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ON THE POSSIBILITIES OF SEGMENTING THE MARKETS OF THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT WITH POPULAR AND COMPETITIVE PRODUCTS BY CONSUMERS OF THESE REGIONS

Abstract: *in the article, the authors paid special attention to the question of what role these or those positions of the assortment play for the results of the work of enterprises in the production of the entire assortment of footwear for consumers. For successful work, all products must be classified into the following groups:*

A - the main group of goods (which bring the main profit and are in the stage of growth);

B - a supporting group of goods (goods that stabilize sales revenue and are in the stage of maturity);

B - a strategic group of goods (goods designed to ensure the future profit of the enterprise);

D - tactical group of goods (goods designed to stimulate sales of the main product group and are in the stage of growth and maturity);

D - a group of products under development (products that are not present on the market, but ready to enter the market);

E - goods leaving the market (which do not bring profit and must be removed from production, withdrawn from the market).

When implementing it, it is necessary to determine the share of each group in the total volume of products sold. For a stable financial position of the enterprise in the assortment structure, the group of goods A and B must be at least 70%.

Thus, this makes it possible to evaluate the existing assortment set at the enterprise and, correlating it with the profit received, to assess the correctness of the assortment planning, its balance.

The implementation of the measures proposed by the authors will lead to the elimination of the deficit in domestic children's shoes, making them not only and not so much competitive and in demand, but, most importantly, safe and comfortable for the child's foot, guaranteeing the foot protection from the formation of pathological abnormalities.

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

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Introduction

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Assortment formation is a problemspecific goods, their separate series, determination of the relationship between "old" and "new" goods, goods of single and serial production, "high technology" and "conventional" goods, materialized goods, or licenses and know-how. When forming the assortment, problems of prices, quality, guarantees, service arise, whether the manufacturer is going to play the role of a leader in creating fundamentally new types of products or is forced to follow other manufacturers.

The formation of the assortment is preceded by the development of the assortment concept by the enterprise. It is a directed construction of the optimal assortment structure, product offer, while, on the one hand, the consumer requirements of certain groups (market segments) are taken as a basis, and on the other, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise. in order to produce products with low costs.

The assortment concept is expressed in the form of a system of indicators characterizing the possibilities of optimal development of the production assortment of a given type of goods. These indicators include: a variety of types and varieties of goods (taking into account the typology of consumers); the level and frequency of the assortment renewal; the level and ratio of prices for goods of this type, etc.

The assortment formation system includes the following main points:

– determination of current and future needs of buyers, analysis of the ways and use of shoes and the characteristics of purchasing behavior in the relevant market;

– assessment of existing competitors' analogues;

– a critical assessment of the products manufactured by the enterprise in the same range as in paragraphs. 1 and 2, but from the perspective of the buyer;

– deciding which products should be added to the assortment, and which ones should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of production of the enterprise, which go beyond its established profile.

– consideration of proposals for the creation of new models of footwear, improvement of existing ones;

– development of specifications for new or improved models in accordance with the requirements of buyers;

– exploring the possibilities of producing new or improved models, including questions of prices, costs and profitability;

– testing (testing) footwear, taking into account potential consumers in order to find out their acceptability in terms of key indicators;

– development of special recommendations for the production departments of the enterprise regarding quality, style, price, name, packaging, service, etc. in accordance with the results of the tests carried out, confirming the acceptability of the characteristics of the product or predetermining the need to change them;

– assessment and revision of the entire range.

Assortment planning and management is an integral part of marketing. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier in assortment planning.

The optimal assortment structure should ensure maximum profitability on the one hand and sufficient stability of economic and marketing indicators (in particular, sales volume), on the other hand.

Achieving the highest possible profitability is ensured through constant monitoring of economic indicators and timely decision-making on adjusting the assortment.

The stability of marketing indicators is ensured, first of all, due to constant monitoring of the market situation and timely response to changes, and even better, the adoption of proactive actions.

In addition, it is important that there are not too many product names. For the majority of Russian enterprises, the main reserve for assortment optimization still lies in a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that cannot even reach the break-even level in terms of sales. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%.

In addition, a large assortment diffuses the strength of the company, makes it difficult to competently offer the product to customers (even the sales staff are not always able to explain the difference between a particular item or name), and scatters the attention of end consumers.

Here it will be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive no more than 5–7 (rarely up to 9) semantic constructs at a time. Thus, a person, making a choice, first chooses these same 5-7 options based on the same number of criteria. If the seller offers a larger number of selection criteria, the buyer begins to feel discomfort and independently weeds out criteria that are insignificant from his point of view. The same happens when choosing the actual product. Now imagine what happens if there is a hundred practically indistinguishable (for him) goods in front of a person, and he needs to buy one. People in such a situation

behave as follows: either they refuse to buy at all, since they are not able to compare such a number of options, or prefer what they have already taken (or what seems familiar). There is another category of people (about 7%), lovers of new products, who, on the contrary, will choose something that they have not tried yet.

Thus, from the point of view of the buyer (to ensure a calm choice from the perceivable options) the assortment should consist of no more than 5-7 groups of 5-7 items, ie. from the point of view of perception, the entire assortment should ideally consist of 25-50 items. If there are objectively more names, then the only way out is additional classification.

It is generally accepted that the customer wants a wide range of products. This widest assortment is often referred to even as a competitive advantage. But in fact, it turns out that for a manufacturer a wide assortment is hundreds of product names, and for a consumer - 7 items is already more than enough.

And thus, the consumer does not need a wide assortment at all, but the variety he needs.

Main part

If the company adheres to a wide assortment approach, then it is enough to conduct a sales analysis, look at the statistics to make sure that 5-10, at most 15% of the items are the sales leaders, all other positions are sold very little, the demand for them is low, although the costs differ little from costs for sales leaders. It turns out a situation when several items "feed" the entire wide assortment of the enterprise. And this is far from always justified from the point of view of ensuring the completeness of the assortment (a favorite argument of sellers), that is, the presence of various names to cover the maximum possible options for customer needs. In practice, it turns out that completeness is fully ensured, even if the existing assortment is reduced by half or even three times. The main thing, in this case, is to correctly classify the entire product and to achieve that so that the assortment includes goods from each possible group of this classification. Moreover, the more grounds a company can identify for classification, the more balanced the decision will be. So, the classification of goods can be according to the satisfied needs of customers, according to the functional purpose of the goods, according to the benefit for the enterprise.

Of particular importance in such a situation is the role played by certain positions of the assortment.

Thus, this makes it possible to evaluate the existing assortment set in the company and, correlating it with the profit received, to assess the correctness of the assortment planning, its balance.

In addition, an increase in the volume of goods of groups that generate the main income will not always contribute to an increase in the company's profits. Here it is important to pay attention to the remainder of unsold goods (what increase it will give and the possibility of its further sale).

Production planning is one of the important problems of assortment policy. In economics, forecasting of future expenses and income is widely used on the basis of calculating the cost of production at variable costs. The essence of this method lies in the fact that the costs of the enterprise are divided into fixed and variable, depending on the degree of their response to changes in the scale of production.

The basis of fixed costs is the costs associated with the use of fixed assets (fixed capital). These include the cost of depreciation of fixed assets, rental of production facilities, as well as salaries of management personnel, deductions for social needs of these personnel. The basis of variable costs is the costs associated with the use of working capital (working capital). These include the cost of raw materials, supplies, fuel, wages of production workers and deductions for their social needs.

It should be emphasized that the total fixed costs, being a constant value and not depending on the volume of production, can change under the influence of other factors. For example, if prices rise, then the total fixed costs also rise.

The method of calculating the amount of coverage provides for the calculation of only variable costs associated with the production and sale of a unit of production. It is based on the calculation of the average variable costs and the average coverage, which is gross profit and can be calculated as the difference between the product price and the sum of variable costs. Limiting the cost of production to only variable costs simplifies rationing, planning, control due to a sharply reduced number of cost items. The advantage of this method of accounting and costing is also a significant reduction in the labor intensity of accounting and its simplification.

When applying the method of calculating the amount of coverage, it is advisable to use indicators such as the amount of coverage (marginal income) and the coverage ratio. The amount of coverage (marginal income) is the difference between sales revenue and the total amount of variable costs. The amount of coverage can be calculated in another way - as the sum of fixed costs and profit. Calculation of the amount of coverage allows you to determine the funds of the enterprise, received by it in the sale of manufactured products in order to reimburse fixed costs and make a profit. Thus, the amount of coverage shows the overall level of profitability, both of the entire production and of individual products: the higher the difference between the selling price of a product and the sum of variable costs, the higher the amount of coverage and the level of profitability.

The coverage ratio is the proportion of coverage in sales revenue or the proportion of the average coverage in the price of a product.

It is also important to determine at what volume of sales the gross costs of the enterprise will be

recouped. To do this, it is necessary to calculate the break-even point at which the proceeds or the volume of production are accepted, ensuring that all costs are covered and zero profit. Those. the minimum volume of proceeds from the sale of products is revealed, at which the level of profitability will be more than 0.00%. If the company receives more revenue than the break-even point, then it is working profitably. By comparing these two revenue values, you can estimate the permissible decrease in revenue (sales volume) without the danger of being at a loss. The revenue corresponding to the break-even point is called the threshold revenue. The volume of production (sales) at the break-even point is called the threshold volume of production (sales).

To estimate how much the actual revenue exceeds the breakeven revenue, it is necessary to calculate the safety factor (the percentage deviation of the actual revenue from the threshold). To determine the effect of a change in revenue on a change in profit, the production leverage ratio is calculated. The higher the effect of production leverage, the more risky from the point of view of reducing profits is the position of the enterprise.

To divide the total costs into fixed and variable costs, we will use the high and low points method, which assumes the following algorithm:

– among the data on the production volumes of various types of footwear and the costs of its production, the maximum and minimum values are selected;

– the differences between the maximum and minimum values of the volume of production and costs are found;

– the rate of variable costs for one product is determined by referring the difference in cost levels for a period to the difference in levels of production for the same period;

– the total value of variable costs for the maximum and minimum volume of production is determined by multiplying the rate of variable costs for the corresponding volume of production;

– the total amount of fixed costs is determined as the difference between all costs and the amount of variable costs (example 1).

The minimum volume of production falls on the release of model A - 500 pairs, the maximum - for the release of model B - 1600 pairs.

The developed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to the existing ones -

firstly, it takes into account the specifics of the light industry;

secondly, it reduces the subjective factor in the assessment;

thirdly, it allows for an in-depth analysis, thanks to the proposed indicators for analyzing the competitiveness of enterprises, namely, on the basis of innovative technological solutions in combination with an assortment policy, these very enterprises always have a message to ensure effective work results, guaranteeing themselves and their employees from bankruptcy ... In the traditional for our case scheme of assortment formation, differentiation based on the classification

– purpose (household; special);

– gender and age (basis - GOST 3927-88. Shoe pads - booties, for toddlers, little children, preschool, for school girls, girls, for school boys, boys, women, men);

– operating conditions (type of professional activity, seasonality, climatic zone).

Relying on other sources, footwear, according to its purpose, can be divided into household (everyday, model, home) and special (industrial, sports, orthopedic, medical).

However, such a division of the assortment has a number of significant disadvantages. It does not allow identifying groups of the population with different styles, standards of living and taste preferences. The division by age and sex implied different anthropometric characteristics of consumers depending on age and gender, but did not take into account age differences in lifestyle and priorities of needs.

The needs of the population for goods are laid down historically. They are determined by the level of development of social production, welfare and culture of society and can change over time.

The characteristic of the assortment includes such a concept as mobility. By the definition of marketing, mobility is the urgent implementation of decisions made, conducting research in a strictly specified time frame.

The use of the term "mobility" in relation to the footwear assortment consists in the rapid change of assortment models depending on the market conditions and consumer requirements for footwear.

Each era is characterized by adherence to certain tectonic forms, color, scale, proportions, etc. This stable character of the formal means of artistic expression is called the style of the era. Style in art is understood as a historically established stable commonality of the figurative system of means and techniques of artistic expression, due to the unity of the ideological content of the art of the era. The main condition for the formation of style is the unity of the perception of the world and the means of its expression. The factors influencing the formation of style include:

– socio-economic relations,
– prevailing philosophical ideas,
– worldview,
– the aesthetic ideal of the era,
– way of life,

– natural and climatic conditions,

– customs, etc.

For a long time, used, there was a clear division into four main styles: romantic, classical, sports, folklore. In recent years, these four styles have been supplemented by an independently existing fifth style in footwear - ethno.

In marketing practice, there is also a principle that takes into account the degree of extravagance or conservatism of consumers. According to their reaction to new phenomena, consumers are divided into five categories:

– super innovators (2.5%);

– innovators (13.5%);

– ordinary (34%);

– conservatives (34%);

– super conservatives (16%).

According to domestic and foreign researchers, such differentiation must also be taken into account when forming the assortment structure.

According to the degree of loyalty to brands, consumers can be divided into the following groups:

– unconditional adherents are consumers who constantly buy goods from the same company;

– tolerant adherents are consumers who are committed to two or three product brands;

– fickle followers are consumers who transfer their preferences from one brand to another;

– wanderers are consumers with no commitment to any firm.

This separation of consumers is advisable to use when the product is purchased with a short-term frequency, for example, once a week or a month.

The principle of economic differentiation of consumers is practically recommended to be carried out according to the level of income, and the presence of this or that property (car, real estate, etc.). One of the most common methods of such product differentiation, used in foreign markets, is the division of the assortment by price points. For stable markets, economic differentiation presupposes a combination of economic and semantic properties of products, and in quantitative terms it has established segment shares. Such a close combination of properties is not typical for our regions, where the level of income does not imply a single cultural basis and consumer psychology. Therefore, it is obvious that borrowing from the Western consumer structure is not possible.

The method of dividing groups of people according to their belonging to a particular consumer type is known as the Values and Lifestyle Scale (VALStm). This classification was originally developed in 1978 by Arnold Mitchell of SRI International (formerly Stanford Research Institute).

Within the framework of the VALStm system, resources are allocated that include the full range of psychological, physical and demographic potential on which the consumer relies. Resources include education, income, self-confidence, health, buying drive, intelligence, and energy.

Summarizing the information obtained as a result of the study, a structural diagram of the formation of the mentality is drawn up, shown in the figure. The proposed structuring can be used when planning an industrial assortment for the regions of the Southern Federal District and the North Caucasus Federal District. And only in the interconnection of all the factors considered above, it will be possible to assert the high stability of the financial results of the activities of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, united into an innovation center.

The formation of a range of footwear, taking into account its competitiveness, is a complex process carried out taking into account the action of a number of factors, the study of which should be based on an analysis of the existing footwear market, as well as on forecasting trends in the social, economic and industrial areas.

The formation of the assortment is preceded by the development of the assortment concept by the enterprise. It is a directed construction of the optimal structure of high-quality footwear products, while taking as a basis, on the one hand, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise in order to produce products with low costs, and on the other hand, meeting the requirements of certain groups of consumers, taking into account their characteristics and capabilities.

To create competitive high-quality products, footwear enterprises need to expand and update their assortment, ensure high dynamics of model turnover, increase volumes and improve the efficiency of model design studies, the quality and satisfaction of the population with footwear.

When developing or updating the assortment, a shoe company must take into account not only its capabilities, but also the presence of competing firms on the footwear market for a similar purpose, as well as the preferences of buyers in certain market segments.

It is impossible to talk about the quality or competitiveness of footwear in general without taking into account the needs of buyers of a certain group in the markets of the corresponding type. Shoe markets are a diverse collection of buyers with different tastes and preferences.

The activity of identifying potential groups of consumers for specific types of goods is called market segmentation. Segmentation focuses on differences in the behavior of different types of buyers (consumers) in their respective markets. For shoe companies, customer segmentation is the basis for adjusting the existing structure of the shoe assortment or for the development of new models.

Thus, the segmentation of footwear markets is an important component and the beginning of work to ensure the competitiveness of modern footwear. Its practical significance lies in the fact that the specification of the types of consumers creates the prerequisites for adjusting and updating the structure and assortment of shoes, improving technology and organizing production.

The footwear market is an integral element of economic relations, the main participants of which are, on the one hand, shoe manufacturers, and on the other, consumers. As a product in this market, footwear is one of the most complex groups of non-food products with a very diverse assortment.

