difference between v_{pH} and 7.0 without regard to the algebraic sign. Equation (4) provides $q_{pH} = 0$ for $q_{pH} = 7.0$ Quality ratings for other water quality parameters were calculated in the same way as water quality ratings for pH.

The more harmful this parameter of water quality, the lower its permissible value for drinking water. Thus, "weights" for parameters are different water quality parameters that are assumed to be inversely related to standards.

$$W_i = \frac{K}{S_i} \qquad (5)$$

where W_i is the specific gravity for the i-th parameter of water quality (i = 1, 2, 3, ..., 11), K is a constant proportionality, which is determined from the condition and K = 1 for simplicity. The values of k were calculated as:

$$k = \frac{1}{\sum_{i=1}^{11} (\frac{1}{x_i})} \qquad (6)$$

Thus, the sum of the specific gravity 11 of the water quality parameter can be expressed as:

$$\sum_{i=1}^{11} W_i = 1 \qquad (7)$$

All factors were weighted using the above equation.

Analysis of water quality in reservoirs is carried out using various methods, such as Spearman, rank correlation, calculation of parts of water quality parameters, multivariate analysis of variance with discriminant analysis, principal component analysis and factor analysis, canonical correlation analysis, cluster analysis. Simulations are performed using the Adaptive Neuro-Fuzzy Inference System in MATLAB, using an artificial neural network (ANN), and risk-based analysis using Monte Carlo Simulation (MCS). Error analysis and performance evaluations of these models were also performed to determine the most appropriate model for this study. [8-12].

CONCLUSION

The findings from this research paper can be summarized as follows:

• From the calculation of the parts of the parameter in river water, it can be argued that the number of water parameters for three consecutive seasons follows the same trend. It can be concluded that the flow of wastewater into the river is constant throughout the year.

• To study spatial and temporal changes in water quality, multivariate statistical methods of discriminant analysis are used.

• Data on surface water quality for spatial changes and relationships between physical, chemical and biological parameters are assessed. Monitoring results have a greater impact on water quality main. The methods used here can offer an effective solution for water quality management in cases where quality data is complex.

• Correlation analysis shows that there is a moderate correlation between parameters due to land-use changes, mining operations and improper discharge of wastewater into the river. Therefore, it is vital to convert correlated parameters into uncorrelated parameters to effectively predict water quality.

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NUMBER NINE AND ITS SYMBOLIC NATURE

Abstract: *This article focuses on the number nine, its symbolic significance, the worldview of different peoples, their role and significance in the spiritual life. Public opinion about the number nine, confidence in its magical power, the reasons for the widespread use of this number are explained.*

Key words: *number nine, mythology, religion, philosophical view, nine dragons, nine-headed snake, tarkhan, nine miracles.*

Language: *English*

Introduction

Numbers have a special place in the spiritual life, mythology, religion and philosophical views of the peoples of the world. Because the number is a philosophical category and has logical, national-cultural, mythological and religious features. That is why the belief, attitude and appeal to numbers in a certain sense from the history of the ancient world to the present day is noticeable. In ancient Babylon, Egypt, and Greece, a variety of sacred number systems were developed. It was started in Greece by Pythagoras and his followers, which later led to the emergence of mystical-philosophical numerology. Their ideas about numbers were related to their views on the universe and the emergence of everything in it. According to Pythagoras, the founder of the idea of numbers among European scientists, the universe was created by the power of numbers. His interpretation gave rise to the notion that "Everything consists of numbers" because the number is both a material and a form of the Universe.

MATERIALS AND METHODS

It is known that Pythagoras did not write down his scientific works, which have come down to us through the records of Aristotle and Plato. Aristotle writes: "Pythagoras recognized that the beginning of all beings is a mathematical beginning." This philosophical truth connected him with numbers and music. Pythagoras considered numbers to be a source of power and advanced the view that the mysteries of the whole universe could be known through the science of numbers. As he delves into the properties of numbers, as he defines their different meanings, he concludes that the science of numbers is the key to life. We can also see how true this idea is in the example of the views associated with the number nine.

"Scientists of the ancient world considered the number nine to be a symbol of eternity, knowledge, intellect and destiny" [1]. The results of multiplying the numbers from one to six in the Carra table by nine resulted in the successive substitution of numbers in the multiplication of six and subsequent numbers, which made Pythagorean followers know that this number had magical powers. They regarded the number nine as a symbol of wisdom, courage, and stability [2]. The magic power of the number nine is that the combination of two nines forms eighteen. When one and eight are added together (i.e., when a two-digit number is converted to a one-digit number), nine is also formed. A similar situation can be seen in the numbers 27, 36, 45, 54, 63, 72, 81, 90, or in three-digit numbers such as 108, 117, 126, 135. Because all of these numbers are formed by multiplying different numbers by nine digits. When the number nine is added to the number 999, 1008 is formed, and the sum of these four numbers also gives nine. Apparently, any quantity multiplied by nine loses its property and adapts to nine. No other number has such a feature. Nine emperors are also considered emperors because

they contain all the properties of numbers from one to nine. Maybe that's why it's a symbol of longevity, happiness, and one of the happiest numbers.

According to the Mayan peoples, the underworld consists of nine layers, each of which is ruled by a separate god [3]. In the Book of Changes, 3 * 3, that is, the number nine, is recognized as a lucky number. This figure was quite popular not only in European countries, but also in India and the East. For example, in Indian astronomy, the number of planets is considered to be nine. In Indian numerology, one-digit numbers are also nine. The compatibility of numbers with the planets is the key to Indian numerology. In ancient China, views on this figure are noteworthy. Because ancient China was divided into nine provinces. According to Fun-Shui philosophy, Beijing, the capital of China, is also divided into nine parts. Officials were divided into nine levels according to the results of the examination, nine different awards were established for dignitaries, while emperors usually decorated their robes with images of nine dragons [4] (the dragon is a symbol of a child in Chinese mythology) showed its effect. According to one of the Greek legends, it was much more difficult to defeat the Hydra Lerney snake, which lives in the Lerney bolot of Argorida. Because it was the nine heads of the beast, and instead of each head that was cut off, two more heads grew. He was crushed by a warrior from the twelfth generation of Hercules. The fact that the Olympic Games in ancient Greece were judged by nine referees and nine sponsors led various branches of art and science indicates that the attitude to this figure is much higher. This situation gradually began to enter the written literature. It is no secret that Dante's Divine Comedy pays special attention to the number nine. He writes that sinful slaves bury their sins in nine circles, while those who are cleansed of sins in the process of crossing the nine steps go to a nine-story paradise. It is noteworthy that even in life, Dante sought a mysterious rhythm associated with the number nine. The poet met Beatrichi in the ninth year of his life. At the age of nine, he wrote his first sonnet, dedicated to Beatrice. Beatrichi died on the ninth day of the ninth month of the Eastern calendar. This happened in the nine hundred and ninth year.

RESULTS AND DISCUSSION

Meaningful interpretations of the number nine can be found in books created in Eastern lands. For example, Mahmud Kashgari, in his book "Devoni lug'atit turk", commenting on the word "*tug'*", writes: "Tug' – a flag. A nine-born khan is a nine-born khan or khogan. Although the number of cities and counties under its jurisdiction increased, the flag did not exceed nine. The khan's high rank is tainted with nine. These khan flags are made of orange king or silk fabric. That's a good fortune" [5].

Abulgazi Bahodirkhan gives information about nine gifts (nine horses, nine coats, nine pieces of velvet) that are common among the Turkic-Mongol peoples.

In order to better understand why the number nine was "popular" in the past, it is worth noting the words of Mirzo Ulugbek in his book "History of the Four Nations": "It is written that the Mongols has nine people: Mogulkhan, Karakhan, Oguzkhan, Kunkhan, Aykhan, Yulduzkhan, Menglikhan, Tengizkhan, Elkhan. From this point of view, attention to the number nine develops among the Mongol sects. According to a study of such attention by the Mongols, they do not need more than nine figures in each rank [6].

Genghis Khan's banner had nine pillars, nine commanders attended military gatherings, nine sins of the tarkhan (one who received a special gift from the khan) were pardoned, the title of tarkhan was inherited by nine generations, the tarkhan could drink nine glasses of wine before the ruler and receive anything he wanted in the kingdom are the other examples of belief on number nine. The above source states: "Tarkhan is a man who is free from all fines, no matter what army he is in, no matter what booty he takes, no one takes anything from him, it belongs to him and he can enter the house whenever he wants without permission and program. . Even when nine sins have been committed by him, no one can punish him. He added that nine generations of his salvation are sure of other offers" [7].

There are some views in Islam regarding the number nine that are related to the divine rulings in the Qur'an. In verse 101 of Surat al-Isra, there is a divine command: "Indeed, We gave Moses nine clear signs ..." [8]. In the "Tafsiri Hilal" by Sheikh Muhammad Sadiq Muhammad Yusuf, this verse is interpreted as follows: " These were miracles - hands, sticks, floods, locusts, lice, frogs, blood, years of famine, and fruit shortages" [9]. These miracles are mentioned in other surahs of the Qur'an. It is noteworthy that the number of miracles given to Moses (pbuh) was nine. This, in a sense, also led to the popularization of this figure among Muslims.

CONCLUSION

"The world is made up of numbers and sounds, solve everything with numbers, enter the world of mysteries and meditate," says "Книга Творения". As one enters the wisdom of numbers, one also becomes wiser, understanding the world through numbers and thinking through numbers.

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THEMATIC PRESENTATION AS A MEANS OF TEACHING ORAL SPEECH IN A NON-LINGUISTIC UNIVERSITY

Abstract: The article discusses the possibilities of using a thematic presentation as a means of teaching oral speech. The basic requirements and stages of work on the presentation are presented. The analysis of mistakes made by students when creating a presentation is made.
Key words: thematic presentation, speaking, communicative competence.
Language: English
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Introduction

Modern processes of globalization, the increasing role of information, the dynamism of the development of modern society indicate the need to revise approaches to education in general. The development of modern pedagogical science is possible only through the use of an innovative approach, which requires the creative integration of new methods and technologies into the general education system.

Currently, many countries around the world are striving to modernize the education system through the introduction of information and communication technologies, which have enormous educational potential and provide new learning opportunities. This trend is also observed in Uzbekistan. So, in the state educational standards, both general and higher education, it is said that an educational institution should provide teaching in a modern information and educational environment.

The processes of computerization and technologization of the educational process are irreversible and relate to all areas of the educational process. Thus, the use of multimedia tools in teaching a foreign language is currently an urgent trend in teaching methods. One of the most important advantages of using multimedia tools is that they contribute to the creation of a foreign language communicative environment when studying a foreign language in both specialized and non-linguistic universities.

In accordance with the SES, the goal of teaching a foreign language is to develop a foreign language communicative competence. It is rather difficult to develop it outside the linguistic environment, therefore the teacher of a foreign language faces the difficult task of creating a communication situation that will be close to the realities of the country of the target language. Technical training aids can be of immense help in addressing this issue. The creation of an artificial foreign language environment in the process of teaching foreign languages is one of the important problems of modern methods, since it is associated with teaching one of the four main types of speech activity: speaking, which is the most difficult to develop.

In connection with the development of information technology, the approach to organizing the process of teaching a foreign language in higher education has changed significantly. Visual aids made on the basis of multimedia technologies are widely used, making it possible to carry out the learning process at a qualitatively new level. Some of the most popular today are multimedia presentations.

Performing a visual and illustrative function, multimedia presentations can be successfully used by a teacher at almost all stages of training: introduction and consolidation of lexical and grammatical material,

control of the studied material. In addition, the creation of projects in the form of presentations is an integral part of the student's independent work.

The possibilities of instant access to any information instill in the student confidence in a simple solution to a difficult problem for him, which means that there is no need to borrow a book from the library (after all, you can always watch the film adaptation on the net). Clip thinking has not only drawbacks, it is the development of some cognitive skills at the expense of others. Teenagers today, for example, are more capable of multitasking, they can easily do several things at the same time. True, often the payment for this is absent-mindedness, hyperactivity, attention deficit and the preference for visual symbols for logic and depth in the text. Students' understanding of cause-and-effect relationships suffers, the teacher's authority falls, and they often argue, defending "their" opinion, which they actually gleaned on the network, without noticing it and becoming a conductor of other people's ideas.

Secondly, project thinking is difficult for today's students. Constant presence in the network creates an illusion for the student that he can penetrate anywhere and act there at his own discretion (which is especially typical for gambling gamers). In fact, he can only get acquainted with the peculiarities of a discourse developed by someone and proposed to him, play a ready-made scheme, but not act independently, outside the framework of this scheme. This is why adolescents often have difficulty when presented with a situation of real action. Thirdly, one should take into account how attention has been deformed in representatives of Gen Z compared to their predecessors. In classical textbooks on developmental psychology, it was argued that by adolescence, stable voluntary attention is formed, the volume and ability to switch increases, that a person is able to organize himself, while in generation Z the stability of attention in comparison with previous generations demonstrates negative dynamics, which dictates the need for great efforts to retain the attention of students.

Fourthly, it makes sense to pay attention to the development of memory, because modern students need to keep in their heads a huge amount of information at least for a successful result when passing exams. The information generation, unfortunately, has a more developed short-term memory; only small portions of information are stored. If a teenager does not consider it important, then he simply "erases", not seeing the point of storing information in his head that he can easily get back online at any time.

Teens do not remember the content better, but the place where the necessary information is stored. They do not need to store in their heads the data that previous generations knew by heart (dates, events, names, phone numbers, codes, etc.) In previous generations, a new approach (to store data in gadgets) was layered on an already developed habit of memorizing, and a new the generation is growing up with a new type of memory, and this is a reality that also needs to be worked with.

Fifth, it is necessary to take into account the peculiarities of their perception when working with modern adolescents. Due to the constant sitting at the computer, significant deprivation has developed - the deprivation of certain sensory signals that are associated with the outside world (smells, touches, etc.).

Creating a thematic presentation is not only an interesting, but also quite time-consuming process. To prepare a presentation, you need to study a large amount of information in order to avoid templates and turn your work into a product of individual creativity. It should also be remembered about the structure of the presentation: the introduction, the main part with the development of the main provisions, logically related to each other, and the conclusion.

The success of multimedia presentations largely depends on compliance with the requirements for creating a presentation: information content, conciseness, consistency, structuredness, visibility and literacy [1, 32]. Compliance with the listed requirements is necessary to create a high-quality presentation, the use of which will make the lesson cognitive and effective.

The work on creating a presentation includes the following stages:

1. Selection and structuring of information on the topic.

2. Selection of illustrative material.

3. Drafting of text and presentation design.

4. Preparation of a speech on the topic of the presentation.

5. Defense of the presentation, its discussion in the classroom.

It should be noted that not only the individual creation of a presentation is effective, but also teamwork, when, in addition to the above-mentioned advantages of using the presentation, a sense of responsibility and teamwork develops.

As a rule, the creation of thematic presentations arouses great interest among students, while, in contrast to the traditional retelling of the text, students of different levels of proficiency in a foreign language are involved in the process, which undoubtedly optimizes the educational process.

Thematic presentations can be used effectively as an evaluative tool. Students are asked to present an oral presentation accompanied by a multimedia presentation. Having studied the lexical and grammatical material on the proposed topic, they must independently compose oral messages, pick up illustrative material, and present their messages to the audience. At the same time, the most successful, in our opinion, is such a presentation when the presentation

itself does not repeat the words of the speaker, but complements his speech, creating a holistic and vivid picture of the speech [2, 16].