Footwear is one of the most important goods produced by the light industry of the Russian Federation and imported from abroad. The degree of satisfaction of consumer demand, the profitability and profitability of organizations depend on the correct determination of the quantity and quality of models produced by shoe enterprises, on the competitiveness of the assortment. The result of the interaction of the constituent parts of the market (demand, supply, prices for shoes) is the possibility of supply to satisfy the demand for products at a specific price to the maximum extent possible.

Thus, the importance of the footwear market lies in meeting the needs of the population. Accordingly, the development of the market leads to an increase in the level of security of an individual member of society. Markets are made up of buyers, and buyers differ from each other in a variety of ways: according to their needs, financial and other capabilities, location, buying attitudes and buying habits. In this sense, the South and North Caucasian Federal Districts are of the greatest interest for market segmentation due to the homogeneity of the aggregate consumer, who responds in the same way to a product and how to evaluate it for purchase. The characteristics of the regions with market segmentation are presented in Tables 1 and 2, and their geographic location is shown in Figure 1. Taking into account the climatic features of the two districts, namely, a relatively mild and humid climate in winter, high temperatures in summer and comfortable conditions in autumn and spring, it is necessary, taking into account these features, to form an assortment policy for the manufacture of such an assortment of shoes in order to guarantee its demand and demand not only due to pricing policy, but also providing consumers, especially children, with comfort and prevention of the occurrence of pathological abnormalities of the feet. Unfortunately, today filling the market with imported products does not ensure the elimination of these problems, which provokes import substitution of footwear in order to satisfy the demand of consumers of these entities in such footwear that would satisfy them in all aspects.

When segmenting a market, businesses divide large, heterogeneous markets into smaller (and more homogeneous) segments that can be served more efficiently, according to the specific needs of those segments. In order to successfully sell their products, shoe enterprises first of all need to segment the consumer market and determine the target segment of this market.

In a general sense, market segmentation refers to the process of dividing the market into groups of consumers according to predetermined criteria, which allows you to concentrate funds on the most effective market segment. A market segment is a homogeneous set of consumers who react in the same way to a product and the way it is presented.

Target segment (market) - a segment selected as a result of market research for a particular product or service, characterized by minimal costs for means of promoting goods and providing the enterprise with the main share of the result of its activities (profit or other criteria for the purpose of entering this market).

Segmentation of the footwear market in the Southern Federal District and the North Caucasus Federal District can be carried out both on the basis of one or with the sequential application of several indicators, clearly shown in Figure 1.

Subject of segmentation	Segment object	Segmentation by size	Segmentationby profitability	Segmentationby the size of the average salary
All enterprises producing or intending to produce footwear in the territories of the Southern and North Caucasian Federal Districts	Southern and North Caucasian Federal Districts of the Russian Federation	The larger the population of the segment, the more profitable for the enterprise	The higher the profitability of each resident, the greater the chance of purchasing the company's products	The higher the salary of a resident, the more chances that he will spend it on shoes

Figure 1 - Criteria for segmenting the footwear market for the subjects of the Southern Federal District and the North Caucasus Federal District

The results of the segmentation of the analyzed basic footwear market of the South and North Caucasian Federal Districts can be presented in the form of a table of ratings. The segment with the lowest total seats is the most attractive.

As a result of the analysis of tables 1 and 2, one republic, a federal city, two territories and three regions, where the highest segmentation of the consumer market is observed out of two districts, was revealed in the Southern Federal District: Republic of Crimea - 2.25. Sevastopol - 2.4. Rostov Region - 2.5%, Krasnodar Region - 2.65%, Astrakhan Region - 2.7%, Volgograd Region - 3.25%, Stavropol Territory - 5.4%.

However, when performing segmentation, you need to consider the goals of the segmentation.

When creating new enterprises in the regions of the Southern Federal District and the North Caucasus Federal District for the production of footwear, it is necessary to proceed from the demand for the entire assortment of footwear in order to provide consumers in these regions with demanded and competitive products.

Table 1. Results of segmentation of the consumer market of the Southern Federal District by the method of the sum of places, taking into account the weight coefficients

Territorial unit name	Population, thousand people	Square,km2	Ranking positions			
			profitability, score × 0.45	the salary, score × 0.30	number, score × 0.25	Sum points,%
Southern Federal District, v. including:						
Republic of Adygea	451.5	7792	3.6	2.1	2.75	8.45
Astrakhan region	1018.6	49024	0.9	0.3	1.5	2.7
Volgograd region	2545.9	112877	1.35	0.9	1.0	3.25
Republic of Kalmykia	278.8	74731	4.95	2.4	3.25	10.6
Krasnodar region	5513.8	75485	1.8	0.6	0.25	2.65
Republic of Crimea	1907.1	26100	1,3	0.5	0.45	2.25
Rostov region	4236.0	100967	0.65	1.25	0.6	2.5
Federal city Sevastopol meanings	416.3	864	1.65	0.55	0.2	2.4
Total	16368.0	447821				

Table 2. Results of segmenting the consumer market of the North Caucasus Federal District by the method of the sum of places, taking into account the weighting factors

Name of the territorial units	Population, thousand people	Square,km2	Ranking positions			
			profitability, score × 0.45	the salary, score × 0.30	number, score × 0.25	Sum points,%
North Caucasian Federal District, incl.						
The Republic of Dagestan	3015.7	50270	4.5	3.9	1.25	9.65
The Republic of Ingushetia	0.473	3628	5.4	1.8	2.5	9,7
Kabardino-BalkarianRepublic	0.862	12470	2.7	3.6	1.75	8.05
Karachay-Cherkess Republic	0.468	14277	4.05	3.3	3	10.35
Republic North Ossetia Alania	0.704	7987	2.25	3.0	2.0	7.25
Stavropol region	2.802	66160	3.15	1.5	0.75	5.4
Chechen Republic	1,394	15647	5.85	2.7	2.25	10.8
Total	9718	170439				

As a result of segmentation, it was determined that the population of the two districts is unevenly distributed over the territory. The income of the population is much lower than the average in Russia. When forming the range of footwear, one should also take into account the fact that a large share of the population is rural residents. In addition, it is necessary to take into account the national characteristics of the inhabitants of these subjects, their traditions.

For the effective operation of domestic enterprises for the production of competitive children's shoes, it is advisable to provide for the use of innovative flexible technological processes, the use of universal and multifunctional equipment, various methods of fastening the bottom of the shoes, to expand the shoe production, the production of technical equipment, accessories, the production of auxiliary materials, which will significantly reduce the cost of it production and increase competitiveness not only in the markets of the South and North Caucasian Federal Districts (Figures 2-6), but also in the domestic markets of other regions of Russia, guaranteeing its stable demand and sales, thereby providing a less painful and more effective replacement of one shoe model to another,guaranteeing the formation of new jobs within small and medium-sized enterprises, that is, their social protection.

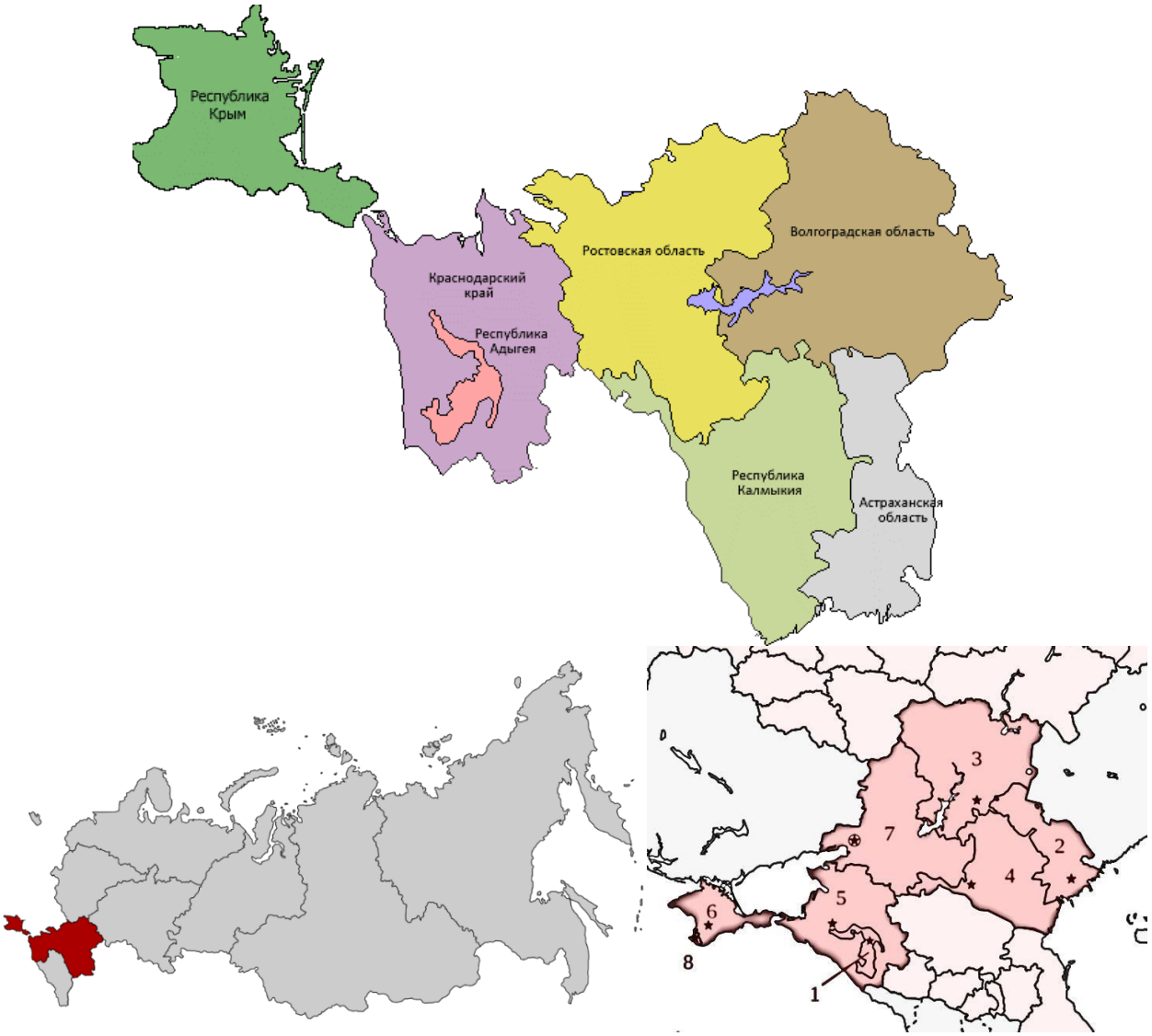

Figure 2 - Southern Federal District (SFD)

Table 3. Structural characteristics of the Southern Federal District

No.	Flag	Subject of the federation	Square(km²)	Population (people)	Administrative center
1		**Republic of Adygea**	7 792	451 480	**Maykop**
2		**Astrakhan region**	49,024	1,018,626	**Astrakhan**
3		**Volgograd region**	112,877	2 545 937	**Volgograd**
4		**Republic of Kalmykia**	74731	278,733	**Elista**
5		**Krasnodar region**	75485	5 513 804	**Krasnodar**
6		**Republic of Crimea**	26100	1 907 106	**Simferopol**
7		**Rostov region**	100967	4,236,000	**Rostov-on-Don**
8		**the city of Sevastopol**	864	416 263	
		Southern Federal District	447840	16 367 949	**Rostov-on-Don**

The number of children in the cities of the Southern Federal District with a population of more than 100 thousand people is shown in tables 4 and 5.

Table 4. The number of children in the cities of the Southern Federal District

Town	Population	Children	Girls	Boys
Rostov-on-Don	1 119 875	223,975	134385	89590
Volgograd	1,016,137	203,227	121,936	81,291
Krasnodar	853 848	170,770	102 462	68308
Astrakhan	531,719	106344	63806	42538
Sevastopol	416 263	83,253	49952	33301
Sochi	401,291	80258	48155	32 103
Simferopol	336 460	67,292	40375	26917
Volzhsky	325,895	65179	39 107	26,072
Novorossiysk	266,977	53 395	32,037	21358
Taganrog	251,050	50210	30 126	20,084
Mines	236,749	47350	28410	18940
Armavir	191,007	38201	22921	15 280
Volgodonsk	170,558	34 112	20467	13645
Novocherkassk	170 233	34,047	20,428	13 619
Kerch	148,932	29786	17872	11,914
Maykop	144 055	28811	17287	11 524
Bataysk	122,247	24449	14669	9780
Kamyshin	112501	22,500	13,500	9,000
Novoshakhtinsk	109,020	21804	13 082	8 722
Evpatoria	106202	21240	12 744	8496
Elista	104,005	20801	12481	8 320
Total	7 135 024	1,427,004	856 202	570 802

Table 5. The number of children in the regions of the Southern Federal District

Subject of the federation	Population	Children	Girls	Boys
Krasnodar region	5 513 804	1 102 761	661 657	441 104
Rostov region	4,236,000	847200	508 320	338 880
Volgograd region	2 545 937	509187	305 512	203675
Republic of Crimea	1 907 106	381,421	228 853	152,568
Astrakhan region	1,018,626	203725	122,235	81,490
Republic of Adygea	451 480	90 296	54,178	36118
Sevastopol city	416 263	83,253	49952	33301
Republic of Kalmykia	278,733	55747	33 448	22299
Southern Federal District	16 367 949	3 273 590	1 964 154	1,309,436

Figure 3 - The ratio of the number of children in medium, large and largest cities of the Southern Federal District

Figure 4 - The accumulated percentage of the number of children in medium, large and largest cities of the Southern Federal District

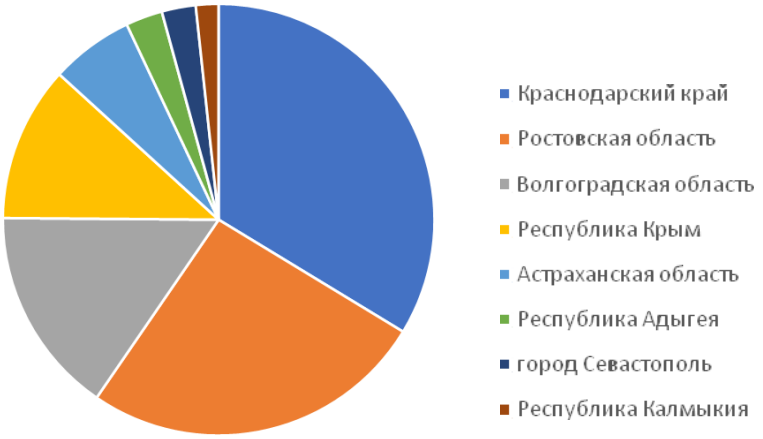

Figure 5 - The ratio of the number of children by regions of the Southern Federal District

Thus, about half of the children from twenty large cities in the regions of the Southern Federal District (Figure 5) live in four of them - Rostov-on-Don, Volgograd, Krasnodar and Astrakhan.

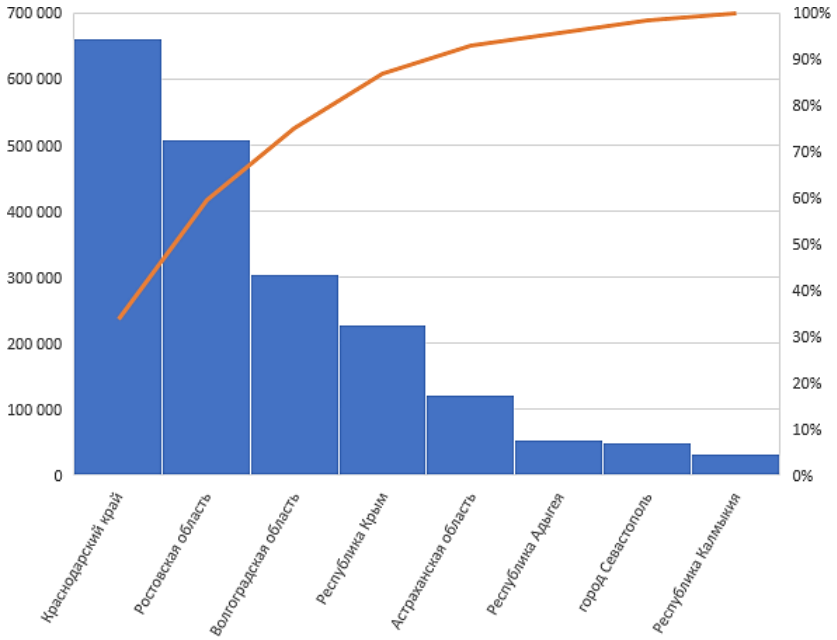

Figure 6 - Accumulated percentage of the number of children by regions of the Southern Federal District

Thus, Figure 6 shows that most of the children (76%) are concentrated in three regions of the Southern Federal District of eight - Krasnodar Territory, Rostov and Volgograd Regions, which also explains the leadership of these regions in the children's clothing market in the Southern Federal District.

Figure 7 - North Caucasian Federal District

Table 6. The number of children in the cities of the North Caucasus Federal District with a population of more than 100 thousand people

Town	Population	Children	Girls	Boys
Makhachkala	587,876	70545	47030	587,876
Stavropol	429,571	51,548	34366	429,571
Vladikavkaz	307,478	36898	24598	307,478
Grozny	287410	34489	22993	287410
Nalchik	239040	28685	19123	239040
Pyatigorsk	145,448	17454	11 636	145,448
Khasavyurt	138420	16610	11,074	138420
Kislovodsk	129,993	15 599	10 400	129,993
Cherkessk	123 128	14776	9 850	123 128
Derbent	122 354	14683	9 788	122 354
Nevinnomyssk	117891	14147	9 431	117891
Kaspiysk	110,080	13 210	8806	110,080
Nazran	113,288	13,595	9,063	113,288

Essentuki	105881	12706	8 470	105881
Total	591,573	354,945	236,628	2 957 858

Table 7. The number of children in the regions of the North Caucasus Federal District

Subject of the federation	Population	Children	Girls	Boys
The Republic of Dagestan	3,015,660	603,132	361,879	241 253
Stavropol region	2 801 597	560 319	336 191	224128
Chechen Republic	1,394,172	278 834	167,300	111,534
Kabardino-Balkar Republic	862 254	172,451	103 471	68980
Republic of North Ossetia - Alania	703,745	140749	84 449	56300
The Republic of Ingushetia	472,776	94555	56733	37822
Karachay-Cherkess Republic	467 797	93,559	56135	37 424
North Caucasus Federal District	9 718 001	1 943 599	1 166 158	777 441

Figure 8 - The ratio of the number of children in medium, large and largest cities of the North Caucasus Federal District

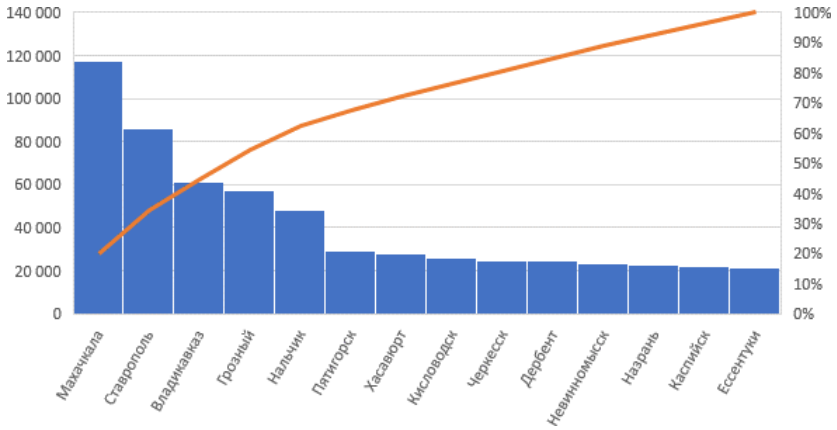

Figure 9 - Accumulated percentage of the number of children in medium, large and largest cities of the Southern Federal District

Thus, about half of the children from fourteen large cities in the North Caucasus Federal District live in four of them - Makhachkala, Stavropol, Vladikavkaz and Grozny (Figures 8-11).

Figure 10 - The ratio of the number of children by regions of the North Caucasus Federal District

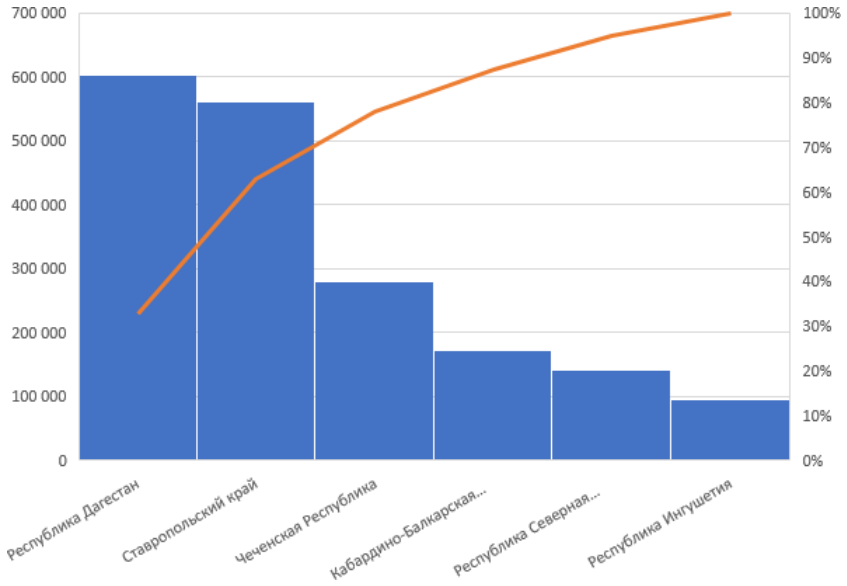

Figure 11 - Accumulated percentage of the number of children by region

Thus, most of the children (74%) are concentrated in three out of seven regions of the North Caucasus Federal District - the Republics of Dagestan and the Chechen Republic and in the Stavropol Territory.

Table 8 presents the criteria for assessing the profitability of shoe production.

Table 8. Criteria for evaluating the profitability of shoe production

Type of footwear	Output covering production costs, %/steam		Profit from sales, thousand rubles	Loss from sales, thousand rubles
Men's footwear				
Winterboots (model A)	100	15752	2825.44	-
	80	12601	2260.23	-
	60	9451	1695.22	-
Spring low shoes (model B)	100	15426	2730.7	-
	80	12340.8	1727.51	-
	60	9255.6	724.44	-
Summershoes (model B)	100	15512	1713.77	-
	80	12409	943.54	-
	60	9307	123.47	-
Autumn low shoes (model D)	100	13433	2068.81	-

	80	10746.4	1161.72	-
	60	8059.8	254.64	-
Children's shoes				
Winter shoes (model A)	100	31020	2962.09	-
	80	24816	800.84	-
Autumn shoes (model B)	100	34844	2068	-
	80	27875.2	104.54	-
Spring shoes (model B)	100	30810	1422	-
	80	24648	-	340.72
Summershoes (model D)	100	26488	1537.63	-
	80	21190	-	1324.72
Women's shoes				
Summershoes (model A)	100	12656	1648.68	-
	80	10125	739.69	-
	60	7594	-	169.31
Autumn boots (model B)	100	11925	2490.13	-
	80	9540	1329.09	-
	60	7155	168.05	-
Winter boots (B)	100	10362	4508.29	-
	80	8290	2913.36	-
	60	6217	1317.64	-
Springshoes (model D)	100	14235	14235	-
	80	11388	11388	-
	60	8541	8541	268.84

When developing a strategy for the production of competitive leather goods, the production of footwear will be organized using not only mechanized innovative technological processes using nanotechnology, but, which is especially in demand for the regions of the Southern Federal District and the North Caucasus Federal District, the use of manual labor, which is due to the desire of manufacturers to satisfy the demand for exclusive products not only for the elite, but also for the mass consumer.

The assortment formation system includes the following main points:

- identification of current and future needsbuyers, analysis of the ways to use shoes and the peculiarities of purchasing behavior in the relevant market;
- assessment of existing competitors' analogues;
- a critical assessment of the products manufactured by the enterprise in the same assortment, but from the point of view of the buyer;
- deciding which products should be added to the range, and which ones should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of production of the enterprise that go beyond its established profile;
- consideration of proposals for the creation of new models of footwear, improvement of existing ones;
- development of specifications for new or improved models in accordance with the requirements of buyers;
- exploring the possibilities of producing new or improved models, including questions of prices, costs and profitability;
- testing (testing) footwear, taking into account potential consumers in order to find out their acceptability in terms of key indicators;
- development of special recommendations for the production departments of the enterprise regarding quality, style, price, name, packaging, service, etc. in accordance with the results of the tests carried out, confirming the acceptability of the characteristics of the product or predetermining the need to change them.

Assortment planning and management is an integral part of marketing. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier in assortment planning. The optimal assortment structure should ensure maximum profitability on the one hand and sufficient stability of economic and marketing indicators (in particular, sales volume), on the other hand. For the strategic management of the production of in-demand products, it is necessary: to study the demand for manufactured footwear and, together with sales, production and supply specialists, develop solutions for removing models from production and updating the assortment; explore sales markets in different regions, and various forms of

sales organization, study potential buyers; study the reaction of buyers to experienced batches of shoes in specialized stores; together with the planning and economic department, develop regulations on its own pricing policy, study the impact of selling prices for different regions, develop a policy of motivating wholesale buyers for the volume of orders, the duration of contracts, etc .; predict possible changes in the situation and develop decisions on the strategy of behavior in new conditions; coordinate conflicting production and marketing requirements; organize and study the effectiveness of advertising activities. Achieving the highest possible profitability is ensured through constant monitoring of economic indicators and timely decision-making on adjusting the assortment. The stability of marketing indicators is ensured, first of all, due to constant monitoring of the market situation and timely response to changes, and even better - taking proactive actions. In addition, it is important that there are not too many product names. For the majority of Russian enterprises, the main reserve for assortment optimization still lies in a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that cannot even reach the break-even level in terms of sales. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%. so that there are not too many product names. For the majority of Russian enterprises, the main reserve for assortment optimization still lies in a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that cannot even reach the break-even level in terms of sales. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%. so that there are not too many product names. For the majority of Russian enterprises, the main reserve for assortment optimization still lies in a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that cannot even reach the break-even level in terms of sales. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%. which, in terms of sales volumes, cannot even reach the break-even level. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%. which, in terms of sales volumes, cannot even reach the break-even level. As a result, the overall profitability drops dramatically. Only the exclusion of unprofitable and marginal items from the assortment can give the company an increase in overall profitability by 30-50%.

In addition, a large assortment diffuses the strength of enterprises, makes it difficult to correctly offer goods to customers (even sales staff are not always able to explain the difference between a particular item or name), and scatters the attention of end consumers.

Here it will be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive no more than 5–7 (rarely up to 9) semantic constructions at a time. Thus, a person, making a choice, first chooses these same 5-7 options based on the same number of criteria. If the seller offers a larger number of selection criteria, the buyer begins to feel discomfort and independently weeds out criteria that are insignificant from his point of view. The same thing happens when choosing a product itself. If in front of a person there are a hundred practically indistinguishable (for him) goods, and he needs to buy one, he either refuses to buy, since he is not able to compare so many options, or he prefers what he has already taken (or that seems familiar).

Thus, from the point of view of the buyer (to ensure a calm choice from the perceivable options) the assortment should consist of no more than 5-7 groups of 5-7 items, ie. from the point of view of perception, the entire assortment should ideally consist of 25-50 items. If there are objectively more names, then the only way out is additional classification. It is generally accepted that the customer wants a wide range of products. This widest assortment is often referred to even as a competitive advantage. But in fact, it turns out that for a manufacturer a wide assortment is hundreds of product names, and for a consumer - 7 items is already more than enough. Thus, the consumer does not need a wide assortment at all, but the variety he needs. If the company is aimed at a wide range of products, it is enough to conduct a sales analysis to make sure that the sales leaders are 5-10%. All other positions are sold very little, the demand for them is low, although the costs differ little from the costs of the sales leaders. It turns out a situation when several items "feed" the entire wide assortment of the enterprise. And this is far from always justified from the point of view of ensuring the completeness of the assortment (favorite argument of sellers), i.e. presenting various items to cover the maximum possible options for customer needs. In practice, it turns out that completeness is fully ensured, even if the existing assortment is reduced by half or even three times. The main thing in this case is to correctly classify all the goods and to ensure that the assortment includes goods from each possible group of this classification. Moreover, the more grounds a company can identify for classification, the more balanced the decision will be. So, the classification of goods can be

according to the satisfied needs of customers, according to the functional purpose of the goods, according to the profit from sales.

The theoretical and methodological basis for the formation of criteria for assessing the competitiveness of enterprises is the content of the concept of "enterprise competitiveness", which means its advantages over other enterprises in ensuring the economic development of the region, as well as in the innovative and investment potential of international cooperation. The content of the concept has been transformed into a general economic and mathematical model for determining the competitiveness of an enterprise:

$$KP = f(Zreg; Pinw; Pinnov), \quad (1)$$

where KPK is an assessment of the competitiveness of the enterprise;

Zreg- criterion for assessing the importance of an enterprise for the economic development of the region;

Pinw- evaluation criterion investment potential of the enterprise;

Pinnov- criterion assessing the innovative potential of the enterprise.

Thus, based on this evidence, a system of indicators for assessing the importance of a cluster for the development of a region is proposed, which is presented in Table 9.

Table 9. Indicators for assessing the importance of the enterprise for the development of the region

Directions for assessing the value of an enterprise for the regional economy	Indicators
1. Promoting the growth of budget revenues	Added value created by the enterprise
2. Promoting general employment	Number of employees at the enterprise
3. Promoting the formation of a positive foreign trade balance	The volume of export of products by the enterprise
4. The contribution of the enterprise to the economy of the region	The share of the enterprise in the production structure of the region

Assessment of the innovation and investment potential of the enterprise. The innovative potential is determined by the number of branches included in the enterprise. The larger the number of branches, the higher the level of competition, and competition is an incentive for innovation. In addition, the more innovatively active branches within an enterprise, the higher the innovative potential of the enterprise itself.

Investment potential characterized by the number of levels of product processing in the value chain. The level of processing is the number of types of products that are created at the enterprise along the production chain, determined on the basis of the OKONKh code in accordance with the Classifier of the branches of the national economy. The higher the degree of processing of the product, the more investment is required in such an enterprise.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if we use the efficiency coefficient for such an assessment, the value of which is considered as the value of the concordance coefficient for assessing the results of a priori ranking (W), which changes (Kef) from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result, and ways to eliminate the mistakes are required.

Previously, the calculations of the optimal power for the range from 300 to 900 pairs for men and women shoes for the entire range of footwear are given. The analysis of the characteristics obtained for three variants of a given technological process in the manufacture of the entire assortment of shoes has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the volume of production of 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of these districts - the Southern Federal District and the North Caucasus Federal District - according to the normative indicators, will not allow the calculated production volumes to be realized,

The maximum values of indicators for assessing the competitiveness of an enterprise are determined on the basis of their comparison between enterprises in the region. If only one enterprise of this direction operates in the region, then to assess its competitiveness, the maximum values of the indicators for evaluating an identical enterprise in other regions of the Southern Federal District and the

North Caucasus Federal District can be used. The values of the coefficients for assessing the competitiveness of an enterprise can theoretically vary from 0 to 1:

$$KP = 0 \div 1.$$

Consequently, enterprises that have received a comprehensive assessment, the value of which is close to one, will be competitive. In fact, the value of the coefficient will be less than one. To select the most promising enterprise for government incentives within the framework of PPP projects, attract foreign investment or receive donor assistance, it is advisable to use the selection criterion, which is determined by the function:

$$KP = \max.$$

The value of increasing the competitiveness of an enterprise lies in the mutual influence of the enterprise and the competitiveness of its branches: on the one hand, competitive enterprises also contribute to increasing the competitiveness of all enterprisesin general (cumulative effect), and on the other hand, a competitive enterprise creates conditions for the development of competitive advantages of its participants (synergistic effect).

The methodology is designed to identify promising potential enterprises for foreign investment within the framework of programs for creating innovation centers, as well as for organizing state support for the organization of identical enterprises identified in the region within the framework of public-private programs, which makes it possible to compare the results of the work of diverse enterprises.

To identify the prerequisites for determining its effectiveness, it is necessary to assess the level of competitiveness of enterprises - subjects of the regions of the Southern Federal District and the North Caucasus Federal District, therefore the next task of the study is to develop a methodology for analyzing and assessing the competitiveness of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District.

The methodology for researching the competitiveness of an enterprise made it possible to formulate the following system-forming features of the concept of "enterprise competitiveness":

1) comparison with competitors;

2) a combination of consumer interests (product competitiveness) and producer interests (effective use of the enterprise's competitive potential).