The practice of using presentations in the process of teaching a foreign language in non-linguistic specialties of Samarkand universities revealed some typical mistakes made by students:

1. The text of the presentation is not structured, there is no logical connection between the blocks of the presentation.

2. Too much text on one slide, small print used.

3. The background of the slides is not well chosen.

4. Presentation slides are designed in different styles.

5. Unsuccessful selection of illustrative material (inconsistency with the topic of the presentation, excess or lack of illustrations).

A serious drawback is that senior students do not like to use graphics, diagrams, diagrams as illustrative material, when necessary, since they do not know the constructions and speech clichés used to describe digital information. Meanwhile, these elements of the presentation can find application in the professional field of future specialists, so the teacher needs to pay special attention to this.

The abundance of lexical, grammatical and stylistic errors in the presentation is often due to the fact that initially the presentation material was created by translating the Uzbek text into a foreign one, which is unacceptable, since students must learn to use foreign language sources.

The quality of the thematic presentation is assessed by the teacher according to the following criteria:

• correspondence of the content of the presentation to the declared topic;

• structured presentation text;

• visual design of the presentation;

• literacy of presentation;

• performance.

Summarizing the analysis carried out in this article, we can conclude that, when teaching a foreign language in a non-linguistic university, it is necessary to clearly define the goals and objectives of communication, to know the basic principles of teaching dialogical and monologue speech, to take into account possible difficulties that may arise in the learning process and be able to overcome them.

It is important to create a friendly atmosphere of mutual assistance, to teach how to create and use supports, to effectively use the time allotted for preparation. So, the use of multimedia education can contribute to a sharp increase in students' interest in the subject, improve the quality of mastering the material (thanks to various channels for the provision and perception of information), make it possible to individualize the learning process and make it possible to avoid the subjectivity of the assessment, its implementation of information and communication multimedia technologies creates the preconditions for intensification of the educational process in the realities of the university, they place the student in the environment in which he will find himself on the exam itself, since it also passes with the use of a computer.

Thus, the analysis allows us to conclude that it is advisable to use thematic presentations in foreign language classes, with the help of which it becomes possible to implement the communicative function of the language. The ability to speak in front of an audience in a foreign language using a multimedia presentation will further allow students to become professionally demanded specialists.

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QR – Issue   QR – Article

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THE POSSIBILITIES AND PROSPECTS OF QR CODE TECHNOLOGIES IN THE MODERN EDUCATIONAL ENVIRONMENT

Abstract: The article discusses the need for the widespread introduction of digital technologies and modern methods in the educational process, the creation of a system of posting information about electronic resources in the higher education system using QR codes, opportunities to use QR codes to present diplomas and applications to graduates of leading universities, the specifics of their use, as well as their role in ensuring the interactive exchange of information between graduates and employers.

Key words: QR code, fast response, flexibility, modularity, information security, unification, heterogeneous network environment.

Language: English

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Introduction

Modern technologies are evolving at a rapid pace. Digital systems are being introduced in many areas of activity: hospitals, catering establishments and educational institutions. The increase in the amount of data collected and analyzed in the process of higher education management and the decision-making process through them causes many difficulties, and the digitalization of the education system is one of the most pressing issues in solving this problem.

On October 8, 2019, the President of the Republic of Uzbekistan signed a decree "On approval of the Concept of development of the higher education system of the Republic of Uzbekistan until 2030."

This concept is aimed at improving the quality of education, training competitive personnel, effective organization of scientific and innovative activities, development of international cooperation, based on the needs of the social sphere and the economy, the integration of science, education and industry. Developed in pursuance of the Resolution № PQ-4391 of July 11, 2019 "On measures to introduce new management principles in the system of higher and secondary special education", strategic goals, priorities, objectives, secondary and long-term development of higher education in the Republic of Uzbekistan defines the stages of the long-term perspective and serves as a basis for the development of programs and comprehensive measures in the field [1].

In the modern information society, the level of development of information and communication technologies is growing rapidly every day. In recent years, their intensive use and global distribution, as well as the public's unlimited access to the Internet, have led to a multiplication of the amount of information. In this regard, there is a need to provide the user with information in a compact, easy-to-use, visual form. This allows the user to quickly and easily find the information they need among a large amount of data with minimal time and effort.

QR code is derived from the English word "Quick Response", which means "quick response". This system was created in 1994 by the Japanese Company which is named "Denso-Wave" [2].

QR code is a specially encoded piece of information, a square image. QR code can encode

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information consisting of characters (Latin, Cyrillic, numbers and special). Such information may include site address, e-business card, telephone, e-mail address, coordinates of an object, and so on. A single QR code can contain 7089 numbers or 4296 letters.

Nowadays, modern phones with a camera make it easy to read QR coded data hidden under a square image. To do this, we can have the information encoded in it by pointing the phone camera at the QR code.

Main part.

The QR code allows you to encode any information, for example: text, phone number, links to a website or business card. A QR code frame is usually a black-and-white image that can be used to read mobile devices and computers with a built-in camera.

QR codes do not depend on a specific data format, i.e. the standard set for recording information in a file. Modern QR code scanning software can recognize text, graphics, web page information, email, SMS, phone numbers, geographic coordinates and other information [7]. By generating a QR code, the program displays the data type. To access the data on the cell phone display, you need to run the app to scan the code and direct the camera lens to the code. The decoder program recognizes the type of data and performs the necessary actions, for example, opens a web page (in this case, an Internet connection is also required).

The size of the QR code can be any, but the length of each side should be at least 2.5 cm for ease of reading and recognition. Smaller codes require higher-resolution devices than modern smartphones and tablets.

Note that QR codes are not licensed, so anyone can not only use them, but also create them for free. There are many services and programs for creating and promoting QR codes (for example, http://qrcoder.ru/). Specific features of using a QR code:

- *flexibility* – to be opened, flexible and adaptable to changes in external

conditions (e.g. changes in the regulatory framework or general legislation), which reduces the cost of maintaining and maintaining it;

- *reliability* – the system should back up the data without losing the logical integrity of the databases, restart the system after failures and emergencies, procedures to maintain the integrity of the data processing after system failure or other unscheduled, provide logical verification of access data. The hardware and organizational support of the system should ensure the use of guaranteed power sources, backup of storage facilities and main equipment nodes, backup of communication channels.

- *modularity* – it should consist of separate interacting modules built on an interface based on the

installation of standard software packages that perform system functions. The structure of system modules can be supplemented in accordance with the unified principles of the organization.

- *information security* – the system must meet the requirements of information security of state information resources (systems).

- *unification* – the methods of describing, presenting, transmitting and processing data in electronic form must be combined.

- *heterogeneous network environment support* – the system must operate in a network environment built using different network and client operating systems that support TCP / IP and http / https protocols. The system must operate in a single information network of government agencies in accordance with applicable law.

Globalization processes affect all spheres of human life. Trends in social structure, the labor market, and the technologicalization of many areas of human life have posed serious challenges for the education system [6]. The ongoing processes of internationalization, globalization and commercialization in the educational process have an impact on the traditional activities of higher education institutions and require their functional transformation.

According to Researcher Kovalchuk V. I, the fourth industrial revolution will be accompanied by the emergence of new areas of human activity, as well as the problems of the education system. One of these problems is to reduce the range of activities that can increase human machine production efficiency. Experts estimate that by 2030, fifty types of occupations will disappear, and 186 new occupations will appear in their place.

At every stage of the development of society, information, information transformation has played an important role. However, over time, data collection has brought to the forefront the problem of rapid access to it, processing, analysis, systematization, and storage. This problem is partially solved by QR coding technology. In the world of digital technologies, there are many opportunities to use them in the educational process. In our opinion, the widespread introduction of digital technologies in the process of information exchange in higher education institutions will allow to improve the quality of education, diversify creative educational services.

There is still very little scientific research in the field of QR coding, but to understand the features of the technology, it plays an important role in the studies of V. Logachev [4] and A. Srybina [3].

On the threshold of the "information age", the QR code has become a useful tool that can be used in any area of life [5].

Results and discussions.

Issuance of state documents to graduates of higher education institutions of the Republic of Uzbekistan on the basis of state educational standards, regulation of activities related to the organization and conduct of ceremonial congratulations of students admitted to higher education institutions and awarding diplomas to graduates, strengthening measures to ensure public safety and public order , it is important to further increase the interest of young people in science and improve the system of incentives for them.

Expanding access to information on state-type bachelor's and master's diplomas and their applications, as well as their use in advanced foreign practice, will allow these documents to more fully reflect information about higher education and provide easy and complete, clear and convenient information.

In order to bring the bachelor's and master's diplomas and their applications in the form of samples used in advanced foreign practice in the study process, the QR code system is used in the presentation of diplomas and their applications issued by Moscow State University, Harvard University, Oxford University, Hong Kong University, Moscow State Institute of International Relations, St. Petersburg State Polytechnic University, Derby University, University of Groningen, University of Cambridge, University of Nottingham, University of Birmingham, University of Aarhus, University of Manchester, University of Victoria, University of Bristol, University of Alacante and other foreign higher education institutions. As a result, it ensures the reliability, transparency of data and allows for rapid information exchange.

State samples of bachelor's and master's diplomas in higher education, in particular, the expansion of information in diploma applications, providing employers with more complete and detailed information about the graduate is one of the most pressing issues today.

For this purpose, on the basis of the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated July 19, 2019 № 607 "On approval of state samples of bachelor's and master's diplomas in higher education" QR code system was developed and put into practice (https://qrdiplom.edu.uz).

The introduction of this system will allow educational institutions and employers to create a single system that allows to verify the validity of diplomas of higher education institutions of the Republic of Uzbekistan, to store diploma information. That is, when the employer checks the QR code, a link is provided by the system. If the student data in the system corresponds to the paper version, then the diploma is considered valid. Diploma data is integrated with a single database of students.

The purpose of the system – it consists of creating a single database of graduates and a software system for the use of individual QR codes to verify the authenticity of bachelor's and master's degrees.

The main functions of the system are:

- creation of an information system containing information about graduates and a single database that allows to issue individual QR codes to verify the authenticity of bachelor's and master's degrees;

- development of algorithms for generating QR codes to verify the authenticity of the data;

- creation of a system for the department and the dean's office to enter information about the diploma and obtain accurate analytical data on various indicators of graduates;

- creation of mechanisms to ensure data security and integrity, protection of the database from internal and external attacks, as well as the restoration of system data backups.

The system includes information on graduates of higher education institutions, the results of which are mastered. On the basis of this information, the system will form a diploma of graduates with a QR code and a diploma application.

The following information is entered into the system by higher education institutions:

- information about the diploma holder;
- information on qualifications;
- information on the level of education;
- information on the content of education and the results obtained;
- rights and benefits provided by the diploma;
- additional information.

Then the state digital diploma numbers are entered. Upon completion of these processes, diplomas and applications will be published.

Data completion is monitored by the Center for Higher Education Development Research and Advanced Technology Implementation. Provides higher education institutions with diploma and diploma application forms on the basis of an online order. Enters and monitors issued diploma numbers.

As a result, the system created a single database of graduates and their performance. It is also possible to print diplomas with an individual QR code to verify the authenticity of bachelor's and master's diplomas.

The QR code provides the following information to verify the validity of the graduate diploma: the last name, first name and patronymic of the graduate; graduate higher education institution; faculties; direction; group; direction or specialization qualification; period of study; diploma number; link to download the diploma application.

In the course of our research, an expert survey was conducted among graduates of higher education institutions to determine the effectiveness of the use of QR codes in obtaining diplomas. According to the

analysis of the survey results, respondents to the question "What is the convenience for you to get a diploma and its applications using a QR code?" non-spending (37.2%), transparency and completeness of the data, as well as convenience for employment (100.0%). The survey also noted that Internet speed was not affected by the introduction of digital technologies in all areas (92.1%).

Conclusion and recommendations.

Approval of state samples and applications of bachelor's and master's degrees in higher education allows employers (educational institutions for those who continue their studies) to obtain complete information about graduates of higher education institutions without excessive application and without spending time. This is the result, serves to ensure the successful employment of graduates in their specialty (profession) and their place in society, as well as integration in the labor market between employers and higher education institutions that train personnel. The new project of the diploma and its application accelerates the process of employment of graduates and gives employers a complete picture of the database of young professionals, their qualifications, areas of competence, as well as procedures for congratulating students admitted to higher education institutions and awarding diplomas to graduates in order to form the social image of the higher education institution. serves to strengthen conservation measures, further increase the interest of young people in science and improve the system of their incentives.

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THE ROLE OF GAME APPLICATIONS IN THE TEACHING OF PROGRAMMING DEPARTMENTS

Abstract: this article provides recommendations for using a gaming app that is important to use in achieving success in education.

Key words: gaming, gaming in education, game mechanics, game technology, edu market.

Language: English

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Introduction

The main task of education today is to teach students to work independently in the growing information learning environment, the effective use of modern information technologies in various fields and the rational use of information flow, the effective use of ICT. To do this, it is necessary to create opportunities and conditions for students to work independently on a regular basis, as well as to teach them to think creatively and make independent decisions. The solution to this problem, of course, depends on the quality of training mature teachers, the main organizer of this process. The future of a society is determined by its future, its development and the level of development of the education system, which is an integral part of it. Reforming and improving the system of continuing education, raising it to a new level of quality, introducing advanced pedagogical and information technologies, and increasing the effectiveness of education has become a state policy. The ongoing socio-economic reforms in our country also highlight the need for specific changes and innovations in the education system.

Every educator knows that if students are taught through motivation, they will become more interested in learning, participating, and understanding. With this in mind, it is important to use game technology using game apps in the classroom.

Educational gameplay is a methodology designed to motivate students through the use of game elements. Learning in game technology can be more fun, and students are becoming more involved in the learning process through game design. The play process in education helps learners to be more involved in the lesson and to work harder and achieve better results. It aims to take advantage of students' core aspirations, such as competition, achievement, awards, and status. The first elements of play in education appeared in the early 18th century, at which time educational institutions began to introduce into the educational process the opportunity to complete assignments and earn points for passing exams. For example, at the Kiev Religious Academy, references to the rating system for the assessment of knowledge have been used since 1737. Later, with the advent of psychoanalytic theory, reward management programs (scoring systems)[1] were developed that were well known. In 1956, the American psychologist Benjamin Bloom developed a classification of levels of educational behavior: cognitive (cognitive), affective (emotional), and psychomotor (movement). At the cognitive level, Bloom proposed six categories: knowledge, understanding, use, analysis, synthesis, and evaluation. Simulations and learning games are effective enough for the lower three levels of taxonomy (knowledge, understanding, use) to stimulate motivation, emotion, and attitude[9].

Games are an effective model of education. Studies show that when using the passive learning model, 40% of students forget that they learned after

20 minutes. According to Harvard University, only 56 percent of students complete a four-year degree in six years. It is said that this is due to the existing systemic shortcomings in the educational process - the backwardness of schools. Play, in turn, provides a fun and interactive environment that makes it difficult for students to understand the material rather than simply encouraging them to memorize it. The purpose of gamification is to directly influence the behaviors and attitudes toward learning.

Game mechanics in education is a project designed to achieve the most optimal and maximum results. On the one hand, it is a mistake to think that gambling helps to increase the effectiveness of education, on the other hand, it helps to find solutions to all the problems in education. Gaming also helps bring online and offline connections closer together: **ClassDojo** and **Kahoot** are examples. Nowadays, gambling has become an effective tool. **ClassDojo** is a service for the teacher that allows the student to express their thoughts in the form of a game instantly. Each student is a unique "monster" that can be rewarded by a teacher. It is estimated that 40 million teachers in 180 countries use this platform. **Kahoot** is an application that allows you to create game-based tests, during which the teacher provides multiple-choice questions on the screen, and students use their devices to answer the questions correctly and collect points. The platform is currently used by 3.5 million teachers [10].

An application based on the Python programming language has been developed for teaching programming languages in secondary schools. The app is designed for 9th graders and includes lectures, practicals, labs, video tutorials, tests, presentations, and game assignments on PyGameda.

Table 1.

The presentation aired on the dependence of the Python programming language on other programs and the simplicity of the code.

This game is designed to do math. A student who successfully completes 15 stages will be awarded a certificate of honor, ie before the start of the game the student will enter his name and password into the program, and at the end of the game the student will be awarded.
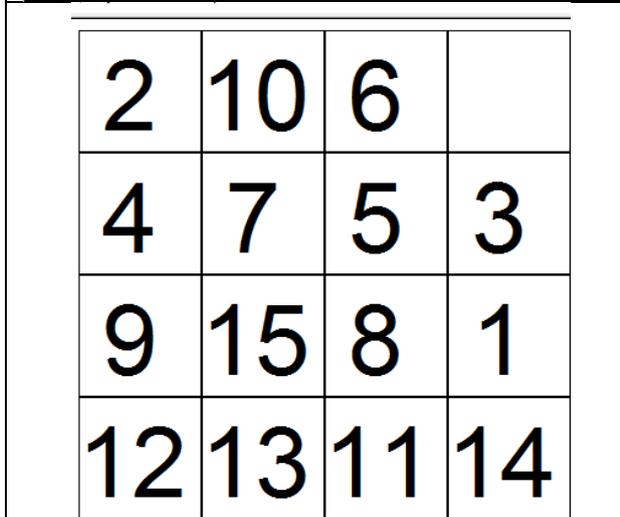
Logical thinking is important in this game application. Numbers 1 to 15 must be placed correctly in 16 cells, of course, one empty cell is used to push the numbers.

It is no secret that in recent years, the main emphasis in the program on the development of education in our country is in the field of digitalization and IT. Therefore, in the Ministry of Public Education of the Republic of Uzbekistan there is a growing demand for innovative approaches to education and the introduction of education based on modern technologies. Also, one of the major projects of the ministry aimed at the development of education through gamification is the improvement of the **Edu Market** platform. Edu Market is different from other analogues as an educational platform, because the games on the platform consist mainly of educational materials of the public education system of the Republic of Uzbekistan. When learning play techniques, the student wants to read diligently and is sometimes willing to concentrate for more than an hour, unfortunately we know most children's attitudes toward traditional learning. So why don't we help users balance learning with pleasure by forcing them to learn through play?

Any non-traditional knowledge is important because it focuses on the formation of students' creative thinking in the age of globalization,

understanding the nature of events and critical observation. Indeed, non-traditional approaches to education are a guarantee of a positive change in our social and economic life. The best way to achieve this goal is to develop integrated learning technologies in lesson planning and to look for opportunities to use them effectively at different stages of the lesson. It is advisable to use the following methods of person-centered teaching in the teaching of computer science: game technology; problem-based learning; programmed learning; computerized learning; modular training.

These technologies can be used differently at different stages of the lesson, depending on the purpose of the lesson and the content of the topic. A number of play technologies have been developed that are very effective in teaching science, taking into account the age characteristics of schoolchildren. According to experts, the main types of human activity are formed in three ways: work, play and study. It all happens in an interconnected way. It is argued that the laws governing the formation of children's mental activity based on school learning materials are embedded in play activities. However,

play education is not the main form of education for working with students. It does not develop students' ability to learn, but it does increase their cognitive activity.

In conclusion, in all games, the player quickly masters the conditions of the game and takes on the task assigned to him. By following the rules of the game, the player will be able to make their own decisions in solving the problems in the game. Competition in the game, on the other hand, keeps improving one's personal qualities. Only a student who is well versed in modern information technology and able to use it for the right purposes will be able to improve their skills in the future, use them correctly in their professional activities and, of course, become a perfect human being.

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QR – Issue   QR – Article

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THE STRUCTURAL LINK BETWEEN MOTHER TONGUE AND NATIONAL IDEA IN SELF-AWARENESS

Abstract: In this article highlights the problem of mutual structural connection between native language and national idea of every nation, exercising, nation entity, incarnated in native language as important factor, increasing spirit, nation spirituality was elucidated from scientific and theoretical points of view.

Key words: native language, state language, national idea, nation, customs – traditions, value, national spirituality, national consciousness, mentality, structural connection, national self – awareness.

Language: English

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Introduction

It cannot exist without any nationality – native language. Language is the basis and criterion of the existence of a nation, living and functioning. The language of each nation has had a great influence on the understanding of its national identity and has for centuries provided spiritual and spiritual connections between different generations. People living in the same territory through the language have formed their own way of life, way of life, traditions, customs and values. Our President Sh.M.Mirziyoyev noted, "native language is a solid foundation of the spirituality of the nation".

The role of mother tongue in nation development is incredibly important. Because in the native language the spirit of the nation is reflected. As the first president of Uzbekistan Islam Karimov wrote: "self-awareness, expression of national consciousness and thinking, spiritual and spiritual connection between generations is manifested through language. All noble qualities are absorbed into the human soul,

first of all, by the unique charm of the mother tongue. Mother tongue is the spirit of the nation".

In the spiritual life of our society, the status of the Uzbek language was of great importance. Our native language, Uzbek, was dropped to the level of local language until 1989. On October 21, 1989, the adoption of the law" on the state language" increased the Uzbek language from the local language to the level of the state language. The law "on the state language of the Republic of Uzbekistan" plays an important role in the development of the national consciousness of our people, their understanding of the national self, the rise of the national idea.

First of all, every independent country must have a state language. Since the state language is more than 72 percent of the Uzbek population of the country, the Uzbek language has been granted the status of the state language since the time when this people lived in this territory and became the owner of rich cultural and spiritual wealth. The decree of the first president of the Republic of Uzbekistan Islam Karimov "on establishment of Tashkent State University of Uzbek

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language and Literature named after Alisher Navoi" gives an opportunity for further development of our native language. In this regard, the first president of our country Islam Karimov, if we call ourselves a truly free nation, a free nation, first of all, we must be truly proud of our native language, preserve it as a pupil, deeply know the history of our language and the trends of development, and protect it from the risks in this regard. "Love for the mother tongue, its incomparable wealth and great sense of greatness also penetrate into our consciousness and heart first with the works of Navoi. The more we enjoy our people, especially our youth, from this invaluable heritage, the more powerful we will have the spiritual weapon in raising our national spirituality, in the perfection of the noble human qualities in our society." This spirit gives life to our national idea.

At the same time that the Uzbek language is given the status of a state, measures taken into account in this law not to belittle the interests and language of other nationalities living in our country.

It is known that Central Asia for thousands of years has become a center where various religions, cultures and lifestyles live together and in peace. It has become a tradition to be in a relationship with respect to the traditions, culture, language, lifestyle, religion and values of different ethnic groups, peoples. Therefore, ethnic patience, tolerance have become a necessary natural heritage for survival and development from the noses of life. This is the basis of our national idea. Even those who conquered these territories, not only bowed their heads before the culture of the peoples of Central Asia, but also praised its most valuable traditions, the traditions of statehood existing in this territory. The equal protection of the rights of all nationalities and nationalities in Uzbekistan is expressed in the Constitution of the Republic of Uzbekistan: "the Republic of Uzbekistan ensures respect for the languages, customs and traditions of all nationalities and nationalities residing on its territory, creates conditions for their development".

The culture of any nation, the national culture of the truly Uzbek people, is largely associated with the problems of the alphabet. It is known that during the Shura period our Alphabet changed several times: in 1929 year instead of the Arabic alphabet, the Latin alphabet was introduced, in 1934 year it was partially reformed. Since 1940 year passed the alphabet on the basis of krill's writing. At that time, removing the old Uzbek writing from consumption, they first introduced Latin, and then Cyrillic. In itself, as is known, literacy on the newly entered record does not immediately exceed. At the same time, words and phrases such as "Uzbeks are illiterate", "end of illiteracy", "uneducated" were distributed, all these were deliberately discredited by the Uzbek people and their spirituality, culture and enlightenment. It is necessary to evaluate this as the influence of terrible

socio-historical events and phenomena. Our national spirituality and the great suffering experienced by the Uzbek language during the years of the former Soviet power show how terrible the ruling Communist ideology was. The main purpose of this policy was to drown the people's psyche, to deprive it of the opportunity to think independently. True, for every citizen who knows how much more than his native language, this is a great fortune. But, having forgotten his own language, the adoption of language other than his native language was to turn the people into mangers. Today the need and possibility of accelerated learning of foreign languages has increased. Since September 2013, students from the 1st grade of all secondary schools in Uzbekistan began to be taught a foreign language. Today Foreign language knowledge has reached the status of one of the qualities that everyone aspires to. Language many in our opinion are good to know, but should not be on account of native language. It is necessary to remember that not knowing the mother tongue or forgetting it leads people to alienation from the basis of a national idea of self-awareness.

The first president of our country Islam Karimov said in his work "on the threshold of independence of Uzbekistan" "it is very correct to say that a person who does not know his native language knows his genealogy, a person who does not know his roots and has no future, a person who does not know his language."

When analyzing the structural linkage of mother tongue and national idea, it is important to note that in today's ideological struggle there are also a number of problems in terms of showing and increasing the capabilities of our national language. For example, it is still a pity that among some layers the Russian language is considered a sign of "culture", some young people deliberately distort the national language.

Language through loss, the genetic code of the nation can also change. Scientists Z.Kadirova, A.Sharipov, E.As Karimova correctly wrote, "Let's say, a person has mastered the language, customs, system of values or any other paradigm of cognition of another culture. Through this, however, it ceases to live in the system of its values. In the world of one culture and knowledge, one can move to the other, but at one time there is no opportunity to live in two different worlds (one day)".

Taking into account this situation, the president of the Republic of Uzbekistan Shavkat Mirziyoyev points out that, "to become a real diplomat, it is not enough only to have knowledge and experience, knowledge of foreign languages, first of all, it is necessary to have innate talent. The most important thing is that the diplomat must be a true patriot, have a genuine dedication to his people and his country.

But tell yourself, if the ambassador does not know closely the rich history, culture, national values

of the Uzbek people, the worries of four of his compatriots, does not pass them by heart, how can he introduce Uzbekistan to the world? Suppose, if two lines of poetry from Alisher Navoi, Bobur, Abdulla Oripov, Erkin Vohidov cannot say, the worst thing is how to become a real ambassador, if he does not know our native language perfectly?".

In this regard, the following thoughts of the first president of our country Islam Karimov are worthy of attention. "Any nation, regardless of its large or small, respects its native language. If Uzbeks respect the Uzbek language, the Tajiks respect the Tajik language, Kazakhs respect their language, despite the fact that the Kazakhs are small, say, representatives of other nationalities, big or small. But for the unification of all these peoples, the Russian language is an important tool in their unity and solidarity as members of one family. This language can be an invaluable help to the development of Peoples United into a single family, moving contacts between people of different nationalities, achieving the goals set, without degrading the prestige of the language of another nation. ... if a person of Russian nationality knows the Uzbek language, and Uzbek knows the Russian language, and if our young people know the third language, then there will be no light on the light?".

Great enlightenment Abdulla Avlani said: "The life of window, which shows the existence of every nation in the world is language and literature". National language to lose is to lose the spirit of the nation." Continue these thoughts, seriously warned of the dangers that could happen to our language and wrote: "We Turkistans national keep on one side, day by day forget and lose. Half of our language is connected to Arabic-Persian, illiquid we also glue the Russian language to one edge of it. From a good army, until you get it, you have to dig a bad house, they say. Our grandfathers holy language and literature to us (both) is no less. If we look for our own home, we will also find the missing ones. The following thoughts of the first president of our country Islam Karimov are worth noting in this regard:" our house should be kept both in private and in the National Guard, and in between our mouths." "And the people will never agree that national originality will be lost." Such thoughts are also supported by Mahmudkhuja Behbudiy in his time. In his opinion, "the scientist issued primarily Muslim letters and literacy for children to become modern ... after the ticketing of the language of our nation, it is necessary to give it to the regular schools of our government."

The right of representatives of different nationalities living in our country to choose the language of treatment according to their wishes is absolutely relevant, as defined in Article 3 of the law "on the state language" in the new edition of the Republic of Uzbekistan "citizens have the right to choose the language of treatment according to their wishes".

It is especially noticeable that the state language is becoming an active means of communication even at the international level. In particular, we are proud of the increasing role and importance of the Uzbek language in meetings and conversations with the leaders of foreign countries, negotiations, signing of relevant documents, prestigious summits, official press conferences.

In this regard, the wide application of the Uzbek language in areas requiring special terms and concepts such as computer and Internet, Exact Sciences, Medicine, economy shows how great its possibilities are. Also, special attention is paid to the role and place of raising the spirit of nations, nations, ensuring the further development of the native language and the spiritual perfection of its society. Based on the analysis of the above points, the following conclusions can be drawn:

First, language is an important foundation of a national idea. The nation has its own national cultural heritage, traditions, traditions in different forms (written, oral, colloquial, communication, debate, etc.) transmits from generation to generation, embodied in the national idea. He passes the tests of the period and serves for social progress.

Secondly, through the language, the spirit of the nation, embodied in it characteristic features. The diversity in the psyche of different nationalities and peoples is manifested through its language. The world is also determined by the degree to which the language of peoples, the role, dignity, self-expression and opportunities to achieve it have become a means of circulation.

Thirdly, in the national idea of peoples and nationalities, the knowledge of not only the native language, the languages of other peoples and nations, the awareness of the national identity of a particular nation, contributes to its further enrichment and perfection. In the national idea, it cannot be limited to only one native language.

Fourth, the sense of belonging to national idea is a phenomenon associated with the perception, perception of belonging to a particular nation, respect for national-cultural values, it has a changing, renewing feature. It is natural that this is influenced by many factors, views on spiritual life, socio-economic life changes, the general level of the nation, worldview, life goals and interests.

Fifth, the realization of the national and universal essence of the National idea of people has an object character. But in the life of different peoples, nations, it manifests itself at different levels. The fact that peoples or nations deeply feel and acknowledge national identity through their native language becomes a factor that determines and guarantees it in the understanding of national identity. The existence of a nation is embodied in the national idea through the language of its spiritual existence.

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AGRO CLUSTER IS THE MAIN ELEMENT OF SPECIALIZATION AND ALLOCATION

Abstract: This article draws attention to the rational allocation and specialization of crops, which is one of the important issues of agriculture nowadays.

In this article the discourse on modernization of the economy, in the introduction of agroclusters sector specialization and important aspects of allocation of agricultural crops, capacity and the efficiency results are included.

Key words: production, resource, product, entrepreneurship, market economy, raw materials.

Language: English

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Introduction

The specificity of agriculture in our country, particularly the fact that agriculture is based on irrigation, the majority of irrigated agriculture, limited water resources, the complexity of the ecological situation, the peculiarities of the demographic development of the republic require constant improvement of efficient land use.

Therefore, the specialization and rational allocation of agricultural production on natural and economic regions is an important factor in increasing and reducing the volume of production. This leads to an increasing efficiency of direct land use in the specialization and allocation of agricultural production.

Literature analysis and methodology

The territorial allocation of agricultural production allows to deepen the level of specialization. And from its side, the deepening of the specialization of production leads to the introduction of the results of scientific and technological progress in the industry.