Competitive potential of the enterprise is a set of internal factors of the competitive advantages of enterprises that ensure its competitive position in the market. The elements of competitive potential are defined on the basis of M. Porter's value chain concept, which he considers from the point of view of the source of competitive advantages of enterprises. The value chain allows you to divide all activities of the enterprise into several categories: primary types (logistics, operations, outbound logistics (MTO), marketing and sales, after-sales service) and supporting types (infrastructure, human resource management, technology development, logistics supply). Following this theoretical foundation, the competitive potential of an enterprise includes such components as marketing, management, finance, logistics,

On the basis of the theoretical study, the competitiveness of an enterprise can be defined as the property of an object to produce competitive products due to a more efficient use of its competitive potential in comparison with competitors.

The development of a methodology for analyzing and assessing the competitiveness of enterprises involves solving the following methodological problems.

The most adequate to the content of the concept of enterprise competitiveness is the method of the total weighted assessment of the factors of competitiveness, which consists in calculating the sum of the products of the assessments of the factors by their significance. Its advantages are that it allows:

• *get a comprehensive assessment and compare it with the assessment of competitors;*

• *quantify key factors competitive advantages of the enterprise and, on the basis of it, identify the competitive advantages and competitive problems of the enterprise in order to develop an effective strategy for increasing competitiveness;*

• *monitor the competitiveness plan and take proactive control measures, flexibly responding to changes in the factors of the external and internal environment of the enterprise.*

Since in the work the competitiveness of an enterprise is considered as the property of an object to produce competitive products due to a more efficient use of its competitive potential in comparison with competitors, the following are proposed as factors for assessing competitiveness: the competitiveness of a product (considered as a result) and competitive potential (considered as a resource of an enterprise). The competitiveness of an enterprise is assessed in a specific market. The environmental factors for the regions of the same market will be the same, therefore they are not involved in the assessment. However, in planning the competitiveness of enterprises, environmental factors must be taken into account.

The third problem is the choice of a method for reducing dimensional indicators to dimensionless ones. To assess the competitiveness of an enterprise, researchers propose a system of dimensional (with different units of measurement) indicators. In order to reduce them to comparable (dimensionless) units of measurement, we use the index method.

Index (Aleksandrovich Ya.M., NK Moiseeva, MV Konysheva) - to convert the dimensional units of measurement of competitiveness indicators into dimensionless, the index is calculated as the ratio of the dimensional indicator of the competitiveness

factor assessment to the maximum value of the indicator in the given market. It seems that this method of comparing indicators for assessing the competitiveness of an enterprise has the following advantages: firstly, it allows you to compare the analyzed indicators with the indicators of the industry leader, which corresponds to the essence of the category "competitiveness" as a comparison with a competitor; secondly, it is less laborious and easily algorithmic; third, it is more suitable for comparing quantitative rather than qualitative indicators.

Thus, a methodology for analyzing and assessing the competitiveness of an enterprise is proposed on the basis of measuring the competitive potential, which includes the following stages.

1. The choice of indicators for assessing the factors of competitiveness of the enterprise.
2. Determination of the importance of indicators in the overall assessment of competitiveness.
3. Calculation of dimensionless estimates of the indicators of enterprise competitiveness.
4. Assessment of the competitiveness of the product.
5. Calculation of the generalizing indicator of the competitiveness of the enterprise.
6. Analysis of the competitiveness of the enterprise.

Table 10 shows a system of indicators for assessing the competitive potential of enterprises.

Table 10. The system of indicators for assessing the competitive potential of an enterprise

Competitive potential factors	Assessment indicators
1. Marketing Effectiveness	The ratio of the quality of the product and the costs of its production and marketing
	Growth rate of marketable products
	Growth in sales and profits
	Profitability
	Market share, image
2. Management efficiency	Return on total assets, return on equity; return on investment
	Net profit for 1 rub. sales volume; profit from product sales for 1 rub. sales volume; profit ex. period for 1 rub. sales volume
3. The financial condition of the enterprise	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments
	The share of certified products in accordance with international standards of the ISO 9000 series
	Depreciation of OPF, growth of labor productivity
5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of goods receipt; profitability of transaction costs; profitability of purchasing goods
6. Activity of innovative activity	Annual expenditure on R&D, number of patents for inventions
	The share of innovative products, the share of product exports, the number of advanced technologies created
	The volume of shipped innovative products (services), the number of patented technologies, the number of patented technologies, the cost of innovation, the number of acquired and transferred new technologies, software
7. Competitiveness of personnel	Personnel turnover rate, coefficient of advance of labor productivity in relation to wages, educational level of the labor force, level of professional qualifications of workers

For each factor of the competitive potential of enterprises, indicators of enterprise competitiveness and their significance were selected (Table 11).

Table 11. The system of indicators for assessing the competitiveness of the enterprise and their significance

Factorsenterprise competitiveness	Indicators	Significance, %
1.Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	50
2. Marketing Effectiveness	Exceeding the permissible level of stocks of finished goods	5
	Sales growth rate	5
	Total	10
3. Efficiency of management	Return on investment	3
	Costs per 1 rub. products sold	3
	Total	6
4. The financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Total	6
5.The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	5
	Cost of innovation	5
	Total	10
8. staff competitiveness	Coefficient of advancing labor productivity growth in relation to wage growth	3
	Employee turnover rate	3
	Total	6
	Total importance of competitive potential	50
	Total maximum significance score	100

Determination of the importance of indicators in the overall assessment of competitiveness. The economic meaning put into the content of the concept of "enterprise competitiveness" (as the ability of an enterprise to produce competitive goods due to the higher value of its competitive potential in comparison with competitors), the author came to the conclusion that the importance of the terms of enterprise competitiveness is equal, i.e. 50% is the “contribution” of the competitiveness of the goods and 50% is the “contribution” of the competitive potential, and then the economic and mathematical model for assessing the competitiveness of the enterprise will have the form

$$Kp \text{ f } (50\% \text{ Kt}, 50\% \text{ PC}),$$

where *Kp*- the competitiveness of the enterprise,

CT- the competitiveness of the product,

PC- the competitive potential of the enterprise.

The significance of particular indicators for assessing the competitive potential is determined as follows. The greatest importance (10%) in the assessment is occupied by such factors as the activity of innovation and marketing efficiency, which is justified by the specifics of the industry: high importance for consumers of such a property, a product as compliance with the direction of fashion; frequent changes in fashion and its impact on changing consumer preferences; the choice of "fashion products" is dictated by aesthetic considerations and public acceptance; high differentiation of consumer preferences by market segments; wide range and lack of a standard sample with which to compare to assess competitiveness.

The significance of the other five factors of competitive potential (management efficiency, financial condition of the enterprise, the level of production organization, the efficiency of material and technical equipment, the competitiveness of personnel) are taken equal to each other and are determined by mathematical calculations:

$$(50\% - 20\%) / 5 = 6\%.$$

The significance of particular indicators for assessing each factor of competitive potential is determined by dividing the significance for each factor by the number of indicators for assessing the factor. Another solution is possible, but to the authors

of the studies conducted, this approach seemed reasonable and effective.

As already mentioned, we use the index method to calculate dimensionless estimates of the indicators of enterprise competitiveness. Indices of dimensionless indicators are determined by formula (2) for positive indicators that have a positive trend - growth (for example, profitability of sold products, labor productivity) and by formula (3) for negative indicators that have a positive trend - decrease (for example, depreciation of fixed assets, excess of balances of finished products in the warehouse in comparison with the norm, staff turnover rate).

The maximum (minimum) value for each indicator is the value of the indicator of an enterprise-leader in the industry. The proposed methodological approach is a method for constructing a model of an industry “leader enterprise”. It is a conditional enterprise, which is formed according to the highest indicators of the analyzed enterprises of the industry. This approach to the formation of a model of an enterprise-leader is acceptable, since it allows one to take into account the desire of each enterprise to improve in a competitive environment.

We believe that the more effective way to translate indicators that have a "negative value", that is, the lower the level of material consumption, the more effective the competitiveness of the goods, consider it as "+1", and with an increase in the level of material consumption, the indicator of the competitiveness of the goods will decrease in this case. the level of material consumption will tend to zero. Thus, the value of the coefficient of efficiency of the technological process will always have a positive value and strive for unity, thus confirming the most reasonable choice of innovative technological solutions that guarantee the enterprise and products competitive advantages in demand markets.

Assessment of the competitiveness of the product. Light industry products, due to their diversified nature, are diverse in their consumer and technical properties and have a wide assortment. In order to reduce the complexity of calculations, it is proposed to assess the competitiveness of the assortment group of goods. An assortment group is understood as an assortment of goods, united by common characteristics into certain sets of goods. Light industry goods have different properties due to their industry affiliation (garments, knitwear, footwear, fabrics, etc.). The parameters for assessing the consumer properties of light industry goods are subdivided into the following groups: aesthetic, functional and cost. Each group of parameters is characterized by a system of single indicators. To determine them, it is proposed to use a sociological method using the developed questionnaires, in which the author has prepared a list of assessment indicators by type of goods (footwear, clothing). Respondents can supplement this list by including indicators that are important to them when evaluating a product. The developed questionnaires make it possible to assess the significance of individual consumer parameters of goods for various market segments, for which they include questions characterizing the signs of customer segmentation.

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum score): 4 (number of levels) = 25. As a result of the calculation, the following scale was obtained (table 12).

Table 12. Scale for assessing the quality level of competitiveness of an enterprise

Percentage score	Quality level
from 0 to 24.9	very low
from 25.0 to 49.9	short
from 50.0 to 74.9	average
from 75.0 to 100	high

The economic meaning of the obtained generalized assessment of competitiveness is that it shows the degree of satisfaction with the product and the degree of use of the competitive potential of the enterprise.

Stage 6. Analysis of the competitiveness of the enterprise.The analysis of the competitiveness of the enterprise is proposed to be carried out in the following areas.

1. Calculation of the comparative competitiveness of enterprises.
2. Analysis of the implementation of the plan for competitiveness.
3. Analysis of the dynamics of the level of competitiveness of the enterprise.

4. Identification of competitive advantages and competitive problems in the internal environment of the enterprise.

1. Calculation of the comparative competitiveness of enterprises.

The comparative competitiveness of an enterprise shows the degree of advantage (or lag) over the main competitor. Its results are necessary to develop a strategy for competition. The calculation formula is

$$TO = Ko / Kk,$$

Wed... NS NS

where Ksr is a comparative assessment of the competitiveness of the enterprise, coefficient;

Kno- assessment of the competitiveness of the evaluated enterprise,%;

Knk- assessment of the competitiveness of a competing enterprise,%.

If the comparative assessment of the competitiveness of the enterprise is greater than 1, then the analyzed enterprise has a higher level of competitiveness and vice versa.

2. Analysis of the implementation of the plan for competitiveness. It is carried out on the basis of comparing the actual level of competitiveness of the enterprise with the planned value.

3. Analysis of the dynamics of the level of competitiveness of the enterprise. The dynamics show the change in the indicator over time, and the frequency should be at least 1 year.

4. Identification of competitive advantages and competitive problems in the internal environment of the enterprise. This analysis is carried out based on the results of assessing the competitiveness of enterprises. Competitive problems will be those factors of competitiveness that will receive the smallest (in comparison with competitors) dimensionless assessmentindicators; competitiveadvantages - factors that have received a higher rating. The identified competitive advantages and competitive problems of enterprises are the information base for developing a strategy for increasing the competitiveness of enterprises.

The developed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to the existing ones, firstly, takes into account the specifics of the "light industry" industry, secondly, reduces the subjective factor in the assessment, and thirdly, allows for an in-depth analysis, thanks to the proposed directions and indicators of analysis competitiveness of enterprises.

The assortment policy is to develop the implementation of decisions regarding the range (names) of products, the variety of the assortment of one name, the need to expand the assortment.

To determine the volumes of the expected demand by consumers for new products and to ensure a balance between supply and demand for shoe enterprises, it is advisable to use the method of expert assessments.

A survey of experts (trade and industry specialists) is carried out when samples of new products are ready for examination.

Based on the results of the expert survey, a final report is drawn up, where the expected volumes of demand for the company's products are determined. On the basis of these forecast recommendations, a survey of consumers and the production capabilities of the enterprise, an optimal assortment structure is drawn up.

One of the most difficult issues in the methodology of expert surveys is the selection of experts and the formation of a commission of experts with the highest degree of consistency of opinions and a high level of competence.

The level of competence is a key criterion for the selection of experts - a subjective concept, a unified methodology for assessing the competence of experts has not been developed.

To form an optimal assortment policy and demand for the products of a shoe company, it is proposed to use one of the methods for assessing the competence of experts, which is based on the calculation of the coefficient of competence Kj.

The coefficient of competence Kj is calculated on the basis of the expert's judgment about the degree of awareness of the problem being solved and the indication of the sources of argumentation for his own opinion.

Competence ratio is calculated by the formula:

$$Kj = 1/2 = (Kuj + Kaj)$$

where Kuj is the coefficient of awareness of the problem;

Kaj- coefficient of argumentation on the same problem.

The considered method for assessing the competence of experts can be used if there is sufficient reasoning about the reliability of the results of their work.

For the reasonable formation of a commission of experts with the greatest degree of consistency of opinions, an algorithm has been developed, the mathematical justification of which is presented in the article.

This software product allows you to select a subgroup of experts from the existing group of experts with the highest degree of consistency of opinions (Figure 12)

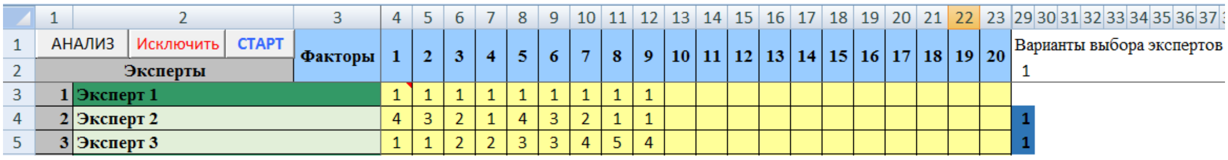

Figure 12 - Software for assessing the consistency of expert opinions and their level of competence

Also, a software product was developed for calculating the main economic indicators for a shoe enterprise.

This algorithm makes it possible to automate the calculations of the main economic indicators for a shoe company.

For greater clarity of the structure of the algorithm, calculations are performed on separate Excel sheets by item of expenditure.

The cells highlighted in green must be filled with the original data. All other cells of the calculation tables will be filled with calculated data or data from reference tables.

On the sheet “Prod. prog.” the production program of the enterprise for the year is calculated. By setting the planned production volumes of each model per day, as well as the approximate production time of each model and the cost of the product, we obtain the annual production volume in physical terms, value terms, as well as in labor-hours for each model and for the enterprise as a whole.

We define the base model and on the sheet “Calculation of the coeff. labor. ", specifying the labor input per unit of the product calculated by the technologists in hours for each model, we obtain the annual output in labor hours for each model, as well as the labor input coefficients of each model, taking into account the output.

On the sheet "Labor resources" we calculate the composition of the labor collective and the balance of the working time of one average worker for the planned year.

On the sheet "Salary calculation" we carry out the calculation of payroll funds.

On the sheet "Material consumption rates." we fill in the tables for the consumption of basic and auxiliary materials and get the cost of materials for each model per 100 pairs. The total costs for basic and auxiliary materials are tabulated on the "General materials" sheet.

On the following sheets, the calculations of fuel and energy costs, equipment maintenance and operation costs, and general production costs are performed accordingly.

On the "Cost" sheet, the cost is calculated for a costing unit by models, and the following are calculated: wholesale price, profit and profitability, costs per ruble of commodity output, conditionally variable and conditionally fixed costs. On the same sheet, the break-even point and the margin of financial strength are analytically calculated for each model.

The profitability level should be in the range of 10 to 25%.

The obtained indicators are used to calculate the sales proceeds, gross proceeds, taking into account property tax of 2.2% and income tax at the rate of 20%, as well as net profit by model and by the enterprise as a whole, subject to the sale of the entire volume of manufactured products. An example of software product operation is shown in Figures 13 - 15.

To assess the effectiveness of the developed innovative technological processes, it is proposed to use the efficiency coefficient (Kef), the value of which must be considered as the value of the concordance coefficient for assessing the results of a priori ranking (W), which varies from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result, and ways to eliminate the mistakes are required.