The improvement of specialization has a direct positive effect on the growth of the production rates.

An attention is paid at the strengthening the economic potential of the republic on the basis of specialization and allocation of agriculture, first of all, to ensuring sustainable growth in many respects by technically and technologically modernizing the activities of farms, which are considered the leading link in the industry.

Particularly, it is known that on the basis of modernization of production in the development of

private entrepreneurship and small business in rural areas, the government is creating direct diversification of activities to increase the level of specialization through the sale of agricultural products and other industries of the line (production of finished goods).

Specifically, a number of economic and legal bases are being created in order to further modernize the agricultural sector, to organize technical and technological renewal in accordance with the market economy, to strengthen the processes of specialization and allocation in the agricultural economy of the country.

In accordance with the five priority directions of the Strategy of Actions for the development of the Republic of Uzbekistan for 2017-2021, initiated by our President Shavkat Mirziyoyev, all sectors of the economy, in particular, all sectors of agriculture are being radically reformed.

Over the past three years, our country has been developing and consistently implementing important programs and "Way maps" in all areas, including agriculture. The cluster model of organizing the production of agricultural products is being widely introduced.

Discussion

The cluster method involves a multi-stage complex system of processes in agriculture, from plowing the land to planting, management, and the production of finished goods from raw materials. It is a set of enterprises integrated into a single technological chain, which allows the integrated deepening of science, education and industry, the introduction of new technologies. One of the most sensible ways is to form clusters in the agricultural sector, not only on a national scale, but on the basis of specific socio-economic conditions in the regions, based on the essence of cluster theory [1].

However, in recent years, the allocation of agricultural crops in our republic is approached by taking into account the composition of crops in economic entities, their specialization, natural and climatic conditions, soil fertility, as well as the changes in supply and demand for products.

On this occasion, the Resolution of the President of the Republic of Uzbekistan dated by July 29, 2019 under number RP-4406 "On additional measures for deep processing of agricultural products and further development of the food industry" sets the following tasks:

the creation of an effective infrastructure for crop allocation and processing in order to stimulate the creation of a high value chain in the agricultural sector;

formation of a system of modern agro-logistics complexes and centers providing services for the harvesting, transportation, storage, processing, packaging, delivery of products to home and foreign markets;

establishing the companies for allocating, constructing and management of agro-logistics complexes and centers;

establishing the laboratories, customs terminals and other services in agro-logistics complexes and centers with the broad involvement of the private sector, capable of conducting full tests of agricultural and food products on the basis of international requirements, quality and safety indicators;

coordination of the activities of interested ministries and agencies to deepen the processing of agricultural products and increasing of exports, with the broad involvement of cooperative participants, farmers and agro-clusters and agricultural associations in the activities of agro-logistics complexes and centers [2].

As a result, on the basis of specialization and rational allocation of agricultural production, the following opportunities for economic activity will be created:

By the organizational and economical aspects:

- it creates conditions for efficient use of land, which is the main means of agricultural production. On this basis, it increases the quantity and improves the quality of agricultural and livestock products;

- it creates conditions for technological development, which organizes production processes (selection of high-efficiency technologies, control over compliance with technological operations, etc.), opportunities for the introduction of innovative technologies;

- it simplifies the production structure of the enterprise, that is to say, among the main, secondary and service subordinate organizations.

This kind of enterprises are among the lower structural subdivisions rather than deeper specialized production. As a result, they provide a reduction in the amount of additional costs of production;

- by reducing the number of production sub-organizations, along with the organizational structure, the financial structure of the enterprise will be simplified, which will reduce the number of sub-organizations and the relationship between them;

- it provides more rational use of agricultural machinery, increases its productivity due to the mass production of one type of product;

- it forms the flexibility of the management system and allows it to adapt to the conditions of modernization, rapid change of the internal management system;

- it is considered as a key condition for increasing the efficiency of capital investment and the use of fixed assets;

- it allows an accurate target and simplification of the planning procedure and more effective control over the implementation of planning;

- it will create the conditions to reduce production and sales costs and increase profitability.

By social aspect:

- on the basis of cooperation and specialization of production, there will be more stable contacts between consumers and suppliers, which will facilitate the sale of products and logistics;

- it will allow more efficient use of labor resources in rural areas. It will change the professional structure of employees working in the field of agriculture and animal husbandry, increase staff skills and productivity.

If we stop once more on the specifics of agriculture, including the specialization and allocation of production, intensive use of agricultural land, reducing costs, taking into account the lifestyle, natural and climatic conditions, social, economic conditions and the laws of supply and demand, the development of theoretical foundations of sustainable development of agriculture and mechanisms for their implementation in practice is considered as an important task at the stage of liberalization of specialization.

Such a feature of agriculture shows that the relationship of the production cycle with the life cycle of plants and animals has a significant impact on the possibility of specialization. Although there is some effect on animal husbandry, it has much larger and sharply differentiated manifestation of crop production in the seasonality of agricultural work in a single and complete production period.

Results

In this regard, the rational organization of specialization and allocation is an important warrant for increasing production efficiency. At the same time, it follows from the general economic laws of the market economy, such as the laws of division of labor, the growth of labor productivity, the exchange of types of labor. Specialization and rational allocation of production serves to great increasing of labor productivity, farm income and profitability.

The specialization and allocation of agricultural production is the accumulation of labor and material resources for the cultivation of goods and services that are of vital economic importance to the market, the widespread and effective use of new techniques, that is: the introduction of advanced technology and effective methods of labor organization creates favorable conditions; it gives the opportunity to increase slightly the amount of grown products and services; it increases labor productivity; it increases the production efficiency of farms.

The specialization and allocation of agricultural production is a complete fulfillment of the main tasks that farms face, in the other words, it provides introduction of advanced, ecologically clean agro-technical, veterinary, technical service, organic and mineral fertilizers and plant and animal protection products, scientific achievements, best practices, the rational use of them, low labor and financial costs, it provides a sustainable use of every hectare of land suitable for agriculture with minimal expenditure of labor and resources for farming and reproduction of livestock products as fast as possible.

The main form of social division of labor is the specialization and allocation of production. The division of social labor applies to all sectors, including agriculture. However, agricultural production has its own characteristics, which reflect the laws of development of economic and natural reproduction processes. Especially these aspects affect the specialization and placement of the production process in the network to one degree or another.

The specialization and allocation of production in agriculture reflects the process of geographical or spatial distribution of production of certain types of products in the country, economic regions, districts. Indicators such as the volume of production of certain types of products in the region and the share of individual regions in the volume of gross and commodity production characterize the specialization and allocation of agricultural production.

The results of the formation of a business units and their cluster systems of regional specialization and allocation allow to solve several economic, organizational and legal issues in agriculture (Figure 1).
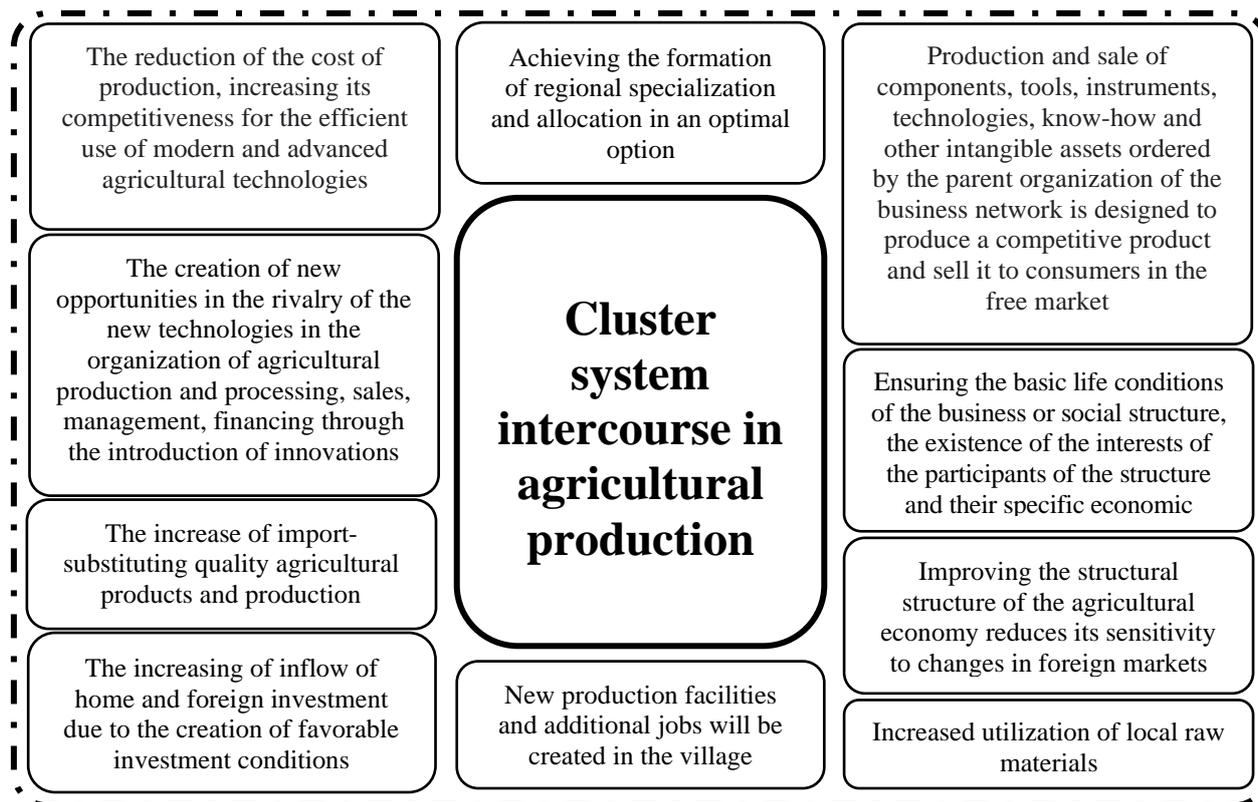
Figure 1. Formation of a cluster system in regional specialization and allocation

Rational allocation of agricultural production in natural-economic zones is an important factor in increasing and reducing the cost of production. At the same time, the specialization and rational allocation of agricultural production will lead to an increase in the efficiency of land use.

Thus, the specialization, allocation, and consolidation of production are closely interrelated in agriculture, and a change in one of them leads to significant positive changes in the others.

The deepening of specialization and integration of cooperation and the introduction of network clusters in the agricultural sector will have a positive impact on the widespread use of mechanization, gradual chemicalization and intensification of the industry, that is the direct modernization in the context of allocating of agricultural production in the regions.

Conclusion

In this regard, the rational use of opportunities of deepening and consolidation of the processes of specialization, which are now consistently carried out in the process of liberalization of economic relations, in the system of clustering has become one of the most important conditions for increasing the efficiency of land use in agriculture.

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QR – Issue   QR – Article

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THEORETICAL AND METHODOLOGICAL APPROACHES TO SOCIAL WORK WITH DEVIANT YOUTH PRONE TO HARMFUL HABITS

Abstract: in this article, the author tried to shed light on the theoretical and methodological aspects of working with deviant young people prone to harmful habits. He tried to make recommendations on practical promotion and promotion among young people in the fight against harmful habits.
Key words: addictions, deviant, globalism, alcoholism, crime, youth, drug addiction, delincvent, criminal, social norm, social work, prostitution, propaganda, fashion.
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Introduction

Human nature tends to innovate. Whether it is useful or harmful news, it comes to seeing him really support in his life. Global consciousness-such changes are taking place in our hearts and in our lives, rather than the beneficial aspects in it, the pests soon show their opposite effect.[1] in this context, we can witness an increase in the number of propaganda and advocacy practices to reduce harmful habits and lead a healthy lifestyle in our society. But we can observe that the impact of these harmful habits on the life of people is also significant. In this regard, we will touch on the issue of deviant young people prone to harmful habits.

Deviant, that is, deviating from the norm, the Hulu covers a wide range of human deeds. Due to the features of deviation and violation of the norm, it is possible to distinguish three levels of its:

1. Imperceptible level deviations from the norms of morality and decency; private deviant behavior;

2. Violation of legal norms, but in this case the deviation from the norms of the shutter is reflected in a situation that is not at the level of criminal responsiveness, without it being significantly different, in sociology this view is expressed through the concept of deli vent (no reasonable) shutter.

3. A serious violation of legal norms is a criminal offense or a criminal offense.

In this view, cases of deviations from all norms of behavior that are not approved by the public in society are defined as deviant behavior. The main forms of Deviant shutter are in a broad sense indicated by Y.I.Gilinsky and V.S.Afanasev as follows:

1. Alcoholism and intoxication;
2. Putting lipstick on cocaine;
3. The fact of being a criminal;
4. Suicide;
5. Lecherous life;
6. Lack of self-control.[2]

In some cases, gambling, mental disorders, as well as criminal cases are included in deviant shutter.

In general, all forms of deviant shutter can be divided into three groups: private deviant, deli vent and criminal shutter.

Currently, there is an increase in interest in the issue of deviant behavior among researchers. The scientific study of Deviant shutter is carried out in the fields of criminology, psychopathology, Sociology, Social Work, pedagogy.[3]

Deviant behavior cannot be determined without understanding about the norms. In medicine, the norm means a completely healthy person; in pedagogy – a student who has mastered all the subjects of science;

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in social life-expresses the absence of criminality. In this place, the question of psychologically defining the norm as the sum of a number of characteristics that exist in most people, that is, the ethos of behavior, is considered difficult.

The social norm includes the following cases:

1. Moderate, stable and state of non-breaking out of the mass;

2. Feature more adaptability to the environment.

The social norm expresses the activities of people and social groups and social organizations on the basis of the measures, limits, permission intervals (free and compulsory), which are decided during the process of historical development of a certain specific society. The natural norms of biological and physical processes differ from those of social norms, and in the course of the activities of society are formed as the laws of the object behavior of people and the adequate and compressed reflection of these situations in consciousness.

The concept of "Delincvent behavior" expresses a sufficiently wide range of violations of legal and social norms. Delink vent hooliganism is a situation that is not punishable by the criminal code from the point of view of violation of legal norms, consists of petty hooliganism, small theft of food from the store, quarrels, deception and arbitrations in the event of severe bodily injury. In criminology, this condition is characterized as a violation of the youth masses (in adolescence), which determines the high level of delinquency among young people, especially between the ages of 12 to 20 years (more in the male sex) and the high degree of judicial, administrative punishment. We can witness negative statistics of deviant behavior individuals who are prone to gilded habits if one looks at data from a single nook.

According to the UN, 5,4 million people die every year as a result of Nash in the world, 1 person every 6 seconds. According to experts, if the necessary measures are not taken immediately, by the year 2030, lack of sophistication every year will lead to premature loss of life of 8 million people. The first place in the world in terms of the number of smokers is China, then India and Indonesia. The annual economic loss caused by smoking exceeds 200 billion US dollars.[4] this is becoming a serious problem for humanity. In order to reduce harmful habits among people, a lot of work is also being done in our country.

In this regard, the decree of the president of the Republic of Uzbekistan "on measures for the Prevention of non-communicable diseases, support of a healthy lifestyle and increasing the level of physical activity of the population" dated December 18, 2018 № PP-4063 put forward the tasks for further improvement of the problems in this area.

The Cabinet of Ministers of the Republic of Uzbekistan shall adopt additional measures to limit the consumption of alcohol and tobacco products as a result of public discussions held in a wide range until December 1, 2019, including the following:

Expand the size of the main area for placing medical warnings on the label of the alcohol product container, as well as on the packaging (packaging) of tobacco products;

- placing textual notes and picture-style medical warnings in the tobacco product box(packaging);

- to clarify the bodies carrying out control over compliance with the rules of trade in alcohol and tobacco products, as well as the obligations of carrying out such control;

- responsibility for the consumption of alcohol and tobacco products in public places and in places where tobacco is not established;

- in order to limit the consumption of alcohol and tobacco products in public places and in places where tobacco is not specified, to establish responsibility for non-measures taken by authorized persons (enterprises, organizations, administrations of institutions, including owners of structures, buildings (castles), other facilities and vehicles located in public places).[5] It is of course a gratifying situation in our country that the fight against harmful habits and wide propaganda of a healthy lifestyle are being carried out. But in such propaganda it is necessary to attract specialists from a wide range of spheres-educators, economists, sociologists, psychologists, lawyers, as well as social workers. Especially when working with young people, it is necessary to explain to them how harmful habits are a harm to health and their economy. It is desirable to attract social workers among such specialists. They have the skills to work with such young people, they work with families, monitor harmful habits and find a way to solve problems with their own advice on how to fight them. Bringing a lifestyle without a single harmful habit to the level of fashion among young people is the main aspect of this problem we can see in quality. Now young people are slowly becoming fashionable to carry out a way of life without harmful habits. We think that the spread of such a positive situation among the youth of our country is, of course, the result of the measures being taken.

Proceeding from the above views and considerations, it became possible to draw the following conclusions.

First, the introduction of the science of deviant behavior sociology in the upper classes of schools can lead to a decrease in harmful habits.

Secondly, it is aimed to further increase the participation of the mass media in the propaganda and propaganda work against harmful habits in our country.

Thirdly, with the wide involvement of specialists in the field of combating harmful habits, we think it is necessary to carry out monitoring of persons who put a lipstick on harmful habits.

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MAPPING THE POPULATION OF NAMANGAN REGION USING MODERN GIS TECHNOLOGIES

Abstract: *This article talks about the location of the population of the Namangan region and the application of modern cartographic methods in compiling population maps, the importance and advantages of mapping in the geographical education of the population, as well as about the aspects of mapping which need to be paid attention to.*

Key words: *population of Namangan region, population location, geographic information systems, modern mapping methods, electronic maps, population maps.*

Language: *English*

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Introduction

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At a time of rapid development of market relations, diversification and modernization of the economy, one of the main tasks is the scientific study of economic and social processes in the country and its regional structures. The study and analysis of these issues imposes great responsibilities on the scientific community. In particular, in the context of research in economic and social geography, the mapping of regional social and economic geographical events, the thematic map has a scientific and practical significance in the scientific presentation of the situation in this area.

The focus on the development of manufacturing sectors in the country, which play a special role in the formation of the national economy, as well as the implementation of all sectoral, network and regional policies in the country is to improve the living standards of the population. After all, human interests underlie any activity in society. As the President of the Republic of Uzbekistan Sh. Mirziyoyev noted, "Today, the main goal of our life, embodied in our Constitution, is to ensure the full protection of human interests." [1] Given the priority of such issues related to the population, the President proposed to declare 2017 the Year of Dialogue with the People and Human Interests in Uzbekistan, and highlighted the priorities in this regard.

Of course, in the scientific study of the changes that have taken place based on the above, the organization of population-related research and the mapping of regional details related to the location and development of the population are of practical importance. In addition, the location of the population and its structural features cause changes in space over time. In this context, the relevance of this scientific article is determined by the creation of new maps based on cartographic methods using modern geographic information systems to visualize the current state of the population.

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Literature review. An analysis of the relevant scientific literature shows that a number of studies on the economic and geographical study of scientific and practical issues of population distribution have been conducted in the countries of the Commonwealth of Independent States, including our Republic. Thus, the theoretical and methodological bases of this problem in Uzbekistan are Z.M.Akramov, S.A.Avezov, M.Ishchanov, A.N.Ruziyeva, A.S.Soliyev, A.M.Sodikov, T.M.Mirzaliyev, A.Egamberdiyev, K.Gadoev, A.A.Kayumov, K.X.Abdurahmonov, Tadjieva, and have been extensively covered in the scientific work of others. Researchers from Namangan State University also provided details on population-themed maps. The maps in the research work of associate professor Sh. Jumakhanov (1999), H. Mirzaakhmedov (2003) can be cited in this regard. However, in the last 15 years, dynamically moving population maps have hardly been prepared in the study. This study differs from the above research in that it captures the processes of today's population.

Research Methodology. In this work, the methods of geographical comparison, cartographic, statistical, regional analysis, systematic approach were used.

Analysis and results. Namangan region is one of the most ancient regions of the country. The main part of the population is concentrated in the plains and foothills, where irrigated agriculture is developed, and in addition to farming, they are also engaged in animal husbandry and handicrafts. In the territory of Namangan region, the largest historical cities of its time, Kosonsoy and Akhsikent, played an important role in political, socio-economic and cultural life. Even today, the role of irrigated agriculture in the settlement of the population, the formation and development of fortifications is obvious. Political-military, socio-economic events at different historical stages had a strong impact on the location, growth, formation and development of fortifications. The current distribution of the population is due to the above complex processes that have been going on for a very long time.

Namangan region is one of the regions in Uzbekistan with a high level of natural population growth and urbanization. During 1897-1917, the population growth of the region increased by 72.1% or an average of 3.4% per year, in 1926-1939 by 31.0% or an average of 2.8% per year, in 1959-1979 by 85.3% or an average of 4.2% per year, and in 1980-1992 it was 42.3% or an average of 3.5% per year. Between 1926 and 1992, the region's population increased from 397.8 thousand to 1,651.6 thousand, or 4.2 times. In 1990-1995, the population increased from 1558.7 thousand to 1785.2 thousand people or 14.5% (average 2.9% per year), of which the urban population increased from 592.1 thousand to 674.2 thousand people or 13.8%. %, the rural population increased from 966.6 thousand to 1111.0 thousand or 14.9%. In 1995-2000, the population of the region increased from 1785.2 thousand to 1959.2 thousand people or 9.7% (an average of 1.9% per year), of which the urban population increased from 674.2 thousand to 735.3 thousand people or 9.0 %, the rural population increased from 1111.0 thousand to 1223.9 thousand or 10.2%. In 2005, the region's population reached 2,109.5 thousand people, which is 7.6% more than in 2000. During this period, the average annual population growth was 1.5%. In 2000-2005, the urban population in the region increased from 735.3 thousand to 785.6 thousand or 6.8%, and the rural population from 1223.9 thousand to 1323.9 thousand or 8.1% (Table 1). In 2006-2008, natural population growth was revived compared to previous years, averaging 2.1% per year, while in 2008 this figure was 1.2%. In Kosonsoy, Uychi, Namangan, Mingbulak, Naryn, Pop and Turakurgan districts, the natural population growth rate continues to decline.

Table 1. Population growth in Namangan region

Years	Population (thousand people)	Including		As a percentage of the total population	
		City dwellers	Villagers	City dwellers	Villagers
1897	168,9	14,9	154,0	7,1	92,9
1917	290,7	16,2	274,1	7,9	92,1
1939	521,4	103,2	418,2	19,8	80,2
1970	847,0	242,7	604,3	29,0	71,0
1990	1558,7	592,1	966,6	38,0	62,0
2000	1959,2	735,3	1223,9	37,6	62,4
2010	2298,0	1470,1	827,9	64.0	36
2015	2578,7	1649,8	928,9	63,9	36,1

Source: Abdullaev.O. Handbook of Namangan region (nature, population, economy) and data of the Namangan regional department of statistics.

The high rate of natural population growth until the 90s of the twentieth century is primarily due to the large share of the rural population in the population (62.6%), the preservation of polygamy in accordance with historical, national traditions, the relatively high average life expectancy is determined by the stability of mortality. Natural growth, in particular, was high among the local population. In 1970-1992, the birth rate was 38-40 per 1,000 people, the death rate was 6-7 per 1,000 people, and the natural increase was 30-32 per 1,000 people. 37.6–40.6, mortality was 5.7–10.1, and natural increase was 30.1–30.5, respectively. In 2007-2008, the birth rate per 1,000 people in Namangan region was 50.1-53.2 people, and the mortality rate was 10.0-10.6 people. In recent years, due to the high birth rate and low mortality in the population, the natural growth rate in the region has slightly improved, and in 2007-2008 these figures were 40.1-42 per 1,000 people, respectively. 6 people (Table 2).

Table 2. Births, deaths and real population growth per 1,000 people in Namangan region (per capita)

Years	Number of births	Number of dead	Natural growth
1940	31,6	12,7	18,9
1965	34,6	5,8	28,8
1970	38,5	5,4	33,1
1975	38,8	7,2	31,6
1980	43,3	9,1	34,2
1985	39,0	7,0	32,0
1990	35,6	5,7	30,1
1995	32,5	5,8	26,7
2000	20,9	5,1	15,8
2005	20,2	4,9	15,3
2010	22,2	4,6	17,6
2015	24,0	4,8	19,2

Source: Abdullaev.O. Handbook of Namangan region (nature, population, economy) and data of the Namangan regional department of statistics.

In addition to the impact of rapid market relations, market structure and institutional changes on natural population growth, the formation of the psychology of not more than two children among young families and the "child price" - child The cost of "investment" for a child, including upbringing, education and other expenses, has significantly increased. In addition, the process typical of economically developed countries has seen an increase in the proportion of older people in the country, including in Namangan region, which in turn has led to a gradual intensification of labor migration, which began in the mid-1990s. affected to a certain extent.

Namangan region ranks third in Uzbekistan in terms of population density (Andijan, Fergana). The main part of the population is located between the Naryn and Karadarya rivers, in the plains between the Syrdarya and the hills, and 80.0% of the region's population lives there. The ethnic composition of the Namangan region has changed significantly over the past 150 years and has become one of the most multi-ethnic regions in Uzbekistan. Today, the region is home to more than 50 different nationalities, peoples and ethnic groups. The high proportion of Uzbeks in the region's population is explained by high natural growth and slow migration.

Today, many databases need to be created for modern mapping. At the same time, the processing and analysis of data using modern computing and programming tools brings a lot of conveniences. Consequently, one of the most pressing issues is the creation of automated system maps that provide detailed information about various sectors of the economy on the basis of modern software based on modern computer technology. In particular, it is advisable to use ArcGIS software based on modern Geographic Information Systems (GIS) when creating thematic maps of various fields.

The use of satellite imagery in population maps to show the location and characteristics of a population is important because aerospace imagery makes it easier to identify settlements and make it easier to identify their functional characteristics [2]. When compiling population maps, it is advisable to follow scientific principles, such as depicting the interconnectedness of all beings. This principle should be understood in the following senses:

- population-related details of natural geographic events and phenomena keep in touch with In this case, the interdependence and interdependence of the components, that is, the relationships between the components should be reflected on the map;

- in the general geographical sense, in other words, to act in the interests of the integrity of geography. For example, the combination of economic and social processes;

- that is, the population and settlements are an integral part of the formation of economic sectors in the regions;

- population maps take into account the social and economic changes taking place in the region, regardless of the size of the area (change in the status of settlements, construction of new housing, etc.).

After all, population cards should serve as a basis for future use by representatives of various industries. In addition, it should be noted that the principle of modernity should be fully reflected in the current population maps, and there are several reasons for this. The strengthening of international economic, cultural and political ties with our country as an equal member of the world community, as well as the mapping of the territorial location of industries and population indicators in direct connection with market relations is one of the urgent social requirements. In addition, the creation of dynamic maps of natural, economic and social processes allows you to monitor changes in space.

It is known that nature and society are constantly changing, evolving. It should be noted that the nature and society are intensifying. Dynamic maps, on the one hand, increase the science of maps and, on the other hand, provide ample opportunities for geographical prediction. For example, when perennial indicators and current details are displayed on population maps through various additional and geographical elements, it evokes a range of ideas and logical considerations in the user.

Geographical forecasting is the most important scientific direction for the science of geography in the future, which determines its social prestige, and the prediction of changes through population maps provides the basis for great scientific considerations and scientific conclusions.

It should be noted that the modernity and prospects of geographical cartography are difficult to imagine without Geographic Information Systems. Unfortunately, research in this area is currently insufficient. It is advisable to use modern technical equipment and foreign achievements in mapping research.
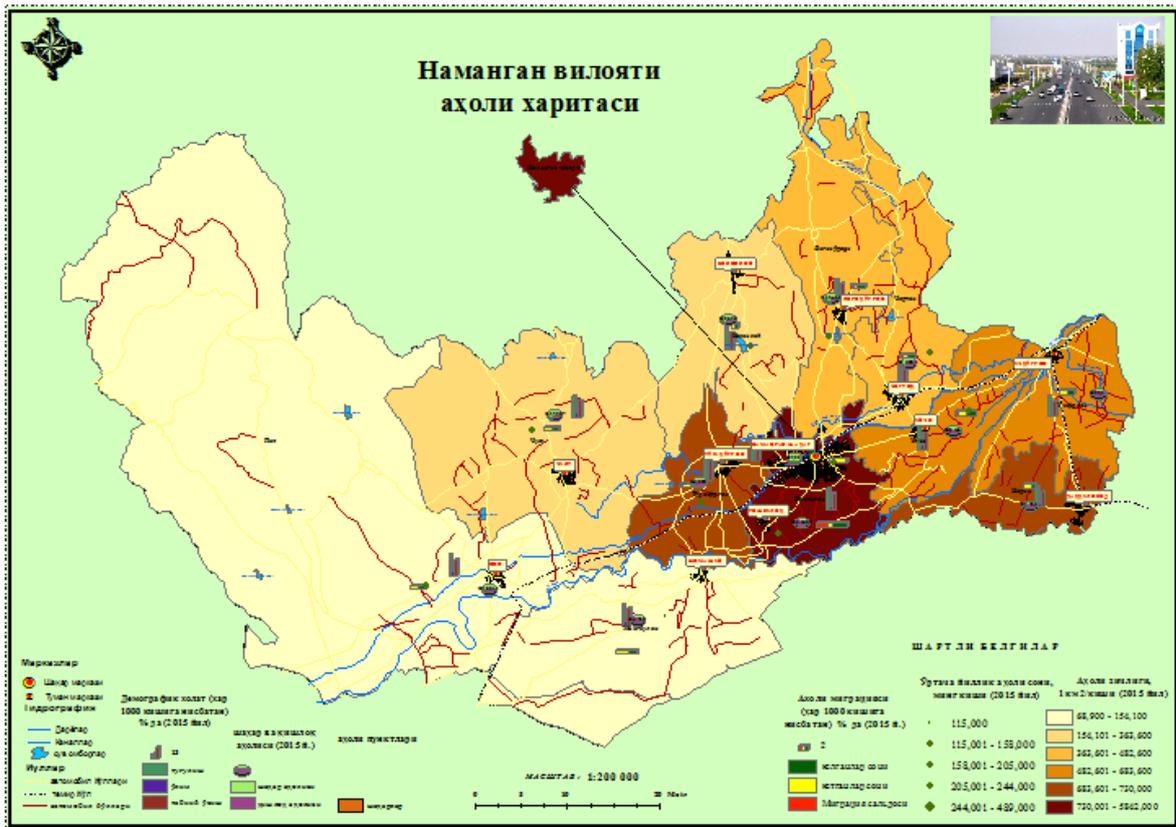
Figure-1. Population map of Namangan region.