Расчет оптовой цены (Ц$_{опт}$=Цена/1,18)

Модель	Цена	Оптовая цена
Зимние сапоги (модель А)	1400,00	1186,44
Осенние ботинки (модель Б)	1360,00	1152,54
Весенние полуботинки	1220,00	1033,90
Летние сандалии (модель Г)	890,00	754,24

Расчет основных показателей

Показатель \ Модель	Зимние сапоги (модель А)	Осенние ботинки (модель Б)	Весенние полуботинки (модель В)	Летние сандалии (модель Г)
Прибыль (руб.)	171,59	401,59	250,25	102,47
Рентабельность (%)	16,91	53,48	31,93	15,72
Затраты на рубль товарной продукции (руб.)	85,54	65,16	75,80	86,41
Затраты условно-переменные (руб.)	787,03	557,61	601,64	492,29
Затраты условно-постоянные (руб.)	227,82	193,34	182,01	159,48
Точка безубыточности (пар)	26954,41	13096,67	19486,94	28331,98
Запас финансовой прочности (%)	42,96	67,50	57,89	39,12
Выручка от реализации (руб.)	56 066 408,64	46 447 362,00	47 848 892,00	35 099 312,64
Валовая выручка (руб.)	8 583 395,54	16 483 643,02	11 940 489,91	5 068 877,96
Чистая прибыль(руб.)	6 677 881,73	12 824 274,27	9 289 701,15	3 943 587,05

Чистая прибыль предприятия за год по всем моделям (руб.) = 32 735 444,20

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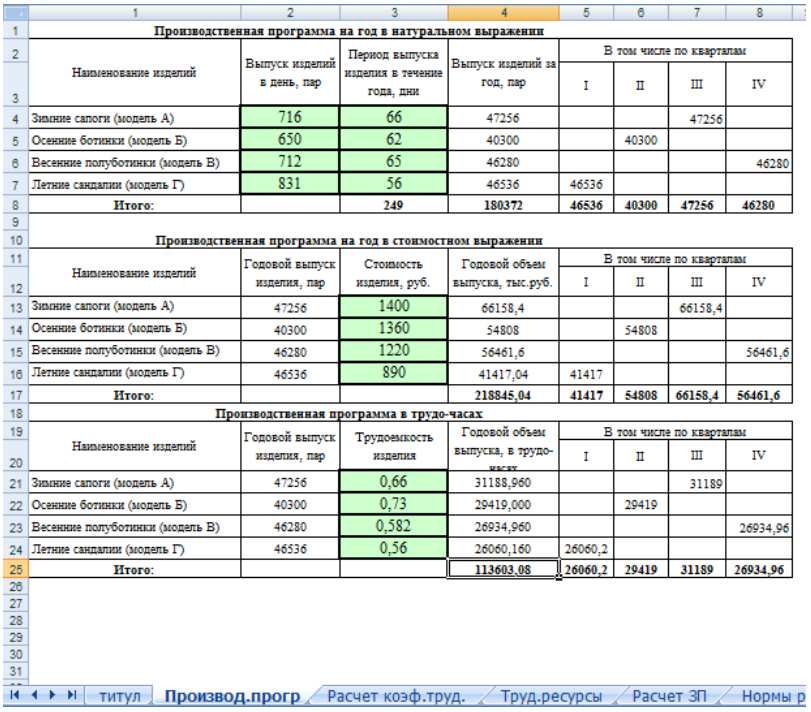
Figure 13 - Calculation of basic economic indicators (sheet "Cost")

Капитальные вложения на технологическое оборудование, обеспечивающее выпуск всех моделей

Наименование оборудования	Количество оборудования, шт.	Мощность электродвигателя, кВт	Установленная мощность, кВт	Цена за единицу оборудования, руб.	Стоимость оборудования, руб.
S 120C	9	1,1	9,9	27300	245700
HSP588/3	2	0,8	1,6	54000	108000
SS 20	3	0,5	1,5	15900	47700
A2000	2	2,1	4,2	127000	254000
RP67TE	3	1	3	37800	113400
Швейные машины: Pfaff	4	0,27	1,08	17560	70240
Pfaff 574-900	4	0,27	1,08	79600	318400
Pfaff 1243-750/01	1	0,27	0,27	79400	79400
GP 2	1	0,27	0,27	19000	19000
GRAMAC 652	2	0,27	0,54	21300	42600
02015/P5	1	0,23	0,23	42600	42600
10/11/C	2	0,5	1	51300	102600
1200	1	0,25	0,25	54000	54000
CD 3000U	2	2,7	5,4	35700	71400
Термоактив. 133	1	4,3	4,3	130000	130000
AS 1880 K	1	7	7	252600	252600
FO 2016	1	3	3	87000	87000
G50 4CF	1	1,2	1,2	15700	15700
SR 1006	2	0,18	0,36	29000	58000
G 12/1	2	1,9	3,8	54000	108000
K73STIC	1	5,5	5,5	157680	157680
PIC K24SZ	1	5,5	5,5	285100	285100
02068/P4	2	0,6	1,2	11200	22400
01276/P12	2	0,18	0,36	18000	36000
TL75	1	0,1	0,1	15200	15200
04222/P1	1	0,42	0,42	49400	49400
05054/P1	1	0,25	0,25	12300	12300
FR 3500	1	13	13	41200	41200
Конвейер 173226/P1	1	1,1	1,1	125000	125000
					0
					0
Итого	56		77,41		2964620
С учетом затрат на монтаж (10%)					3261082

Общие матер. | Оборудование | Топливо и энергия | РСЭО | Общепроизв

Figure 14 - Calculation of expenses for the maintenance and operation of equipment (sheet "Equipment").



Производственная программа на год в натуральном выражении

Наименование изделий	Выпуск изделий в день, пар	Период выпуска изделия в течение года, дни	Выпуск изделий за год, пар	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	716	66	47256			47256	
Осенние ботинки (модель Б)	650	62	40300		40300		
Весенние полуботинки (модель В)	712	65	46280				46280
Летние сандалии (модель Г)	831	56	46536	46536			
Итого:		**249**	**180372**	**46536**	**40300**	**47256**	**46280**

Производственная программа на год в стоимостном выражении

Наименование изделий	Годовой выпуск изделия, пар	Стоимость изделия, руб.	Годовой объем выпуска, тыс.руб.	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	1400	66158,4			66158,4	
Осенние ботинки (модель Б)	40300	1360	54808		54808		
Весенние полуботинки (модель В)	46280	1220	56461,6				56461,6
Летние сандалии (модель Г)	46536	890	41417,04	41417			
Итого:			**218845,04**	**41417**	**54808**	**66158,4**	**56461,6**

Производственная программа в трудо-часах

Наименование изделий	Годовой выпуск изделия, пар	Трудоемкость изделия	Годовой объем выпуска, в трудо-часах	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	0,66	31188,960			31189	
Осенние ботинки (модель Б)	40300	0,73	29419,000		29419		
Весенние полуботинки (модель В)	46280	0,582	26934,960				26934,96
Летние сандалии (модель Г)	46536	0,56	26060,160	26060,2			
Итого:			**113603,08**	**26060,2**	**29419**	**31189**	**26934,96**

титул | Производ.прогр | Расчет коэф.труд. | Труд.ресурсы | Расчет ЗП | Нормы р

Figure 15 - Calculation of the production program of the enterprise for the year (sheet "Production program").

Also, software was developed for selecting the optimal power.At the same time, the criteria for the reasonable choice of the optimal power when forming the algorithm were justifiably chosen exactly those criteria that have the greatest impact on the cost of the finished product, namely:

– losses on wages per unit of production, rubles;

– shoe production, 1 m2;

– percentage of workload of workers,%;

– labor productivity of one worker, a couple;

– unit reduced costs per 100 pairs of shoes, rubles;

– the cost of equipment per unit of flow assignment (C)

– total price (Stotal);

– financial strength margin (Zfp);

– break-even point (TB.y);

– unit profit (Ex);

– product profitability (R);

– expensesfor 1 rub. marketable products (31p etc.);

– conditional variables costs (Zusl. per.units);

– conditionally permanent costs (Zusl. settlement units).

From the above criteria, in our opinion, the manufacturer has the opportunity to give preference to those that, from his point of view, would guarantee him the production of import-substituting, competitive and demanded products, namely:

– labor productivity of 1 worker is the most important labor indicator. All the main indicators of production efficiency and all labor indicators depend to one degree or another on the level and dynamics of labor productivity: production, the number of employees, wage expenditure, the level of wages, etc., to increase labor productivity, the introduction of a new techniques and technologies, extensive mechanization of labor-intensive work, automation of production processes, advanced training of workers and employees, especially when introducing innovative technological processes based on universal and multifunctional equipment;

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

– reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments;

– the financial strength margin (Zfp) shows how many percent the company can reduce the volume of sales without incurring losses;

– the break-even point allows (Tb.y) to determine the minimum required volumesales of

products, in which the company covers its costs and works at break-even, without giving profit, but also does not suffer losses, that is, this is the minimum size of product output, at which the equality of sales income and production costs is achieved;

– profit (loss) from the sale of products (Pr) is determined as the difference between the proceeds from the sale of products in the current prices of VAT and excise taxes and the costs of its production and sale;

– profitability of production (R) reflects the relationship between profit from the sale of a unit of production and its cost;

– conditionally fixed costs (total fixed costs of production of a unit of production) (Zusl.pos.units), which vary in proportion or almost proportionally to the change in the volume of production (1st - costs of raw materials and materials; 2st - costs of auxiliary materials; 3st - costs of fuel and energy for technological needs; 4st - the cost of additional and basic wages of production workers with insurance contributions to extra-budgetary funds);

– conditionally variable costs (total variable costs of production of a unit of production) (Zusl.trans.units), which do not depend or almost do not depend on changes in the volume of production (5st - costs for preparation and development of production;6 Art - the cost of the cost of maintaining and operating equipment; 7st - the cost of general production needs; 8st - the costs of general business expenses, they together with the conditionally fixed costs constitute the production cost; 9 tbsp - the cost of commercial expenses. All these items - forming conditionally variable and costs and conditionally fixed costs make up the total cost, that is, conditionally variable costs can be defined as full cost - conditionally fixed costs, and vice versa, conditionally fixed costs can be defined as full cost - conditionally variable costs);

- costs for 1 rub. commercial products show the relative amount of profit per ruble of operating costs, that is, this is the ratio of the unit cost to the wholesale price, which characterizes the effectiveness of measures taken to increase the competitiveness and demand for products in demand markets. The evaluation criteria and the results of the survey of respondents on the influence of the criteria on the competitiveness of light industry enterprises and the competitiveness of goods are given in tables and figures.

Dear respondent!

What factors would you give preference to when assessing the competitiveness of light industry enterprises and the competitiveness of a product, taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a higher figure, ensuring that the requirements of the arithmetic series are met, namely without skipping digits in the arithmetic series. If you have difficulties in choosing preferences, you can use “linked ranks” by assigning two or more factors to the same rank, but here, too, the requirements of the arithmetic series must be observed (Tables 13-23, Figures 16-21).

Table 13. Criteria for assessing the competitiveness of light industry enterprises and the competitiveness of goods manufactured by them for consumers in the regions of the Southern Federal District and the North Caucasus Federal District

No.	The list of factors for assessing the competitiveness of light industry enterprises and the competitiveness of goods, which they also made for consumers in the regions of the SFYU and the North Caucasus Federal District	Rank
1	The ratio of the quality of the product and the costs of its production and marketing	
2	Labor productivity	
3	The coefficient of advancing labor productivity in relation to the growth of wages	
4	Costs per ruble of products sold	
5	Weighted average for the product range of competitiveness of the goods	
6	Number of assortment groups at the enterprise	
7	The share of the assortment group in the total production volume	
8	Satisfaction of each product group	
9	Profit per unit of sales	
10	Conditional variable costs per unit of products sold	
11	Conditional fixed costs per unit of products sold	
12	Weight of the total price per unit of products sold	
13	Break-even unit of sold products	
14	The margin of financial strength from the volume of products sold	
15	Sales growth rate	
16	Exceeding the permissible level of stocks of finished goods	
17	Assessment of the level of partnerships with stakeholders of the enterprise	
18	Market share of the enterprise	

19	Return on investment	
20	Return on Total Assets	
21	Cost of innovation	
22	Equity ratio	
23	Capacity utilization rate	
24	Material efficiency	
25	The share of certified products in accordance with international standards of the ISO series	
26	Reducing the level of material consumption	
27	Share of innovative products	
28	Trade turnover allowing direct links	
29	Coefficient of uniform supply of goods to sales markets	
30	Depreciation of fixed assets	
31	Employee turnover rate	

Table 14. The results of assessing the competence of students and specialists on the influence of factors on the competitiveness of the enterprise and the competitiveness of the goods (KP and KP)

	Factors:	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**	**27**	**28**	**29**	**30**	**31**	**Wi**
Experts:																																	
1	**1**	3	16	6	1	15	19	2	20	5	17	9	23	12	21	18	25	4	22	26	8	24	28	11	30	27	10	14	31	29	13	7	0.31
2	**3**	5	4	7	19	2	3	8	10	12	27	13	26	15	1	6	17	9	14	28	11	16	18	22	25	21	29	30	20	31	23	24	0.29
3	**4**	3	8	14	29	2	30	28	15	31	27	16	1	17	26	7	18	9	25	19	24	20	10	4	13	21	12	23	6	5	22	11	0.26
4	**5**	11	13	2	1	12	19	14	21	3	18	31	22	9	10	20	30	8	26	15	27	4	23	28	5	7	25	24	6	17	29	16	0.36
5	**6**	2	4	6	1	11	14	5	3	15	8	10	9	16	7	13	17	12	19	21	23	18	28	24	20	29	22	26	30	25	31	27	0.29
6	**7**	3	1	4	5	2	15	22	30	20	10	13	14	19	27	9	8	28	23	24	16	29	27	21	6	7	17	25	18	11	12	26	0.30
7	**8**	13	25	15	23	30	24	12	9	7	17	29	21	4	8	6	31	18	27	19	5	11	16	3	14	20	28	22	1	10	2	26	0.26
8	**9**	2	1	15	3	16	17	11	10	20	21	19	18	14	22	23	4	31	5	13	6	30	8	7	12	24	26	25	27	29	9	28	0.32
9	**10**	1	2	3	4	11	10	4	1	1	5	18	12	2	3	2	5	3	13	4	14	15	6	5	7	10	16	8	9	10	17	16	0.32
10	**11**	1	10	4	13	8	1	7	15	1	15	20	17	3	6	1	12	9	18	21	13	5	25	24	23	14	19	22	1	11	2	16	0.29
11	**12**	1	12	21	9	19	13	26	22	1	16	24	5	8	27	11	17	3	20	4	4	14	7	18	2	6	10	1	15	25	23	5	0.32
12	**13**	4	3	5	2	6	3	4	5	7	8	4	3	4	5	9	7	6	7	5	3	4	6	1	5	6	7	3	4	3	2	9	0.29
13	**14**	3	1	5	4	7	5	6	4	2	8	5	3	7	3	4	6	8	10	7	5	4	3	9	5	4	7	6	3	4	5	7	0.27

Table 15. The results of assessing the competence of students based on the results of their survey on the influence of factors on the competitiveness of the enterprise and the competitiveness of products (KP and KP)

Experts	**F ktorNS**																															**Wi**
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**	**27**	**28**	**29**	**30**	**31**	
1	3	16	6	1	15	19	2	20	5	17	9	23	12	21	18	25	4	22	26	8	24	28	11	30	27	10	14	31	29	13	7	7	0.75
2	12	4	19	11	21	17	20	23	5	13	14	31	2	29	1	22	6	15	27	30	7	26	16	28	10	24	9	25	18	3	8	8	0.63
3	5	4	7	19	2	3	8	10	12	27	13	26	15	1	6	17	9	14	28	11	16	18	22	25	21	29	30	20	31	23	24	24	0.72
4	3	8	14	29	2	30	28	15	31	27	16	1	17	26	7	18	9	25	19	24	20	10	4	13	21	12	23	6	5	22	11	11	0.57
5	11	13	2	1	12	19	14	21	3	18	31	22	9	10	20	30	8	26	15	27	4	23	28	5	7	25	24	6	17	29	16	16	0.65
6	3	1	4	5	2	15	22	30	20	10	13	14	19	27	9	8	28	23	24	16	29	27	21	6	7	17	25	18	11	12	26	26	0.69
7	13	25	15	23	30	24	12	9	7	17	29	21	4	8	6	31	18	27	19	5	11	16	3	14	20	28	22	1	10	2	26	26	0.50
8	2	1	15	3	16	17	11	10	20	21	19	18	14	22	23	4	31	5	13	6	30	8	7	12	24	26	25	27	29	9	28	28	0.66
9	1	2	3	4	11	10	4	1	1	5	18	12	2	3	2	5	3	13	4	14	15	6	5	7	10	16	8	9	10	17	16	16	0.69
10	1	10	4	13	8	1	7	15	1	15	20	17	3	6	1	12	9	18	21	13	5	25	24	23	14	19	22	1	11	2	16	16	0.65
11	1	12	21	9	19	13	26	22	1	16	24	5	8	27	11	17	3	20	4	4	14	7	18	2	6	10	1	15	25	23	5	5	0.59
12	4	3	5	2	6	3	4	5	7	8	4	3	4	5	9	7	6	7	5	3	4	6	1	5	6	7	3	4	3	2	9	9	0.57
13	3	1	5	4	7	5	6	4	2	8	5	3	7	3	4	6	8	10	7	5	4	3	9	5	4	7	6	3	4	5	7	7	0.63
14	1	2	9	15	10	13	23	11	3	14	22	30	7	26	4	25	27	21	12	16	24	5	19	6	8	28	18	17	29	20	31	31	0.65

The ideology of satisfying consumers of products and services of higher education will burst into the life of universities more and more energetically every year. Quality becomes a universal criterion in a competitive environment. Quality is the main measuring instrument by which comparisons will be made. The first steps have already been taken in Russia, an independent system of attestation and quality control of education is being formed on the basis of the concept of multidimensional quality management of an educational institution, and project contests are being held on the problem of "Management of the quality of education". We are confident that universities that have declared quality as their main goal will live and fight for prosperity, while those that have abandoned the quality program face an unclear future.