In recent years, the geographic information system has been widely used in Uzbekistan for mapping settlements. GIS technology allows you to collect and store this isolated data in a single view, update, analyze, perform any operations, track all changes, obtain various district maps, plans, tables.

Thus, the geoinformation system on population maps provides its users (medical, police, etc.) with the following benefits:

- linking and agreeing all information to a single database to receive a variety of information related to the population;

- use a regional geographic information system to receive, analyze and make decisions on various levels of fragmented information;

- reduce the cost of creating and updating population cards.

Today, geographic information systems are widely used in almost all sectors of the economy. In particular, in the creation of population maps, the creation of a population database, the study of settlements, their development, etc. Using the above analysis and conclusions, approaches and methods, a 1: 200,000 population map of Namangan region was created using a modern geographic information program.

The map shows the population density per square kilometer, which shows Namangan, Turakurgan and Naryn districts as the most densely populated districts of the region. At the same time, there are visual data on the average annual population, population migration, demographic situation per thousand people, urban and rural population and settlements. As can be seen from the map, the population of the region is concentrated mainly around the rivers flowing from the northern, eastern and central parts. Of course, the process of historical formation has a great influence on such a settlement in the region. After all, the population of these areas has been living since ancient times - (Figure-1).

Conclusion/Recommendations.

Based on the above, the main conclusions and recommendations of this study are:

- Ensuring the completeness of the topic in the creation of a system of population maps of the region, the regional structure of the mapped area, the main requirements for mapping the area, such as the scale, content of maps, methods of mapping, as well as the use of new technologies;

- Namangan region differs from other regions of the country not only by its natural and economic geography, but also by its social and geographical features. This is reflected in the natural and mechanical movements of the population of the region, the development of urbanization, the location of the bulk of the population in river basins, density, labor force indicators, etc.;

- The analysis of the prepared thematic map shows that the location of the population is largely related to hydrographic objects and roads;

- A thematic map of the population of Namangan region was developed on the basis of statistics, taking into account the specifics of the population of the region;

- Today, population maps (population, density, formation of a network of cities, functional types of cities and towns, urban and rural population, its location features, etc.) are of practical importance in improving, managing and forecasting the population.

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THE WAY OF INDEPENDENT DEVELOPMENT - A KEY FACTOR OF NATIONAL REVIVAL AND PROGRESS OF UZBEKISTAN

Abstract: This article analyzes the social processes associated with the national recovery and growth of our country, which has an independent path of development, and explores the role and importance of the idea of "from national revival to national progress" in these processes.

In addition, the opinions of the researchers are presented in the context of the topic and compared with the personal approaches of the author.

Key words: idea, national ide, system, sovial lifi, society, new reforms, independent development, national revival.

Language: English

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Introduction

There are principles to rightly describe the post-independence period of Uzbekistan as a stage of national revival of our independent democratic development.Independence has laid the foundation for the establishment of a democratic state and a strong civil society in our country, as the true owner of the destiny of the people of Uzbekistan, and the opportunity to live a decent life.

Among the sources of threats to national recovery in the first years of independence is the fact that Uzbekistan is surrounded by some countries that are burdened with ethnic, demographic, economic and other problems.Moreover, it should not be overlooked that our country borders on a hotbed of instability in the region, such as Afghanistan, which is fueled by religious extremism, ethnic intolerance, drug trafficking and various external forces.Complicating matters is the fact that regional conflicts are often a constant source of dangerous threats, such as terrorism and violence, drug trafficking and arms trafficking, mass human rights abuses.

Materials and methods

Thus, security threats at the time included political extremism, such as religious extremism, and nationalism, ethnic, inter-ethnic, local and tribal conflicts, corruption and crime, and environmental issues.In this regard, it should be noted that, especially in recent times, geopolitical goals have become more synonymous with ideological policy.At the same time, ideological influence appears to be the most influential tool of geopolitics.That is, the goals of different countries are realized through the ideological influence on the minds and hearts of different segments of the people, in particular, the youth, with the aim of creating an ideological environment focused on their activities and interests.It is not easy to see this process firsthand, to know how it is going, that is, where, in what ways, which people are capturing the hearts of evil, alien ideological goals.[1]

National revival, enlightenment development and the development of the peoples of the world require that geopolitics, while pursuing certain goals, must be consistent only with the idea of peace and stability, prosperity of countries and peoples, free and prosperous life.It should be the main criterion of current geopolitical goals, embodying the ideas of national development, peace, well-being of the people, social cooperation, interethnic harmony and religious tolerance.[2] It should not serve to ideologically divide the world by instilling unhealthy

ideologies and ideas in the minds and hearts of other nations, but to serve mutually beneficial cooperation and the solution of world problems by mutual consent.In this sense, a new approach to geopolitics will have a special meaning and significance in the XXI century and will serve the development of the world.

Even in the current context of Central Asia's independence and progress, certain political forces and ideological circles in the world have not stopped trying to take advantage of this region, which has a huge economic potential and a favorable geopolitical position [3].They use all forms of influence and pressure to achieve their goals.In particular, it should be noted that there are cases of ideological interaction, such as obstructing the process of mutual economic integration of the Central Asian countries, arousing dissatisfaction with each other.

Results and analysis

To this end, various ideological, religious and ideological means have been used to disrupt the historically formed socio-economic, cultural and enlightenment ties in the region, to provoke conflicts between friendly and brotherly states, peoples and nations, and to create hotbeds of tension.In particular, taking advantage of the strong role of Islam in the worldview and spirituality of the peoples of Central Asia, subversive efforts to teach them an Islamic "lesson" and spread religious extremism and fundamentalism in the region under the banner of Islamic revival are intensifying.

Over the years of independence, Uzbekistan has taken the lead in ensuring stability in Central Asia and the mutual integration of countries in the region.These very important factors, based on the achievements of the future, have certainly frightened the enemies of the development of our people and our country.

If the goals of our enemies were achieved in Uzbekistan, it would lead to great political changes not only in our country, but also in the whole region, and would have a huge negative impact on the process of regional integration.This, in turn, means that one of the factors hindering the process of national recovery in our country is related to the dangers and threats in this area.

For the same reason, it should be noted that the concept of "national revival" inherent in the period of independence of Uzbekistan reflects the goals of entering the world civilization and rising to the ranks of the most advanced countries.Such harmonization is not a mechanical process, but a complex dialectical process that requires political, organizational, material, theoretical behavior, ideological consolidation, taking into account the values of the past, as well as the current aspirations of our people.

In the socio-philosophical interpretation of the concepts of "national revival" and "national progress", the gradual and dynamic process associated with

significant positive changes not only in the economic sphere, but also in the spirituality, politics and worldview of peoples as a result of Uzbekistan's accession to world civilization.

The history of mankind in the next century testifies to the fact that among the peoples involved in such a process there is mutual trust, cooperation, mutual respect and the desire to resolve conflicts on the basis of mutual consent and consensus.The desire to enjoy the values and experiences of each other's cultural achievements is formed.The tendency of nations to unite with each other forms a single, entire civilization, a planetary consciousness.That is, the harmony of nationalism and universality is clearly manifested in world civilization and becomes the program of action of the world community.

The study of any phenomenon requires that it examine the conditions that have arisen, all the changes that have taken place in its content in the course of historical development, and so on.However, the purpose of studying the concepts of "national revival" and "national progress" does not allow to draw attention to various aspects of the problem of traditions, in particular, the study of their origin and history of development [4].

Therefore, from the point of view of the concepts of "National Revival" and "National Rise" formed during the independence of Uzbekistan, all attention is paid to the study of the formation of a new attitude to the traditions and customs, including the state, traditions and customs. it is necessary to focus on defining the role and importance of social functions in the life of a renewed society, as well as the role of new customs and traditions in the national revival and raising the morale of the people.

Conclusion

According to the concept of "national revival", the idea that national customs and traditions are derived from the social needs and interests of society is of great methodological importance for understanding their essence and functional purpose. Customs and traditions as a social phenomenon are based on the principles of stability and repetition of events in different spheres of life.For many years, the formation of labor skills in the new generation, the regulation of youth labor has been an important task of traditions and customs.

At present, this task has lost some of its significance due to the changing nature of production, the strengthening of the education system and general vocational training.Only in handicrafts, in the activities of folk craftsmen, and in some other areas related to manual labor, which are achieved directly in the course of labor activity, some mechanization-free skills are preserved.

Our research clearly proves that national revival and ascension require renewal, not general denial, but dialectical denial, while preserving the most valuable,

most important aspects of the achievements made in the stages of social development.In this regard, the first stage of recovery, which included the first reforms and changes in the formation of the foundations of national statehood in post-independence Uzbekistan - 1991-2016, was a period of transition, which left a huge mark on the life of our country.

The examples and evidence of the recent past show that the tasks of national identity, economic, social, spiritual and enlightenment progress of society, development of living standards and comprehensive progressing of the country played a special role in creating the basis for national revival.

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THE IMPACT OF CHANGES IN HUMAN CONSCIOUSNESS AND THINKING ON SOCIAL LIFE

Abstract: This article examines the impact of social life on the transformation of human consciousness and thinking in our country, which has an independent path of development, and the role and importance of the idea of "from national revival to national development" in these processes. In addition, the researchers'opinions are presented in the context of the topic and compared with the author's personal approaches.

Key words: idea, national idea, system, social life, society, new reforms, independent development, national revival.

Language: English

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Introduction

The place where the process of change of human consciousness and thinking takes place is social life. The connection of these two concepts is related to the formation of social life of the human mind and the dialectical influence of social life on the transformation of the human mind. However, the impact of the human mind on social life can be different. First of all, it is necessary to define the concept of social life. Social life is a concept that represents the social relations that members of society perform together in social processes and the duration of their implementation. Indeed, social life is the movement of a person in the social space in which he operates. The issue of social life and man has always been relevant. Social life is composed of complex social relations and processes, which in turn are influenced by many factors. It is known that social, political, religious, cultural, moral relations are carried out in the society and they are carried out within the spheres of social life. These relationships are directly related to a person's spiritual world and his or her consciousness. Changes in objective existence directly affect the human mind as changes in social processes. When a person encounters a problem in social life, he seeks a solution to that problem as an objective effect. And this solution is found in many ways through changes in the inner world of man, in everyday life, in social life. Hence, the change of human consciousness plays a very important role in the formation of social life.

Materials and methods

The following tasks of the national idea, based on its existing content and essence, try to explain the events and processes that take place in society and human thought, and to generate certain ideas about them in the minds of people. As a result, people develop a new worldview.

In today's process of renewal, people are not sufficiently involved in the various relationships in social life. Because the old worldview, the lack of initiative, the lack of knowledge and skills, prevents people from moving in sync with the time. "In the era of reforms, it is important that people strive for innovation, absorb it quickly, be socially active, creative, have new, free human qualities, norms and knowledge, work and social skills, and live and work with long-term strategic goals"[1]. Changes in the consciousness and thinking of each person have a strong impact on the development of society. And this preserves the national identity of the society, creating

important opportunities for its ideological and traditional transformation.

The traditional peculiarities of consciousness are so deeply ingrained in social life that their transformation is not easy. Thus, a connection is formed between consciousness and social life. However, in some scientific studies the impact of consciousness and thinking on social life will not paid attention at all. It is true that other very important aspects of social life can be considered in scientific research. But the question of consciousness is a matter of primary importance in the study of social life. Moreover, consciousness is inextricably linked not only with human social life, but also with economic, political and cultural spheres of life.

Important principles of increasing the effectiveness of the mechanisms of changing the human consciousness and thinking of the national system of ideas are as follows:

- priority of human freedom, rights and interests;
- human dignity and worth, its interpretation at the highest level;
- rule of law and justice;
- based on the harmony of national and common interests;
- pluralism and diversity of opinion, etc.

We can be the witnesses that the more deeply the national idea is approached in the interests of society, the more it is approached in the life of man and the factors that ensure his safe life.

Public opinion has also served as an important factor in the transformation of human consciousness and thinking in the East. Public opinion is important in people making certain decisions, and it is a process that is observed in every sphere of social life.

The most pressing aspect of the issue lies in the study of the factors influencing the change of consciousness and the place of the national idea in them and, as a result, the forms of their impact on social life. The change of human consciousness and thinking is a process associated with the socio-economic, spiritual, cultural, political and historical life of a nation and the development of its value system, the self-enrichment of the national idea in line with modern requirements. As society develops as a whole social organism, it in turn has a significant impact on the human mind and thinking. Human consciousness, as a reflection of objective reality itself, produces ideas that accelerate changes in society. First of all, changes in human consciousness and thinking are reflected in the processes associated with the process by which an individual sets a relationship as a member of society. For example, it has an impact on a person's daily lifestyle. The simple actions a person performs in their daily lives are also associated with a change in consciousness. For example, the Uzbek national character and on this basis, it is important in the organization of life. And the change in social consciousness and thinking, in turn, contributes to the transformation of forms of social consciousness and the realization of dynamic changes.

The rapid change of this period has brought the transformation of human consciousness and thinking to such an important level that it is also extremely important for a person to decide his civic position not to be indifferent and indifferent to the events around him in shaping "me" as a human and his independent outlook.

As the social way of life develops as a complex contradictory way of life, it expresses various influencing factors in itself. In this sense, it is appropriate to express opinions on the dialectical connection between human consciousness, thinking and social life and the impact of consciousness on social life. Consequently, one of the indicators that determines changes in social life is a change in the human mind.

These two concepts: consciousness and thinking have an equal impact on the stability of social life. It is not right to divide them by their importance. The change of human consciousness, in turn, is an important force that brings to life the creative ideas that cause change in our society. The Action Strategy identifies new and important tasks to increase human participation in community-building reforms. The principles of this definition are programmatic in solving the problem of hearing the pain of listening to the human heart. These principles include further improving the spiritual potential of man, increasing human activism in reforms, strengthening respect for national and universal values in man, further strengthening the feelings of the human mind and heart.

For the national idea to function as a system in order to become a system that leads to the noble goals of the people "… truth must become the sole criterion of ideology"[2]. If a person does not develop, society will not develop," said Mirziyoyev. The transformation and development of human consciousness and thinking is a long-term historical process that reflects the material and cultural heritage that people have achieved. Historical development is inextricably linked with the socio-political, economic, cultural, educational, ideological and ideological development of society.

In today's era where the struggle for human consciousness and thinking is crucial, it is important to change it. "Changing consciousness is becoming a necessity in our society, the right to choose the basic principles of a market economy, entrepreneurship, initiative and risk[3]. The process of change in human consciousness and thinking that takes place as a result of independence is not a spontaneous process, but the process of formation of a new free thinking and consciousness that is free from ideological influences due to the beginning of a period of radical change. As the first President Islam Karimov said: "Undoubtedly,

the decisive factor in achieving high goals is the changes in the consciousness and worldview of the people of our country"[4]. It will be difficult for a society to develop if man is not developed through these changes. Continuing our opinion on human consciousness and thinking, it should be noted that in the conditions of independence in our society there have been dramatic changes in the human consciousness and thinking against the background of previous inactiveness. Different characteristics in people are being formed with the development of democratic consciousness.

Results and analysis

There are different views and approaches on how the development of society depends on changes in human consciousness and thinking.

If the human mind and thinking directly affect the change in a person's life, then it expresses in itself an objective necessity in society. That is, the transformation of human life serves as the primary stage of the transformation of the human mind. The change in human consciousness and thinking is primarily due to the fact that we organize the independent activities of trade unions of political parties, independent institutions of civil society, volunteer organizations for various purposes and the media. Liberalization of public life and, on the other hand, the rule of law provide the legal basis for a change of consciousness. Modern society is characterized by a very complex ideological confrontation with the new global changes. In such a situation, it is important from a socio-ideological point of view that noble ideas change the basis of human consciousness and thinking.