The formation of a Common European educational space requires significant efforts from Russian universities to bring the educational process in line with the criteria in the field of higher education in order to facilitate the independent recognition of degrees and the development of student mobility. For this, universities are recommended to undergo international certification. One of the most important ways to improve the educational process, taking into account the common European principles, is the introduction and improvement of the system for ensuring the quality of education.

Table 16. The results of calculating the competence of specialists based on the results of their survey on the influence of factors on the competitiveness of the enterprise and the competitiveness of products (KP and KP)

Experts		Factors																													Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
1	1-й	5	31	3	24	11	23	17	29	6	22	9	30	16	20	27	2	19	12	28	7	26	18	15	8	14	21	1	25	13	10	4	0,30
2	2-й	21	29	1	26	11	19	31	20	5	24	25	15	23	10	30	9	16	17	27	22	18	28	2	13	7	8	3	14	12	4	6	0,27
3	3-й	23	1	9	5	31	8	28	12	30	26	14	18	24	17	27	2	20	19	11	15	29	16	10	3	13	7	22	4	25	21	6	0,27
4	4-й	7	24	22	3	30	15	5	28	17	31	12	23	9	27	25	11	18	6	29	16	19	2	20	13	10	1	21	8	26	14	4	0,30
5	5-й	6	29	7	11	14	28	1	18	23	19	27	22	4	26	8	21	20	9	25	15	2	24	10	17	16	31	12	30	3	13	5	0,33
6	6-й	3	8	5	12	18	30	21	28	25	22	29	19	23	10	26	6	15	2	31	20	16	27	24	17	13	4	14	1	11	9	7	0,32
7	8-й	4	2	6	9	11	15	17	21	24	26	25	7	13	18	20	23	27	30	28	29	22	8	10	14	19	31	16	12	5	3	1	0,33
8	9-й	6	8	10	12	14	16	18	20	23	25	27	29	31	26	1	11	19	2	13	15	21	24	28	30	22	4	9	3	7	17	5	0,30
9	10-й	3	12	16	6	21	8	14	24	13	18	1	10	22	26	29	30	31	28	19	4	15	9	25	27	23	20	17	7	11	2	5	0,34
10	11-й	4	11	16	26	31	12	3	23	28	30	5	18	9	27	25	19	2	17	14	24	22	8	29	20	1	10	15	13	21	6	7	0,34
11	13-й	5	6	16	18	20	4	2	3	1	24	21	25	7	26	17	27	9	8	19	22	23	28	30	31	29	12	13	10	14	15	11	0,34
12	14-й	3	7	6	13	31	9	15	12	16	8	18	26	10	17	2	24	21	1	20	4	14	19	29	11	23	28	5	27	22	30	25	0,35
13	15-й	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19	0,377
14	16-й	1	7	12	8	13	4	23	5	24	20	22	30	9	31	21	10	6	2	27	28	11	18	14	25	3	15	29	26	16	17	19	0,37
15	17-й	13	4	18	3	20	5	6	19	1	7	28	8	14	21	9	23	31	27	30	10	16	25	29	26	15	2	17	11	22	24	12	0,32
16	18-й	15	14	19	16	5	18	17	28	2	6	7	30	20	21	8	31	29	3	9	1	22	12	23	10	27	11	13	4	24	25	26	0,26
17	19-й	13	6	11	2	17	24	26	12	7	16	28	15	21	5	27	20	3	1	10	14	16	9	4	8	29	22	18	23	19	20	25	0,29
18	20-й	20	5	25	4	3	27	11	31	12	1	2	21	24	23	13	17	16	14	28	6	29	15	30	7	22	26	8	19	18	9	10	0,33
19	7-й	4	12	6	19	22	2	31	15	24	8	14	29	13	10	27	30	1	17	26	28	23	20	16	25	3	11	9	21	5	18	7	0,37
20	12-й	5	7	12	6	14	15	11	17	18	13	16	19	1	22	2	25	3	4	27	20	9	28	26	29	8	21	31	30	23	10	24	0,37
21	21-й	1	6	14	5	17	15	18	16	7	8	9	26	28	10	27	19	29	2	30	20	11	21	31	13	22	25	12	23	24	3	4	0,37
22	22-й	6	16	25	17	18	7	8	19	20	1	2	9	10	21	22	11	26	28	3	31	12	13	29	30	14	23	4	24	15	27	5	0,37
23	23-й	4	12	19	5	20	13	27	6	28	7	14	15	21	8	29	22	9	16	31	23	1	17	30	10	24	25	11	26	18	3	2	0,37

The main conditions for the implementation and effective operation of the quality management system in the university is compliance with the standards GOST R ISO 9001: 2011 "Quality management systems. Requirements", which define the requirements for the QMS and are aimed at customer satisfaction.

According to ISO standards, quality is the set of characteristics of an object related to its ability to meet the stated and anticipated needs of customers. An object can be an activity or a process, a product or the result of a service, an organization or a system.

In this context, one can say:

– on the quality of the results of educational processes;

– the quality of the processes themselves and the quality of the system or organization of activities and their relationship.

The quality of the educational services provided presupposes their ability to meet the needs and

expectations of a particular consumer.

Naturally, the high quality of the results of educational activities, which is determined by the level of knowledge and skills of university graduates, can be achieved only with a good level of organization and control of the educational process.

This quality, in turn, is determined, on the one hand, by the content of training, and on the other, by the provision of resources: material and technical, educational, methodological, informational, and personnel.

The most important component can be considered the content side of education. ISO standards are based on eight principles of quality management, one of which is the process approach. The introduction of a process approach allows you to more efficiently manage activities and related resources to achieve a given result. In accordance with this principle, ISO standards require that the processes in the institution be defined, identified and described.

All these schemes are based on the well-known idea of product quality management through process quality management. Any area of university activity is represented as a set of processes. For each process, parameters of the quality of resources, input data (raw materials) and output data (results) are identified, and "suppliers and consumers of input and output" are determined. For all elements of this typical scheme, quality meters are installed, requirements for the quality of input data, processes, resources and output data are fixed.

Each of the training courses acts simultaneously in the role of both a "supplier" and a "consumer", that is, each teacher puts forward requirements for the quality of teaching "foreign" disciplines and satisfies the needs of teachers for the quality of processes and results of their activities.

The transition to new management schemes and the involvement of the entire team in quality management processes involves continuous retraining of employees. This task of transforming the university into a continuously learning organization is the most difficult (there are few teachers-managers who know the basics of quality management).

A global computerization of all spheres of the university's activity will be required. At the university, the solution to this problem is complicated by the different pace of movement of the departments towards the creation of electronic teaching materials.

As a rule, each professional at the university, instead of paying more attention to coordinating work with his colleagues, focuses on his own person. In a relatively calm environment, this principle can be proud of. This kind of freedom is a defining moment in the creative process. However, autonomy comes with significant costs. These costs lie in the fact that the institution sometimes begins to function as a disorderly collection of elements moving in different directions without any unifying idea, or without clear goals of what the team members are doing and why. Of course, it's not news that universities are conservative institutions, indecisive in terms of making changes to established processes. In a stable environment with no competition, this lack of innovation has little impact. Universities can live quietly, solving problems as they arise. Today it is necessary to limit the autonomy of departments and staff, no matter how paradoxical it may sound. The time for brilliant personalities has passed. The era of brilliant organizations, teams working together is coming. A clear focus on working in teams, which is an integral part of the philosophy of strategic quality management, allows people to work towards common rather than independent goals.

The process approach involves the design of a quality management system as a set of interrelated processes, while for each process the main characteristics should be provided: inputs, outputs, consumers of each of the processes, their requirements should be identified, and their satisfaction with the results of the process should be studied in the course of the system's activity.

For the effective operation of a set of basic processes, it is necessary to establish ways of interaction between them, to clearly determine which material or information objects are the outputs of previous processes and, at the same time, the inputs of subsequent ones. Such a relationship should be determined primarily in order to be able to exercise effective control and measurement of educational processes in order to determine the degree of their compliance with the requirements of consumers.

In a university, the object of study is always a "student" and is at the entrance and exit of the educational process. Learning task: meeting the consistently growing needs of the student and other consumers of university graduates (employers, government, etc.).

The release of specialists who meet the requirements of modern production, possessing advanced design tools and methods, is one of the main tasks of training modern highly qualified personnel.

Table 17. List of indicators for ranking

Number	Competence	Rank
PC-1	independently solve the tasks of their professional activities at a modern level	
PC-2	the ability to professionally use modern equipment and assess the economic efficiency of technological processes (in accordance with the objectives of the master's program)	
PC-3	use in-depth knowledge of legal and ethical norms in assessing the consequences of their professional activities, in the development and implementation of socially significant projects	
PC-4	the ability to analyze the received production information, generalize, systematize the results of production works using modern equipment and technology	
PC-5	readiness to study scientific, technical information, patent documentation and make practical recommendations on its use	
PC-6	use the knowledge of fundamental sciences in research and the creation of new methods for the design of products and processes of light industry	
PC-7	the ability to set research objectives, choose methods of experimental work, interpret and present the results of scientific research in the form of reports, abstracts, publications and in public discussions	
PC-8	the ability to use modern information technologies for the organization and effective implementation of technological processes for the production of clothing, footwear, leather, fur, accessories and leather goods for various purposes	
PC-9	develop measures for the integrated use of materials and replacement them for promising in the production of light industry products	
PC-10	carry out production control of the stage-by-stage production of parts of products, semi-finished products, conduct standard and certification tests of clothing, footwear, leather goods and materials for them, investigate the causes of defects in production and develop proposals for its prevention and elimination	
PC-11	choose technical means and technologies taking into account the environmental consequences of their use	
PC-12	analyze the technological process as a control object, develop regulatory methodological and production documents	
PC-13	use elements of economic analysis when creating products, taking into account the requirements of quality, reliability and cost	
PC-14	systematize, summarize information on the formation and use of enterprise resources	
PK-15	make management and economic decisions based on a constructive dialogue, taking into account different approaches and opinions in small and large teams of performers on the principles of marketing	
PC-16	to develop design and technological documentation and develop sketches of light industry products, taking into account the constructive and technological, aesthetic, economic, environmental and other parameters	
PC-17	use information technology and computer-aided design systems in the development of new products for light industry	
PK-18	to form students' professional qualities in the chosen direction of training, civic position, attitude to work and life in the conditions of modern civilization and democracy	
PK-19	choose teaching methods and means that ensure high quality of the educational process	

Table 18. The results of calculating the competence of schoolchildren, students, teachers and specialists on the criteria for training masters

Experts:	Factors:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Wi
1	**1**	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0,41
2	**3**	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13	0,28
3	**4**	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12	0,34
4	**5**	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2	0,33
5	**6**	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7	0,28
6	**7**	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9	0,27
7	**8**	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	0,32
8	**9**	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18	0,37
9	**10**	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	0,39
10	**11**	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	0,31
11	**12**	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	0,39
12	**13**	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0,34
13	**14**	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0,32
14	**15**	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0,34
15	**16**	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10	0,32
16	**17**	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16	0,36
17	**18**	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16	0,38
18	**20**	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18	0,34
19	**21**	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1	0,33
20	**22**	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1	0,35
21	**23**	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0,27
22	**24**	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0,39
23	**25**	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12	0,37
24	**26**	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18	0,35
25	**27**	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7	0,39
26	**28**	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15	0,33
27	**29**	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0,33
28	**30**	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16	0,37
29	**31**	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0,39
30	**32**	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0,36
31	**33**	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19	0,35
32	**34**	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19	0,36
33	**35**	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19	0,35
34	**36**	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3	0,35
35	**37**	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2	0,35
36	**38**	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14	0,37
37	**40**	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9	0,35
38	**41**	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19	0,33
39	**42**	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19	0,36
40	**43**	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19	0,36
41	**44**	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11	0,34
42	**45**	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19	0,30
43	**46**	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16	0,35
44	**47**	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14	0,41
45	**48**	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2	0,47
46	**49**	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2	0,47
47	**50**	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1	0,47
48	**51**	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1	0,47
49	**52**	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2	0,47
50	**53**	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2	0,46
51	**54**	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1	0,46

52	**55**	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2	0,44
53	**56**	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1	0,47
54	**57**	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2	0,46
55	**58**	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1	0,46
56	**59**	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1	0,45
57	**60**	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1	0,44
58	**61**	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1	0,45
59	**63**	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2	0,46
60	**64**	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1	0,46
61	**65**	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2	0,46
62	**66**	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1	0,46
63	**67**	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1	0,46
64	**68**	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1	0,45
65	**69**	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1	0,46
66	**70**	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1	0,46
67	**71**	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2	0,45

Table 19. The results of the assessment of the competence of schoolchildren - graduates of the 11th grade of 2021 on the criteria for the preparation of masters

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1	**1-ый**	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6		**0,38**
2	**2-ой**	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6		**0,30**
3	**3-ий**	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13		**0,39**
4	**5-ый**	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2		**0,38**
5	**6-ой**	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7		**0,23**
6	**9-ый**	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18		**0,38**
7	**13-ый**	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16		**0,35**
8	**14-ый**	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7		**0,36**
9	**15-ый**	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12		**0,36**
10	**4-ый**	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12		**0,49**
11	**7-ой**	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9		**0,49**
12	**8-ой**	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19		**0,49**
13	**10-ый**	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9		**0,49**
14	**11-ый**	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17		**0,49**
15	**12-ый**	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3		**0,49**

Table 20.The results of the assessment of the competence of bachelors - graduates of 2021 on the criteria for the preparation of masters

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1	**1-ый**	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10		**0,70**
2	**2-ой**	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16		**0,69**
3	**5-ый**	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18		**0,65**
4	**6-ой**	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1		**0,68**
5	**7-ой**	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1		**0,60**
6	**8-ой**	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19		**0,55**
7	**10-ый**	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12		**0,75**
8	**11-ый**	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18		**0,67**
9	**13-ый**	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15		**0,72**
10	**14-ый**	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17		**0,70**
11	**17-ый**	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3		**0,66**
12	**3-ий**	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16		**0,88**

13	4-ый	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8		0,88
14	9-ый	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6		0,88
15	12-ый	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7		0,88
16	15-ый	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16		0,88
17	16-ый	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13		0,88

Table 21. The results of the assessment of the competence of bachelors - graduates of 2021 and schoolchildren-graduates of 2021 on the criteria for the preparation of masters

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1	1-ый	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10		0,74
2	2-ой	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16		0,73
3	5-ый	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18		0,68
4	6-ой	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1		0,72
5	7-ой	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1		0,64
6	8-ой	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19		0,58
7	9-ый	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6		0,80
8	10-ый	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12		0,79
9	11-ый	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18		0,71
10	13-ый	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15		0,75
11	14-ый	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17		0,72
12	17-ый	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3		0,69
13	18-ый	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6		0,73
14	19-ый	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6		0,64
15	20-ый	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13		068
16	21-ый	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12		0,72
17	22-ой	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2		0,63
18	23-ий	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7		0,47
19	24-ой	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9		0,69
20	25-ый	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19		0,79
21	26-ой	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18		0,76
22	28-ой	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17		0,75
23	29-ый	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3		0,78
24	30-ый	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16		0,67
25	31-ый	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7		0,64
26	32-ой	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12		0,69
27	3-ий	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16		0,88
28	4-ый	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8		0,88
29	12-ый	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7		0,88
30	15-ый	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16		0,88
31	16-ый	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13		0,88
32	27-ой	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9		0,88

Table 22. The results of calculating the competence of teachers on the criteria for the preparation of masters

Experts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19		0,8
2	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19		0,96
3	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3		0,72
4	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2		0,70
5	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14		0,65
6	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7		0,79
7	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9		0,68

8	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19	0,85
9	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19	0,87
10	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19	0,81
11	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11	0,72
12	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19	0,67
13	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16	0,66
14	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14	0,82
15	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19	0,96

Table 23. The results of calculating the competence of specialists - university graduates in 2020, working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, on the criteria for the preparation of masters

Experts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2		0,98
2	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2		0,98
3	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1		0,98
4	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1		0,98
5	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2		0,99
6	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2		0,98
7	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1		0,99
8	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2		0,95
9	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1		0,99
10	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2		0,98
11	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1		0,97
12	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1		0,98

Experts	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
13		7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1	0,97
14		6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1	0,97
15		7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2	1,00
16		6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2	0,97
17		6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1	1,00
18		6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2	0,97
19		6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1	1,00
20		6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1	0,99
21		5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1	0,96
22		6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1	0,99
23		6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1	1,00
24		5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2	0,97
25		6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1	0,99
26		6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1	1,00
27		7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2	0,98
28		6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1	0,98
29		5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1	0,98
30		5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1	0,97
31		6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1	0,99
32		7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1	0,99
33		5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1	0,98
34		5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1	0,99
35		7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1	1,00

The relationship between the competitiveness of enterprises and the competitiveness of products is revealed to form a stable demand for products manufactured by domestic enterprises of the light industry for consumers in the regions of the Southern Federal District and the North Caucasus Federal District and to provide them with a stable economic situation with a guarantee against bankruptcy. In addition, a survey was conducted to assess the importance of master's training in filling domestic light industry enterprises with highly qualified specialists, the need for which is so acute that it borders on a catastrophe in providing the industry with such specialists who, against the background of advanced innovative technological solutions, are able to form innovative production that guarantees enterprises manufacturing import-substituting products, create city-forming enterprises in small and medium-sized cities of the Russian Federation, providing the population of these cities not only with jobs, which in itself is vital for providing the population of these cities with social protection, reducing unemployment and reducing demographic explosions that can destroy the integrity of the country ... In addition, the elimination of the deficit for highly qualified specialists would provide manufacturers with justification in such industries for the accumulation of domestic markets with demanded products, including for children, the deficit for which is significant today. Naturally, for the successful operation of light industry enterprises, it is necessary to develop the production of domestic components, because their number for products exceeds one hundred names,

Analyzing the results of the survey with the participation of all respondents, the main concern of the survey participants can be traced - the lack of confidence in the interest of the municipal, regional and federal branches of government in providing assistance in solving vital problems typical for light industry enterprises, namely:

– low salary;

– low profitability of manufactured products;

– high staff turnover;

– morally and physically obsolete equipment, that is, the technical and technological backwardness of light industry from foreign countries, characterized by high material consumption, energy consumption and labor intensity of production;

– a low level of innovative solutions in the industry, provoking a weak competitiveness of domestic goods, in a low share of know-how and innovative products in the volume of sales in the Russian and world markets;

– a high proportion of imports, which has become the reason for the strengthening of the strategic and commodity dependence of the state on foreign countries, although it is no secret to anyone that competitiveness is achieved through the modernization of technological processes. New equipment allows us to manufacture new types of products, but often our equipment is only imported. We already buy it at a higher price than our foreign competitors, in addition, we have to keep spare equipment as well, because if some piece of equipment breaks down or fails, this can provoke a shutdown of the entire technological process, and reduce the volume of production. products, which, of course, will negatively affect the results of the enterprise;

– lack of a civilized market for consumer goods, expressed in the aggravation of competition in the domestic market between Russian and foreign producers;

– social and personnel problem, manifested in the shortage of highly qualifiedspecialists, management personnel, main and auxiliary workers in all technological processes.

Figure 17 shows the systemic problems of the industry, the reasons for their occurrence and the result of the impact of problems on the main indicators of the light industry. The emergence of systemic problems in the industry is due to intra-industry and external industry reasons. They are associated both with the activities of the industry itself, and with ongoing institutional transformations and changes in the national economy, in the field of legislative and foreign economic policy of the country, as well as with changes in the world economy.

This is mainly due to the structural imbalances of the light industry - the current inconsistency in the scale and capabilities of the industry to qualitatively meet the growing demand for products, to halt the critical drop in the share of domestic goods in the domestic market and to prevent the emerging threat of loss of national security of the country.

The reasons for the first group of problems are technical andtechnological backwardness of light industry from foreign countries are:

– low potential of the equipment installed in the industry, most of which is morally and physically obsolete. The share of equipment in the machine tool park of the industry (according to the Federal State Statistics Service), operated for up to 5 years was at the beginning of 2021 1.2%, 6-10 years - 39.6%, 11- 20 years - 45.4%, over 20 years - 13.8%.

Worn out and obsolete equipment is not only incapable of producing a modern range of high-quality products, but also creates unsatisfactory working conditions, leading to increased industrial injuries. As a result of this factor, the specific labor intensity of production in the industry is 3-5 times higher than abroad;

– lack of modern technological redistribution and automated production control systems;

– lower, in comparison with the accepted in the

world standards, rates of technological renewal. The equipment renewal ratio at Russian enterprises is 1-2% per year and is carried out at the expense of credit and own funds, at foreign companies this figure is 16-19%, which is largely due to investment support from their states interested in the development of light industry. A low level of equipment renewal leads to a reduction in production capacities (due to a significant excess of the withdrawal of moral and physically worn out equipment over the commissioning of new equipment).

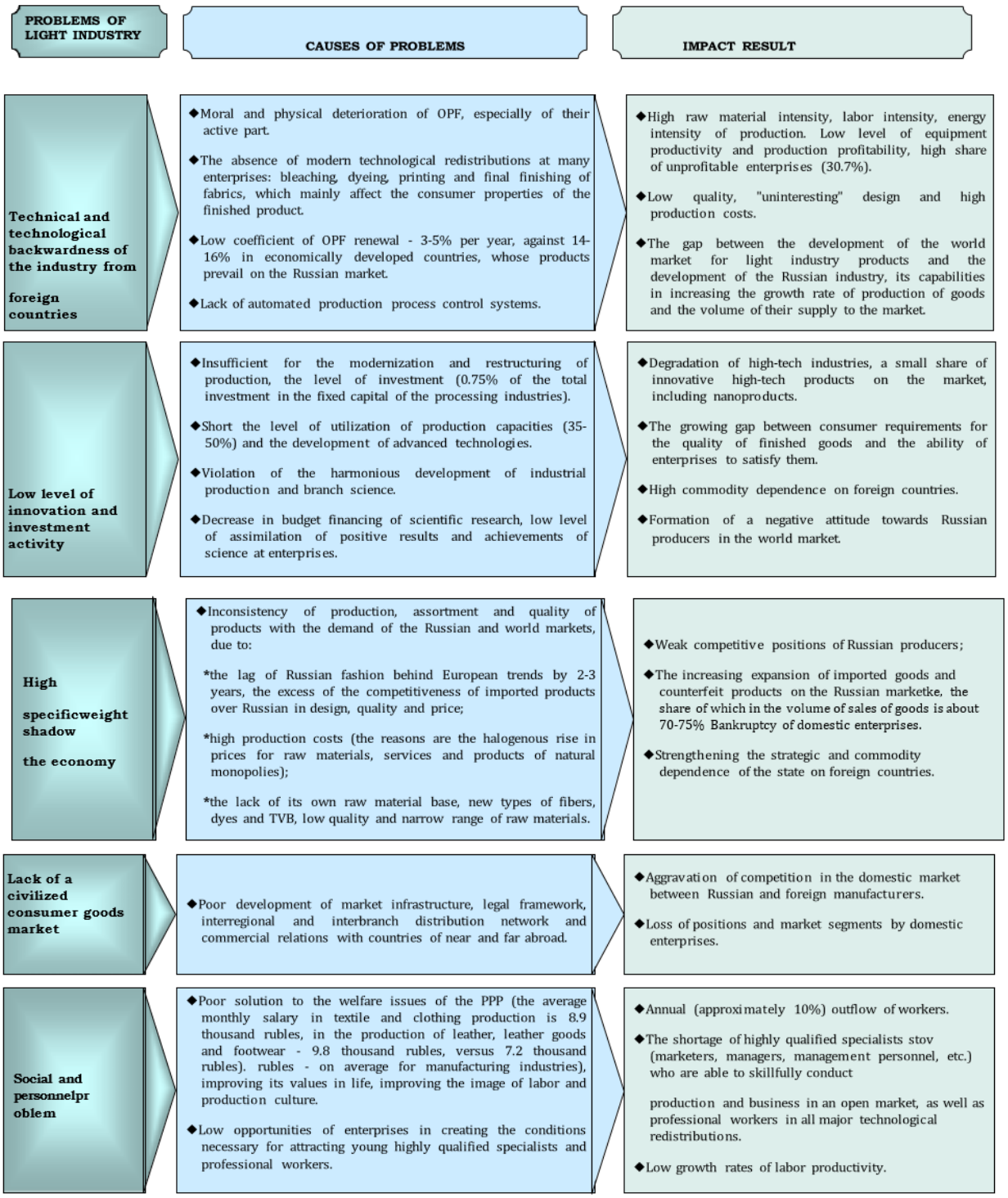


Figure 18 - Problems of light industry and their causes

Over the past 5 years, production capacity has decreased:

– for rough cotton fabrics by 14%;

– on linen fabrics by a third, and on woolen fabrics by almost 4 times;

– for knitwear by 1.8 times, hosiery by 10%;

– for shoes by 62%.

Summary: the state of fixed assets, especially their active part, does not meet modern requirements in terms of indicators characterizing the competitive and technical level of the industry's production potential.

A significant lag behind foreign enterprises in the level of organization of production, in operational control over the technological process, in the efficiency of the marketing services of enterprises and a 2-2.5 times large duration of orders for the manufacture of products.As a result of the influence of these reasons, there is a high dependence of textile enterprises on the quality of raw materials, dyes and textile auxiliary substances (TWA) and, as a consequence, high production costs due to the high cost of raw materials, dyes, TWA and accessories (a large share of which are imported due to frontier), and high costs of energy, the prices of which are unreasonably growing at a super-fast pace; and weak competitiveness in the domestic and European markets of Russian goods in comparison with imported ones, both in quality, design and price, and in assortment, which is the main obstacle to the successful competition of domestic producers with foreign ones.

The second group of problems is the low level of innovation and investment activity due to the following reasons:

– lack of investment required to modernize the industry and implement

"Breakthrough" innovative and investment projects, allowing to remove the structural restrictions on the development of the industry and enter the production of completely new (in terms of consumer properties) types of products that are in demand on the external and internal markets;

It is important to keep in mind that if today the domestic light industry can cover the needs in the public procurement sector, then tomorrow, when the demand for products increases, its own production will not be able to satisfy the growing demand even in this segment - which is unacceptable. In this regard, the development of import substitution through an increase in the output of high-quality products is the only possible way to solve the problem of production potential, the growth of which, starting in the public sector, will move to the market as a whole.

– a decrease in the volume and effectiveness of research and development due to a decrease in the volume of budgetary funding for R&D (in 2020, at the expense of the budget, R&D was carried out by 22.7 million rubles, in 2021 - by 25.0 million rubles). To the greatest extent, this has affected fundamental and exploratory research. Many scientific developments that can form a new technological basis for the industry for expanding the production of competitive science-intensive products have not been brought to completion and require continuation and deepening of developments.

Scientific organizations are not allocated funds for the development of their experimental base,which reduces the effectiveness of scientific research. And this is despite the fact that the achievements of Russian scientists are not inferior and even many of them surpass the world level in the field of creating new technologies and a new competitive range of products. The importance of industrial science is evidenced by the fact that for 2018-2021 six scientific works were awarded the Prize of the Government of the Russian Federation in the field of science and technology.

Leading foreign countries invest 6-9% of the turnover of products on the development of science and its experimental base, which allows them to consistently achieve high achievements in science, improve the technological level of production and competitiveness of goods in accordance with the requirements of the world market.

Failure to take measures to solve problems related to the development of science and the effectiveness of scientific support for the industry will lead to the inevitability of the appearance of possible risks of an economic and social nature in its work. Deprived of the influx of new technologies, the industry will no longer be able to compete with foreign firms, which will affect the ability of Russian producers to maintain their positions in the domestic market and to conquer new segments in foreign markets. The technological backwardness of the industry in the foreseeable future may become an irreversible process, which will increase the strategic and economic danger of Russia.

– low level of development in the industry of positive results of scientific research and innovation (less than 1% of enterprises). This negatively affects technological modernization, expanding the range of products (both civil and strategic) and quality, the ability to give it new functional and consumer properties using modern technologies, including nanotechnology.

Without taking effective measures to improve the current situation in the industry, its development can reach a critical level.

The reasons for the high share of the shadow economy are:

– inconsistency of production, assortment and quality of products with the demand of the Russian and world markets

– weak development of the Russian fashion

industry, its lagging behind European and world trends by 3-4 years

– the result of the impact of the first group of systemic problems.

The main reasons for the absence of a civilized consumer goods market are:

– poor development of market infrastructure, interregional and intersectoral distribution network and commercial relations with countries of near and far abroad;

– imperfection of legislation in the field of production,export and import of Russian products. Given the complex and multifaceted nature of the problems of this group, cardinal measures are needed to solve them, including state support, as is done in foreign countries. For example, the recognition by the governments of China, Turkey and some other countries of light industry as a strategic industry allowed them to quickly turn outdated industries into modern ones and contribute to the powerful development of raw materials, chemical and machine-building complexes in these countries.

In Russia, in recent years, the state has taken some steps to normalize the situation in the light industry. The government of the Russian Federation has provided a number of preferences to enterprises in the industry. For the third year already, technological equipment has been imported into the country with zero import duties and without VAT. There is a mechanism for subsidizing interest rates on loans for the purchase of raw materials and materials. Since 2014, this mechanism has been extended to loans received for technical re-equipment. Support and incentives are provided for exporters of industrial products by reimbursing from the federal budget part of the costs of paying interest on loans received for the production of export products. Although not large, funds are allocated from the federal budget for R&D in the interests of light industry.

Efficiency of preferences: - each ruble invested in the industry in the form of subsidies on loans provides additional revenues to the budgets of all levels and state extra-budgetary funds from 6 to 7 rubles, and for individual enterprises - from 20 to 30 rubles

Operational and preventive measures "Counterfeit" were carried out to curb the illegal turnover of light industry goods. In particular, in 2020, as a result, more than 700 crimes were revealed, for which the material damage in the initiated criminal cases amounted to more than 2.7 billion rubles. In the course of the investigation of criminal cases, property worth more than 73 million rubles was seized, property, money, valuables were seized and the damage caused in the amount of more than 57.6 million rubles was voluntarily repaid.

In many constituent entities of the Russian Federation, there is a wider list of benefits, including taxes on property, land and others.

At the same time, the existing preferences and the problems of the industry being solved to one degree or another at the federal and regional levels are still insufficient to eliminate the influence of negative factors on the development of the industry and turn it into a competitive and self-developing sector of the country's economy, and domestic producers to strengthen their positions on the domestic market and compete on an equal footing in the world market not only with the EU countries and the USA, but also with manufacturers from China, Turkey, India and a number of other countries.

Hence, the key task is the accelerated qualitative modernization of the industry and its supporting infrastructures using cluster approaches, widespread use of the best world and domestic achievements in the field of technology and technology of textile, clothing, fur, leather and footwear production, including nanotechnology and nano products.

Social and personnel problems are caused by the state of the qualitative component of the personnel potential, which at many enterprises is in the zone of critical values, and for some it is already behind them.