The system of national ideas is based on the transformation of consciousness and thinking:
- Historical memory
- Achievements of modern science;
- Propaganda technologies

The reason why the national idea is based on the achievements of modern science is that the people want to apply the experience of developed nations in the life of society. Their experience shows us that relying on the modern achievements of science can increase the capacity of the human mind. While the nation takes development as its national goal, modern

science, which is the criterion of development today, seeks to rely on the development of globalization and information technology. "… an example of this is the Decree of the President of the Republic of Uzbekistan "On approval of the Concept of Science Development until 2030", adopted to identify priorities for the systematic reform of science in the future, to train highly qualified personnel with modern knowledge and independent thinking[5].

When can a system of national ideas change consciousness? When the existing mechanisms represent the interests of the parties when they are in line with the goals. It is this principle that is a necessary condition for a change of consciousness. A change of consciousness in society occurs when the goals of the national idea coincide with the goals of the people. The type of movement of the mechanisms of change of human consciousness is related to different types, i.e. can be in the form of regular, random, internal and external, and so on.

Conclusion

Today, reforms aimed at changing the human mind and thinking are not based on the interests of certain categories, but on commitment to national and universal values. The change in individual consciousness and thinking is a two-way issue, and changes in it can be either positive or negative. The role of state social policy in the development of social consciousness and thinking of the population of our country is great. Social characteristics that do not serve national characteristics and the interests and social development of the people can in turn have a negative impact on the development of your states.

Thus, a detailed study of the shawls of the impact of changes in human consciousness and thinking on social life shows that two trends stand out in this process. The first is that the change in consciousness and thinking in the social life of modern man is more measured by practical actions, and more reference is made to the direct influence exerted on social life. That is, we can analyze change only when it reflects the inner world of man, and it considers only the direct effects, and the second is that any form of change of consciousness and thinking in social life is directly and indirectly related to the national idea.

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QR – Issue   QR – Article

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TRENDS IN THE DEVELOPMENT OF TRADITIONAL AND MODERN ECOLOGICAL CULTURE OF THE UZBEK PEOPLE

Abstract: This article highlights the socio-philosophical aspects of the development of traditional and modern ecological culture of the Uzbek people , including the formation of the ecological culture of the individual. The article is based on the development trends of the ecological traditions of the Uzbek people.
Key words: Trends, ecology, culture, traditional, holiday, nature, atmosphere, plant.
Language: English
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Introduction

The rapid development of human society, especially the incomparable growth of science and technology, is undoubtedly one of the achievements of mankind. It should not be forgotten that humanity lives in the bosom of nature, is nourished by it, receives energy, finds refuge. In short, it is nature that both relaxes and dresses man in his arms. Nature is literally the mother of man. Man has been in contact with nature for millions of years. He learned all his nobility and whims. During this period, a culture of human interaction with nature was formed. It is this communication that has risen to the level of human social culture and passed down from generation to generation. In the ecological culture of man, love for nature, compassion, care, respect and esteem have been embodied.

It should be noted that science has existed since ancient times to some extent as a form of social cognition, but it did not immediately play the role of a theoretical basis for material production. The process of accumulation of scientific and theoretical knowledge about nature, not only in the system of slavery, but also in feudal society, was in a purely empirical state and did not significantly affect production.[1] . The real development of science and technology began in the XVI-XVIII centuries with the production of manufactories. It was during this period that science began to be applied to production. The

main revolution in science took place in the XVIII-XIX centuries. During this period, mainly industry flourished. These changes in life have led to the prosperity of human society, along with a number of new social problems. One such problem and the most important is the quran brought to nature. Lands, rivers were polluted, air was polluted, and even oxygen was sold in countries like Japan. In general, the world is consuming too much oxygen. Because "6 million hectares of forests on our planet are disappearing at a rapid rate every year. As a result, the atmosphere is deprived of up to 75 billion tons of oxygen each year.[2] . Sadly, in the age of modern civilization, 5,800,000 square kilometers of tropical forests have been cut down; An area of 6,800,000 square kilometers was overgrazed; In an area of 1,370,000 square kilometers, trees have been cut down for firewood; 1 million 95 thousand square kilometers are allocated for the construction of roads and factories; 5 million 500 thousand square kilometers of land have been degraded due to mistakes and shortcomings in irrigation and land reclamation, making them completely unsuitable for agriculture and food production.[3] . These figures themselves show how important it is to preserve nature, to do everything possible to do so. The lack of natural oxygen in some major cities is itself a sign of a major environmental catastrophe. It was stated at the UN Conference in Rio de Janeiro: "Humanity is going through a decisive

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historical period: the contradictions between civilization and nature have come to an end. If development continues in this way, it will lead to global environmental disasters. "[4] . In this case, there are two situations that pose great challenges to humanity. The first is to educate people in the spirit of love for the plant world, which produces natural oxygen, and the second is to encourage every scientist, every inventor to create innovations and inventions in their creative work that do not endanger the air and the plant world. That is, let every scientist, every inventor, take a very careful approach to nature to the level of the usual culture in it. Such education of every citizen of the republic should begin, first of all, in every home, kindergarten, school, higher and secondary special educational institutions. Ecology lessons in schools should be conducted at a high level. First of all, textbooks are needed for such lessons. There is a universal source today for textbooks that promote ecology. Such a source is, first of all, the great heritage left by our ancestors and the traditions, customs and values that have been preserved from our ancient ancestors to us.

It is no secret that mankind has long regarded nature as an inexhaustible source of material things. When people were constantly enjoying the blessings of nature, when they were unaffected by nature, they did not even think that their actions would bring nature, which is the common home of mankind, to the brink. By the 1930s, there was a risk of depletion of the natural resources needed for production. At this time, the public did not pay much attention to the problem. There was talk of the need to protect some plants and animals in nature, of conserving some unique hills and latitudes, and that nature conservation was becoming more and more a biological problem.

The first convention on nature conservation in the world appeared in the middle of the twentieth century. 1950 The International Convention for the Protection of Birds is signed in Paris. Currently, six of the 14 UN special agencies are carrying out large-scale conservation work. On June 5, 1972, the United Nations held a conference on nature conservation in Stockholm, Sweden, and since then June 5 has been celebrated annually as "World Environment Day" in more than 100 countries around the world. The purpose of this day is to draw the attention of the world community to the current environmental situation and to intensify efforts in this direction. The "Environmental Action Plan" adopted in Stockholm includes the protection of human health and well-being, protection of soil and water, combating desertification, increasing the effectiveness of environmental education, improving information dissemination, conservation of seas and oceans, flora and fauna. and the protection of genetic resources, the rational use of energy resources, and so on[5] .

The reason for the attention paid to environmental threats at the UN level is that in recent years, as a result of advances in science and technology, new problems have arisen with the expansion of human impact on nature. Around large cities, in general, radioactive, chemical-toxic waste began to accumulate on the ground. As the scale and weight of the problem increased, the concept of nature conservation took on a new meaning. The need to protect humanity, the environment that surrounds it, became clear. Because man himself, especially the flora and fauna, is suffering unprecedented losses. For example, in the early 1970s, the oxygen produced by all plants on U.S. soil was less than the oxygen consumed by industry, transportation, animals, and humans. For decades, this state has been living in the care of other states in terms of oxygen consumption. One hundred years ago, three-quarters of the land in U.S. territory was covered with land. At present, only a quarter of these forests remain. In 1996 alone, 150,000 square meters. km of forests have been cut down. In recent years, intensive deforestation has been taking place in the Amazon Basin, Indonesia, and the tropics of the planet, and if this situation continues, the kurrai will be completely deprived of the green lungs that allow it to breathe.[6] . Science and technology have reached all parts of the globe with their development. Therefore, environmental problems in almost every region of the planet today are similar. Today there are the following areas of nature protection:

-    atmospheric protection;
-    protection of water resources;
-    protection of soil resources;
-    protection of flora;
-    protection of fauna.

The main purpose of all these measures is to protect nature, its highest product - man.

The protection of flora is directly related to the protection of the atmosphere. The atmosphere is valuable, mainly with its reserves of oxygen. Now the oxygen consumption on our planet has greatly expanded. Today, along with billions of living things, thousands of flying planes, rockets, and even every car consume oxygen. That is why oxygen deficiency is felt in some countries of the world. The main source of oxygen is plants. Focusing on enriching the plant world is one of the top priorities in the field of ecology today.

In retrospect, it took a very long time to create an ecological culture. It is known from the development of human history that in order to reach a conclusion, a person must first grow, gain a certain level of intelligence and knowledge, and study the life experiences of his ancestors. He then studies existence on this basis and draws his own conclusions. These findings have been added to the ecological culture as a kind of gem. In our history, holidays such as Navruz are formed and celebrated in this way. Navruz has been a tradition since the beginning of the agricultural culture, when people involuntarily go out to the fields

with the beginning of a new season in the fields. The holiday of Navruz, revived during the years of independence, must now find its perfection, become one of our cultural events, which widely reflects the dreams and aspirations of our people, and serves the national development.

Special attention should be paid to the Mehrjon holiday, which will be held this summer. At a time when summer cooking is in full swing, this celebration begins. Just as the small and big Navruz were celebrated in the spring, the Little Mercy is celebrated on the 16th day of the month of Umi (Mehrmoh) and the Great Mercy is celebrated on the 21st. There are all the material and spiritual conditions for this holiday, which has just begun to be revived, to become a great holiday, expressing the dreams of many farmers and other prosperous people of our society, glorifying the generous land and expressing satisfaction with the bountiful harvest. In ancient times, one of the great holidays of the summer season was "Angom". This holiday was called Vakhshangom by the peoples living on the banks of the Vakhsh River. In this cultural event, water is mainly glorified. Just as land and light are necessary for human life, so water is one of the divine blessings of God. Water-related festivals were still held in our country in accordance with European traditions. Neptune's festivities, held in summer resorts, were approached with great interest by many. At that time, those who took part in this holiday with great devotion could not even imagine that we have such a heart-warming holiday in our history. If the Angom holiday is also held in riverside resorts, lakes and swimming pools and other institutions, and traditions are restored, this cultural event can also be a servant of our development.

From the point of view of development, another holiday associated with nature, especially the seasons, is Rozitir. We understand that the word 'day' means 'day'. Beruni connects the meaning of the word "Tire" with "dahufazlik" and "farming". The scholar writes: "Dahufazlik" means to preserve, guard and rule the world, and again "farming" means to make the world prosperous, to cultivate and divide the world, the two are twins, and the world is prosperous and constant with them. becomes stable, its disorder is repaired. "Dahufazlik and the glorification of farming make this day a holiday out of respect." Beruni also reports that on another holiday, Tirgon, all artisans and farmers wore new clothes. On this holiday, a special dish of boiled wheat and fruits is served. It is worthwhile to study, because such holidays are associated with nature, the seasons. Such holidays, which help to create abundance, and thus glorify man, that is, have a social significance, can play an important role in educating professionals, the younger generation as people who are loyal to nature and society.

Among the cultural events that have emerged in human history, there are many that are dedicated to plants and are effective. Man is constantly accompanied by plants throughout his life. Plants also affect the microclimate of cities and villages, purifying the air and ensuring that there is always an adequate amount of oxygen in the air. plants are a major source of innumerable food, raw materials, medicines, building materials and other industries for society. They are also a major source of food for a variety of clothing, beverages, as well as livestock, and are invaluable as an aesthetic flavor that delights people. Of the 500,000 plant species present on Earth, 6,000 species are used by humans in their daily lives. Of these, 1,500 species are valued as medicinal herbs. There are 4,500 species of plants in the Republic of Uzbekistan, 130 of which are found only in the territory of our country [7].

As a result of irregular use of plants, which are considered raw materials for industry in the country, as well as fruit plants, their species is declining and becoming rare plants. For example, wormwood, cherkez, incense, feverfew, rabbit, etmek, shovul, geranium, anzur onion, wild fig, walnut, omanqora, marmarak, cumin, hyacinth, almond, mountain onion, shirach, sugur, clove, tulips, kampirsoch va we are witnessing many other plants declining day by day. Today, the large-scale flower festivals and Navruz celebrations, which are held in our regions, play an important role in preserving such a unique gift of nature. We are cultivating such aspects of culture in our youth today that herbarium of endangered plants, making a bouquet, planting them, plucking and breaking them is considered as a great blow to nature. Those who allow such actions are even punished by law. At a time when the natural environment is facing its own challenges of development, land and water are being polluted, forests, important plant and animal species are disappearing, the pace of development is inevitable. Therefore, it is natural that the natural and cultural factors that contribute to development play an important role in human life today. The natural and cultural factors that contribute to social development, the spiritual heritage of the Uzbek people today have the following characteristics:

First, these factors educate citizens in the spirit of love for nature.

Second, it protects a person from alienation from nature, especially from the loss of a sense of enjoying the beauty of nature at a young age.

Third, plants, animals, land and water resources carefully serve to pass on to future generations in a rich and pure way.

Fourth, it creates opportunities to preserve the natural environment without slowing down the pace of development.

Thus, the search for natural and cultural factors invented by our people for centuries, the revival of them, the creation of new such factors, the transfer of nature, which is the main home of mankind for

centuries, and the creation of conditions for healthy generations live in it. is a non-current function.

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METAPHOR AS A LINGUOCULTUROLOGICAL PHENOMENON

Abstract: *Linguoculturological investigation of metaphors with noun lexemes used in Mahmud Kashgari's "Devonu lugotit turk" were analysed in this article.*
Key words: *polysemy, metaphor, linguoculturological code, "Devonu lugotit turk".*
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Introduction

In world linguistics, the systematic proof of ancient written monuments, unique for Turkic languages, the transmission of the content and significance of historical- lexicographic sources to future generations is becoming more important than ever. One of the important tasks of world linguistics is to analyze the historical evolution of linguistic phenomena in synchronous and diachronic aspects, to identify synergistic laws of language history through the study of ancient written sources of languages in comparison with modern languages. In the practical solution of these problems, the creation of thematic and ideographic dictionaries also takes a special place in the lexicographic analysis of written sources, historical dictionaries, including "Devonu lugotit turk".

The main part

Polysemy is an internal, interconnected semantic relationship of different meanings expressed in the form of a linguistic unit as a semantic category. Regardless of the level of language, polysemy occurs under the influence of objective laws. As society develops, so does the language. The various economic, political, and social changes that have

taken place in the life of society, of course, also have an effect on language. As a result of this influence, a formal image that exists in a language is adapted to express other new meanings. Such a relationship between the sign and its meaning leads to the phenomenon of polysemy: the sign acquires other meanings that are interrelated with the original main meaning. The result is an opportunity for the emergence and development of ambiguity. Moreover, language development is always commensurate with the pursuit of economy. There is a logical basis for this, of course: the source of the units specific to the content level of language is the external (objective) world, which is outside the language, extralinguistic in nature. They cannot be reduced. If it was possible for each unit specific to the content level of language to have its own material image even at the formal level, the formal units in the language would increase day by day. The possibilities of human language in relation to psycho-physiological activity do not allow for such an increase: the newly emerging spiritual units are loaded on the pre-existing formal units of language, the result is an expansion in the content coverage of a formal image. Such processes are constant and practical, and the system of formal units of language narrows, on the contrary, the system of its

spiritual units expands. The imbalance inherent in the formal and semantic structure of language is thus activated. Polysemy and homonymy (at any level) arise on the basis of such logical and linguistic laws (Mauler, 1977).

I. Privalova recognizes metaphor as a functional unit of three areas: cognitive, linguistic and cultural (Privalova, 2005). Indeed, metaphor as a complex linguistic phenomenon has its own cognitive and linguoculturological basis. "It is easy to imagine that a person perceives the external world in its own dimension, its own pattern, remembering the myriad metaphors of language ..." (Mahmudov, 2017). This requires the study of metaphor on the basis of cognitive and linguoculturological approaches, which are modern branches of linguistics. While metaphor was recognized as a type of derivation in early researches, the emergence and development of cognitive linguistics has led to the assessment of metaphor from a cognitive perspective as well. Metaphor plays an important role in knowing, understanding the world on a cognitive basis, expressing the acquired knowledge in language, linguistic realization of concepts. The process of cognitive understanding of the world is complex, and with the help of metaphors it is possible to learn new concepts easily. In this case, one concept that exists in the mind serves to understand another concept on the basis of similarity. The need for metaphors to have a cognitive basis means that it is a complex and comprehensive phenomenon related to human thinking. Metaphors used in ancient times in the history of our language are among the means of realizing the thinking ability, intellect, culture of the people of that time.

In linguoculturology, cultural or linguocultural codes are among the key concepts. "Cultural codes are a way of depicting the material and spiritual world of language representatives in a cultural space and conceptualizing existence, combined with ancient archetypal human imaginations" (Ismailov, 2018). As a specific form of linguistic expression of national and cultural heritage (Kondratyeva), metaphor embodies linguocultural codes. In Devon, there are a variety of metaphors based on somatic, biomorphic, subject, and natural-landscape codes. Experts cite factors such as the fact that one word is more appropriate and appropriate to the purpose of the speaker than another, and that one word is used to denote another denotation because it is not a denotative (Sayfullayeva, 2009). The word "*бурун*" has such semantics as "human body part", "sense of smell", "part pushed out of the face", and when the word is used in the compound form *тағ бурни* (mountain nose), its third meaning "part pushed out of the face" is used figuratively. This is an example of how a particular word can be used to denote another denotation because the word is not a denotative. Because there was no separate name for the part that had previously been pushed out of the

mountain, and it was named after a member of the human body on the basis of external resemblance. Later, root meaning and derivative meanings acquired a homonymous relationship.

V.A. Maslova also shows metaphors in language as linguoculturological units (linguocultureme). (Maslova, 2001). Indeed, the occurrence of metaphors is not only a linguistic phenomenon, but also a phenomenon related to aspects of the social lifestyles, worldviews, and interactions of linguists with the fauna and flora. For example, the ancient nomadic way of life of the Turks, the fact that in their lives, livestock, agriculture, hunting, handicrafts were the main activities, led to the creation of metaphors on this basis. Later, changes in people's lifestyles also had an impact on the language vocabulary.

Through the metaphorical denotation of the appellate lexicon of zoonyms, the positive or negative attitude of the speaker towards the subject of speech is expressed. Mahmud Kashgari writes that the word "*бӧрi"* is used in the sense of "boy" and يلْكو *"milкÿ"* in the sense of "girl": "The word يلْكو *milкÿ* is used for a girl. When a woman gives birth, she is asked if she gave birth to a fox or a wolf - *milкÿмÿ тÿғдï азу бӧрiмÿ* which means a girl or a boy. Girls are like foxes because they are deceitful, and boys are like wolves because of their bravery" (I, 404). In fact, the words *тулки, бÿри* which meant animals, due to their metaphorical use meant "girl" and "boy". Such use also has its own linguoculturological basis. In the "Avesto" and greek parables, the wolf is depicted as a symbol of evil, violence, and weakness, while in the "Kultegin" memoir, the wolf is depicted as a symbol of strength and courage. There is also a certain social basis for a positive attitude towards wolves. Because in the myths of the ancient Turkic peoples, the Ashina tribe of the Turks was spread by wolves. After all, in "Oghuznoma" the wolf is given as a metaphor of invincible power (Mirzohidov, 2018). The wolf was a guide to the ethnic and spiritual life of the Turkic peoples (ziyouz/uz). So we can see that when the Turks called boys wolves, they dreamed of their children being as strong and brave as wolves.

The word "*қазуңуқ*" means "stake". According to Mahmud Kashgari, the reason why the polar star is called the *тэмÿр қазуңуқ* is because the sky revolves over it (III, 254). Since the *тэмÿр қазуңуқ* "iron stake" is so close to the pole, the stars seem to revolve around it, and in doing so, it does not move. That is why it is called the iron stake (golden stake, polar star). (qomus.info). A piece of wood or iron (O'TIL, 5,323) with a sharp tip, designed or stumbled to the ground - the stake is mainly used to tie cattle. Animals tied to a stake can't go anywhere, they revolve around that stake. The ancient Turks, whose economic life was cattle-breeding, likened the position of the North Star to that of a star revolving around a stake, as if the stars revolved around it and it did not move. The name

of the star *тэмӱр қазуңуқ* - iron stake came about as a product of this similarity.

Conclusion

Commenting on the word اَنْغاقْ *атғақ*, Mahmud Kashgari states that it is used in three senses: *атғақ* – is a kind of illness of collection of yellow water in the abdomen. A type of yellow plant is also called *атғақ*, those who turn yellow with grief are also called *атғақ*. In our opinion, the first meaning of this word is "a kind of yellow plant". Subsequent meanings of the word *атғақ* are formed on the basis of the semantics "yellow color" in the word plant. The disease is also called the plant because the "yellow color" present in the plant is the same as the color of the water that accumulates in the abdomen due to the disease. Or a person may turn yellow as a result of worrying about something. This led to the emergence of another derivative meaning of the word *атғақ*, which means the name of a plant.

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DEVELOPMENT OF NETWORK MARKETING IN UZBEKISTAN

Abstract: Today, almost all companies engaged in direct sales work on the principle of network marketing, i.e. distributors are both sellers of products and sponsors of new distributors. Consumers of products simultaneously become its distributors. Each network marketing company offers its own marketing plan, i.e. the conditions for the distributor to receive commissions and bonuses. The organizational form of network marketing is a little-studied phenomenon, and the boundaries of such an organization are constantly in motion.

The article discusses the development of network marketing.

Key words: network marketing, advertising companies, distributor, additional income, social networks, profitability.

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Introduction

Management in a network marketing organization is unacceptable from the point of view of a manager of a traditional corporation. There is virtually no direct control, there are catastrophically few managers for a large number of people, there are almost no formal rules of business. Unlike "traditional", "ordinary" companies, network marketing companies do not have formal barriers to entry for new employees. All these issues of control, managing the actions of distributors, recruiting new ones are solved with the help of social networks, through the formation of a special kind of intra-organizational relationships.

Network marketing brings an entrepreneur to completely new circles of communication and avoids the fate of the overwhelming number of businessmen: constant stress, the development of neuroses and it will allow businessmen to build an optimal work schedule, The organizational form of network marketing is a little-studied phenomenon, and the boundaries of such an organization are constantly in motion. The meaning of the organization of network marketing is in a fairly stable system of sales and distribution of goods through distribution networks. In addition, network marketing takes care of the constant influx of new distributors from among buyers, i.e. in updating the distribution channels of the goods.

Advertising campaigns in many network marketing organizations are not carried out, because its ideology is such that the distributor himself, who is necessarily its consumer, advertises the product by his own example and story. The ideal model of network marketing involves "oral advertising" from satisfied consumers of products, telling their relatives, acquaintances, colleagues and, hypothetically, everyone they know about it. Those interested in the story purchase products for themselves through this registered consumer, and then register themselves to sell to their friends [1,2]. Advantages of network marketing: the best way to introduce products to the market; the opportunity to start a career with part-time employment; low initial costs, high income potential; control of your own time, effort and lifestyle; rapid career growth.

The network marketing scheme brings additional income to distributors (additional relative to income from the difference between the purchase price of the product and the price at which it is sold), since they receive a percentage of the sales of distributors recruited by them from their "structure". The additional income of the company grows as the number of buyers of products increases and continues to grow until the market is saturated with the product. This principle of building an organization and marketing strategy is called network, since distributors build their distribution "network" from other distributors they recruit. A company in the network marketing industry is considered as a set of social networks used for economic purposes (selling products and recruiting new distributors, ultimately - to increase the profitability and competitiveness of the company); at the same time, each distributor can be considered a node of the network. The distribution network is the structural basis of the organization

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The network marketing system excludes the participation of numerous intermediaries, and entrepreneurs are in direct contact with customers. This principle of distribution of goods allows you to significantly reduce or even avoid some traditional costs, such as the cost of construction or rental of retail premises, advertising and sales promotion. Network marketing as a kind of product distribution systems has been used relatively recently, but it has already managed to prove itself and proved its viability and effectiveness. Further development of the network marketing system, in our opinion, is of great importance in modern socio-economic conditions of public life, since network marketing enables everyone, regardless of their education, age, financial situation, to start an individual entrepreneurial activity, that is, to receive an additional source of income without significant investment and time [9,10].

At the same time, a large number of people, under the influence of various factors, developed a negative, sometimes extremely hostile attitude to the concept of network marketing, which caused a slowdown in the growth rate of the number of participants in the network marketing system and sales volumes of network companies. Network marketing as a kind of product distribution systems has been used relatively recently, but it has already managed to prove itself and proved its viability and effectiveness. The further development of the network marketing system is of great importance in modern socio-economic conditions of public life, since network marketing enables everyone, regardless of their education, age, financial situation, to start an individual entrepreneurial activity, that is, to get an additional source of income without significant investment and time.

The network marketing system excludes the participation of numerous intermediaries, and entrepreneurs are in direct contact with customers. This principle of distribution of goods allows you to significantly reduce or even avoid some traditional costs, such as the cost of construction or rental of retail premises, advertising and sales promotion. Network marketing is one of the direct ways of selling consumer goods, based on the formation of new descending levels of distribution of goods and ensuring the satisfaction of customers' needs in the best psychological and financial and economic conditions. As the analysis showed, network marketing meets the general requirements for the system, such as [7]:

- integrity and articulability;
- connections;
- organization;
- integrative qualities.

The process of organizing the interaction of elements of the network marketing system includes the organization and management of the following processes: the interaction of the network company and distributors, the interaction of the sponsor and his group, the interaction of the distributor and the consumer. The concept of network marketing involves the reduction of certain types of circulation costs inherent today in the wholesale and retail distribution system of consumer goods, such as the cost of construction or rental of premises for trading, remuneration of sales consultants, managers of trading enterprises, advertising and sales promotion costs. As a result, the level of margins in the distribution of goods through the network marketing system may be lower than the average level of margins in wholesale and retail trade, all other things being equal.

If earlier the absolute majority of consumer goods in the world (more than 90%) were sold through the wholesale and retail trade system, then the second place in the volume of sales of consumer goods is

occupied by the network marketing system. There is a tendency to increase the share of sales of network companies in total sales, which may occur due to a decrease in the share of wholesale and retail trade. Other direct sales routes currently account for just over 2% of total sales and do not play a big role in the promotion of consumer goods from manufacturer to consumer.

Research has shown that the Network-21 system is of great importance for network marketing, where the volume of sales of goods in 2003 amounted to 11.6% of the total sales of all goods of more than 4,000 network companies. At the turn of the XX - XXI centuries, a number of world-famous manufacturers of consumer goods joined the Network-21 system, such as Philips, Sony, Panasonic, Microsoft, IBM, Tefal, Adidas, Canon, Pierre Cardin, Seiko, Levis, Coca-Cola, Kodak, Braun, Siemens, Bosch, etc. (there are more than 500 manufacturers in total). These manufacturers use the Network-21 system as an additional sales channel for their products. Since network marketing does not require significant capital investments, network marketing is preferable to any other type of business in terms of return on invested capital. Network marketing attracts many people with the possibility of obtaining very high incomes. About 5% of distributors of network companies receive incomes over $100,000 per year [9.10].

The most successful participants earn more than $1,000,000 per year. In the USA, about 1/3 of all millionaires have left network marketing. The concept of network marketing involves the constant development of a network company, that is, an increase in the number of distributors and sales volume. Any network company must constantly develop and cannot be in a static position. If the network marketing system cannot develop for some reason, then perhaps network marketing as a distribution system of goods will cease to exist. On the other hand, if we assume that the network marketing system is not a temporary phenomenon and will constantly evolve, then sooner or later it will reach a level corresponding to the maximum limits. As a result, it will be a system through which most consumer goods will be distributed.

This option is more likely, since the network marketing system today is a stable, stable system that has received wide recognition. This conclusion is also based on the assumption that the manufacturer will not be able to do without the services of intermediaries or sales partners.

The need to expand the network marketing system and create a unified consumer network based on it is due to the fact that:

- network marketing is a more efficient way of distributing consumer goods compared to the wholesale and retail trading system, as it has a significantly lower level of margins and allows consumers to reduce their costs for the purchase of goods;

- network marketing provides more opportunities for organizing your own entrepreneurial business compared to wholesale and retail trade;

- violation of the terms of payment for the supply of goods between the wholesale and retail seller leads to overdue accounts receivable from the manufacturer.

Marketing management of a network business in retail involves the management of several structures whose activities are an element of this business in the context of a business model, i.e. a system of relationships within the network, in its external environment, in the industry and in the market. In this case, the managerial emphasis shifts to the analysis of the environment, the boundaries of which are expanded by including in the business model all potential exchange participants operating within a single business space. This provision necessitated the study of trends in the development of retail trade in the country, acting as a macro environment for the functioning of the network business. It was found that during the pandemic, the dynamics of sales volume acquired a negative orientation. The growth rate of sales of non-food products has slowed down, as the cost of consumer loans has increased significantly.

The pandemic has changed the macrostructure of retail trade turnover towards an increase in the share of food products, which indicates a reorientation of consumer behavior in the direction of reducing the cost of purchasing expensive goods and saving on food. Despite the reduction in the number of commissioned facilities, the retail trade has reduced the shortage of retail space. The anti-crisis policy pursued by retail operators has led to a reduction in costs due to the dismissal of staff and a corresponding increase in labor productivity by more than 27%. The factors that caused the increase in labor productivity were an increase in the degree of consolidation of retail trade, the development of modern trade formats, which are about three times more productive than traditional ones. Modern network marketing in Uzbekistan is based on the creation by the organization of a network of sales agents distributing goods independently.

A network organization is a legal entity that carries out trade on the territory of Uzbekistan independently or through sales agents through network marketing [11.12]. According to the Resolution of the Cabinet of Ministers of Uzbekistan "Rules of retail trade in the Republic of Uzbekistan" dated 13.02.2003 No. 75. the role of a sales agent is an individual, i.e. an individual entrepreneur without the formation of a legal entity, directly selling goods through stationary outlets, as well as working with potential buyers by accepting orders at home, in institutions, organizations, enterprises, transport or on

the street, whose income depends only on sales volume.

The monthly tax for trade in non-food products for individual entrepreneurs of Tashkent is 10 minimum wages (MRZP), for Nukus and regions − 6.5 MRZP and 3 MRZP - for other settlements. This is not counting additional deductions for wholesale and retail trade, the purchase of a cash register, etc. In most cases, sales agents are ordinary people, and few of them even know that in order to engage in such activities, it is legally necessary to register as an individual entrepreneur. For them, network marketing is a combination or a small income.

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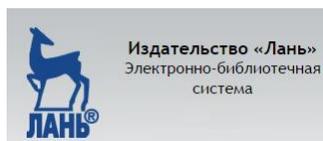
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