The deteriorating situation in the professional and qualification training of workers, low wages and prestige of work lead to an annual reduction in the number of mainly young and promising workers aged up to 30-40 years. Only over the decades (from 1990 to 2008) the number decreased by 3 times, and over the next thirteen years - by 2.8 times, which led to a drop in production volumes. At the same time, the measures taken for anti-crisis management of unprofitable enterprises on the part of government bodies and management could not affect the course of development of structural imbalances in the industry.

Failure to resolve the problems of this group will significantly affect the industry's ability to raise its economy and increase the production of competitive products in the volumes necessary to ensure the national security of the country.

In addition, all of the above problems are exacerbated by the impact of the global financial crisis. In a crisis, light industry, like no one else, beginsfeel its actions on yourself. Even those enterprises that in recent years have achieved positive results in innovative development, paying considerable attention to the modernization of production, are already forced and will be forced to reduce production volumes and abandon long-term investments in the coming years. This is due to the difficulties that have arisen associated with attracting bank loans (the share of borrowed funds in working capital in recent years has reached 40 percent), on the one hand, an increase in the volume of official imports, counterfeit and contraband products, a fall in demand and a slowdown in the sale of many types of goods, a reduction in workers and specialists on the other hand. At some enterprises, delays in the payment of wages began to

arise from 2 weeks to 1.5 months, temporary work interruptions began and, according to experts, by the end of 2021, a decrease in the number of employees by 10-15 percent is possible. This is especially true of three federal districts - Central FD, Volga FD, Southern FD, which are the most significant in social terms. The capital structure of the industry, being concentrated in these districts, makes their territories the most critical in terms of the consequences of a deepening decline in production, which increases the significance of the social consequences resulting from the shutdown of production. The share of Russian goods on the domestic market will decrease even more and may be less than 20 percent in 2021. which are the most socially significant. The capital structure of the industry, being concentrated in these districts, makes their territories the most critical in terms of the consequences of a deepening decline in production, which increases the significance of the social consequences resulting from the shutdown of production. The share of Russian goods on the domestic market will decrease even more and may be less than 20 percent in 2021. which are the most socially significant. The capital structure of the industry, being concentrated in these districts, makes their territories the most critical in terms of the consequences of a deepening decline in production, which increases the significance of the social consequences resulting from the shutdown of production. The share of Russian goods on the domestic market will decrease even more and may be less than 20 percent in 2021.

The current situation can be changed only by developing and implementing anti-crisis measures aimed at enhancing innovation, improving production efficiency at a new technical and technological level and creating favorable conditions that ensure a stable growth in the output of competitive goods over the years.

It is gratifying that the meeting held on August 24, 2017 in Ryazan "On measures for the development of light industry" with the participation of government officials, heads of trade enterprises and scientists with the personal participation of the President of the Russian Federation V.V. Putin forced them - the participants - to give the president answers to uncomfortable questions about the reasons for the unsatisfactory state of light industry and about the failure to fulfill the tasks that were formulated in 2013 in Ivanovo at a similar meeting and with practically the same participants. I would like to believe that the municipal, regional and federal branches of government will reduce the syndrome of deafness and the desire to boycott the fulfillment of the tasks they themselves have proposed, since the president will certainly check and ask about the reasons for their failure. In any case, such confidence appeared among the majority of the participants in this meeting, because the President at the Eastern Economic Forum, which took place on September 5 8, 2021 in Vladivostok at a closed meeting in a tough form, demanded that those responsible for disrupting similar measures in the Far East, which provoked the dismissal and dismissal of those officials who are more in all, they did not fulfill the tasks assigned to them. Such confidence in our country is due to the fact that the position of light industry is extremely bad and can lead to a catastrophe, not only economic, but also social. All experts objectively expressed their opinion on the questionnaires with factors offered by them in order to answer the main question in the heading - "To be or not to be light industry?" Another thing is that their vision on this issue can be subjective and, of course, has the right to be. But, the researcher himself must make a decision on the obtained results of a priori ranking, guided by the opinion of other scientists-researchers about identical problems, comparing them with the obtained ones and deciding on the legality of including them in the object of research. Such a solution requires the competence not only of the responding experts themselves, but also a deep knowledge of the problems by the researchers themselves.

It is encouraging that all the responding experts are unanimous in assessing the role of the assortment policy and the need to use effective innovative technological solutions to guarantee manufacturers the production of such products that would be in demand by consumers in the regions of the Southern Federal District and the North Caucasus Federal District and would provide them with efficient technologies. - economic indicators of the results of their activities, and products - its demand not only in the domestic, but, which is especially important, in foreign markets. The fact was again confirmed that there is every reason to trust the results of a priori ranking, and the software developed by the authors for assessing the competence of survey participants has a long life. Such use of software is especially justified when assessing the competence of responding experts, invited by customs committees for their work in customs commissions. Heads of customs receive an objective assessment of each expert-respondent based on the results of their participation in the work of customs commissions, since in this case the expert cannot but agree with the obtained objective assessment of his competence, and the customs committees receive a methodology for their ranking, giving preference to the most qualified and objective experts in order to ensure that only high quality products enter the domestic markets, and guarantee the safety of the consumer.

I would like to warn the customs committees about the haste to make decisions about the competence of experts, if they do not have an objective characteristic obtained from highly qualified specialists. All this presupposes a correct attitude not only to one's duties, but also to invited specialists,

creating a confidential atmosphere and an interest in obtaining positive results of examination. If we sum up the effectiveness of the software for assessing the competence of the respondents participating in the survey, then the researcher has a tool for selecting those respondents whose opinion has a high degree of confidence, confirmed by the value of the concordance coefficient (W), which tends to one. Thus, summing up the effectiveness of a priori ranking and the software developed by the authors,

Roadmap for the implementation of the light industry development strategy until 2025

As part of the Strategy implementation plan, cross-cutting activities are provided for throughout the entire period of the Strategy:

- ❖ support for the creation and development of Russian brands of clothing and footwear;
- ❖ fight against illegal and illegal circulation of light industry goods;
- ❖ export promotion in competitive segments of light industry;
- ❖ preservation of leather raw materials for own production of leather and footwear;
- ❖ formation of the personnel potential of the industry;
- ❖ stimulating research and development and technology transfer;
- ❖ information and marketing support for the development of the industry;
- ❖ monitoring the effectiveness of the implementation of the strategy and adjusting the plan In addition, a number of strategic initiatives will be implemented in stages:

Stage 1. The main activities are being implemented in the period 2015-2017:

- ▪ preparation for the implementation of the strategy;
- ▪ stimulating the development of the production of synthetic textiles (synthetic fabrics);
- ▪ stimulating the growth of consumption of technical textiles;
- ▪ creation of an eco-system of enterprises for the production of technical textiles and nonwovens within clusters / industrial parks;
- ▪ stimulating demand for special and protective clothing and footwear;
- ▪ creation of preferential conditions for contract clothing and footwear production;
- ▪ reorientation of garment production towards competitive products with favorable access to materials and a low proportion of manual labor;
- ▪ support for the creation of industrial infrastructure within the shoe industry cluster;
- ▪ ensuring favorable access for manufacturers to functional components of clothing and footwear;
- ▪ stimulating the production of automotive leather and increasing the degree of localization of auto components.

Stage 2. The main activities are being implemented in the period 2018-2022:

- ▪ formation of demand for chemical fibers;
- ▪ support of projects for the localization of the production of chemical fibers;
- ▪ stimulation of the processing of leather waste and the introduction of new technologies to improve the environmental safety of production.

Phase 3. Monitoring results and implementation of cross-cutting initiatives in the period 2023-2025.

Conclusion

If customer satisfaction is formed at the expense of the manufacturer's level, i.e. its test level is formed by the price availability of the product, which is offered by the assortment range, of course, by quality, and at the expense of the consumer's level, i.e. its test level assumes the presence of a culture of customer service, the attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers themselves, then the respondents who took part in the survey believe that consumer satisfaction will be ensured with the reliability of the product, its affordability, and the availability of the opportunity for buyers make purchases, i.e. their solvency. Natural product quality, variety of assortment range, attractiveness by design decision, i.e. correspond to fashion, products should have a sufficiently long warranty period, and, interestingly, all respondents are unanimous that manufacturers should fight for respectful attitude of buyers towards them, to win their trust and desire to make a purchase of the products of these enterprises, i.e. the brand and image are always in demand, which together solves the main task - provides consumers with domestic products within the framework of import substitution.

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors made it possible for the first time to formalize the role of experts - respondents on the basis of their competence to the problem under consideration. The need for such an approach is due to the desire to have an objective assessment of competence, taking into account not only the opinion of the invited party of expert respondents to participate in the survey, but also using the assessment criterion - the coefficient of concordance (W) - the value of which varies from 0 to 1. And if W = 0–0.5 - this is their lack of agreement with the opinion of those experts whose value of the coefficient of concordance (W) tends to 1, which confirms their high competence and the possibility of their further participation as expert respondents.

Table 23. Results of a survey of respondents on the influence of factors on the competitiveness of an enterprise and the competitiveness of a product

Factors	Expert opinion							
	Characteristics of survey participants							
	Opinion of survey participants with heretics				Opinion of survey participants without heretics, those. whose opinion does not coincide with the majority of survey participants			
	Students	Specialists	All participants poll	Agreedopinion respondents	Students	Specialists	All participants poll	Agreedopinion respondents
1	1	1	1	1	3	1	3	3
2	2	4	2	2	1	6	1	1
3	4	6	4	4	4	11	4	4
4	3	3	3	3	2	7	2	2
5	6	23	7	6	10	16	10	10
6	7	8	6	7	12	3	12	12
7	9	13	9	9	6	26	6	6
8	12	22	14	8	11	8	11	11
9	5	15	5	5	7	27	7	7
10	13	16	19	16	5	13	5	5
11	16	17	18	17	8	18	8	8
12	26	28	27	10	13	28	13	13
13	10	11	11	11	16	9	16	16
14	20	27	25	27	15	23	15	15
15	8	26	13	13	17	20	17	17
16	31	21	31	31	21	19	21	21
17	11	15	12	12	18	2	18	18
18	13	5	8	14	19	4	19	19
19	21	31	26	15	20	31	20	20
20	15	20	20	18	22	29	22	23
21	14	18	16	20	24	10	24	24
22	29	24	28	28	26	22	26	25
23	27	29	30	21	25	21	25	26
24	19	25	22	19	23	25	23	22
25	23	10	21	23	27	5	27	27
26	18	14	15	24	14	17	14	14
27	24	9	17	25	28	24	28	28
28	25	19	24	26	29	30	29	29
29	30	12	29	29	30	15	30	30
30	28	7	23	30	31	12	31	31
31	22	2	10	22	9	14	9	9

The most significant factors were identified by the respondents:

X1 The ratio of the quality of the product and the costs of its production and marketing

X2 Performance labor

X4 Expenses per 1 ruble of products sold

X3 Coefficient outstripping labor productivity in relation to the growth of wages

X9 Profit units of products sold

X5 Weighted average by product range, competitiveness of goods

X6 Quantity assortment groups at the enterprise

X8 Degree of satisfaction for each product group

X7 Share of the assortment group in the total production volume

X13 Break-even unit of sold products

X17 Assessment of the level of partnerships with the stakeholders of the enterprise, the experts considered the following as significant factors:

X10 Provisionally variable costs per unit of products sold

X11 Conditionally fixed costs per unit of products sold

X12 Weight of the total price per unit of products sold

X15 Sales growth rate

X18 Share of the enterprise in the market

X19 Return on investment
X20 Return on total assets
X21 Cost of innovation
X24 Material efficiency, and the respondents named the following factors as insignificant:
X14 Stock of financial strength from the volume of products sold
X16 Exceeding the permissible level of stocks of finished goods
X22 Equity ratio
X23 Production capacity utilization factor
X25 The share of certified products in accordance with international standards of the ISO series
X26 Decrease in the level of material consumption
X27 Share of innovative products
X28 Trade turnover allowing direct links
X29 Coefficient of uniform receipt of goods on sales markets X30 Depreciation of fixed assets
X31 Employee turnover rate

At the same time, manufacturers have all the grounds for these criteria, namely: the ratio of the quality of the product and the costs of its production and marketing; sales growth rates; costs of innovation; labor productivity; the level of partnerships with interested participants in the production of import-substituting products; costs per ruble of products sold, and the main criterion; the competitiveness of the goods weighted average for the assortment of goods should be considered in demand.

But at the same time, all the responding experts were unanimous that the company's competitiveness will be more stable over time if the company's share in the demand market is stable. In any case, it will not decrease over time if it is guaranteed a return on investment and, of course, a stable profitability of the total assets of the light industry, engaged in the production of import-substituting products, is ensured. The opinion of all experts is justified that the competitiveness of an enterprise is also influenced by a stable trade turnover on the basis of direct contractual relations with the sellers of the products of these same enterprises.

We agree with them on the role of highly qualified personnel, which, of course, although it was reflected in the questionnaire in the form of one criterion - the staff turnover rate - did not, unfortunately, cause the experts to worry about the liquidation of lyceums, colleges, on the basis of which they trained highly qualified workers and middle managers - foremen, technicians, mechanics, technologists, engaged in servicing not only the innovative technological process, but also innovative equipment. And it is completely sad that the training of engineering and technical personnel has practically ceased, motivating all this by the lack of their demand, although the managers of the enterprises themselves are at a loss. There is also a downside to this situation, namely, leaders have withdrawn from the training of these highly qualified specialists through targeted training in colleges and universities, not wanting to bear the costs of this very training, forgetting the Russian proverb: "The miser pays twice." It is also disappointing that most business leaders believe that everything will be resolved by itself, but if a shoemaker, seamstress operator, furrier can be trained in the workplace, then it is unlikely to prepare a leading engineer - manager and production organizer for filled technological processes with an effective innovative solution.

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IMPROVING THE CONTENT OF TEACHING SCHOOL PHYSICS USING TEACHING MATERIALS ON RENEWABLE ENERGY SOURCES

Abstract: *The article provides methodological suggestions and recommendations for the formation of elementary concepts related to the school physics course and renewable energy sources. The article also cites classroom raids on knowledge, skills, and software production in renewable energy sources based on experimental results.*

Key words: *renewable energy sources, training materials, visual weapons, билим, skills and qualifications, school physics lessons.*

Language: *English*

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Introduction

One of the most global issues today is the energy issue, the urgency of which is that the energy issue is also interrelated with environmental issues. Therefore, in the educational process, it is advisable to acquaint students as much as possible with the problems of these issues and their effective solutions. In the teaching of school physics, the task is to select the appropriate teaching materials for science programs, in particular, to identify fundamental concepts related to alternative and renewable energy sources and their efficient, rational and economical use. In modern science and technology, energy sources are mainly divided into 2 types: conventional and alternative energy sources, depending on the amount of raw materials and their impact on the environment. There is a need for the effective use of these modern forms of energy, the constant formation of knowledge, skills and abilities in students about the achievements and challenges, their future prospects. Because the human way of life cannot be imagined without energy, that is, without modern energy sources. Although the concept of energy is perfectly presented in the school physics course, its practical significance, types, laws, and reasons for its emergence are not sufficiently reflected. Opportunities for the formation of knowledge in the field of alternative and renewable energy sources in the 6th and 9th grades of the physics course of secondary schools are given. For this purpose, training materials on the physical basis of alternative and renewable energy sources were selected. Experimental and test groups were also separated from classes with the same number of students. The practical application of methodological and didactic developments developed for the pedagogical experiment in the teaching process was carried out in selected experimental groups. The pedagogical experiment was conducted in secondary schools No. 5 and 9 of Termez district of Surkhandarya region in the 2020-2021 academic year. Experimental work The teaching materials on the types of alternative and renewable energy sources corresponding to the topics in the physics program of 6th and 9th grades were

selected (tables). In the experimental work, handouts on each type of renewable energy sources, the structure of demonstration models and interesting topics were developed. Curriculum materials were selected appropriate to the topics covered in the school physics program. The lesson also used interactive methods and techniques, in particular, game methods. In particular, non-standard questions and tests were used in the teaching process to develop each student's ability to work independently. As a result, along with the independent work of students, the development of scientific and creative work skills was also affected.

Table 1. Use of teaching materials on alternative and renewable energy sources in the teaching of 6th grade physics

№	Topics in the science program	Training materials on alternative energy sources	Demonstration weapons and tools
1	The concept of work and energy	Basic concepts of energy sources in nature	Presentation, video, handouts
2	Types of energy. Power	Types of alternative and renewable energy sources	A3 format slides, pictures, crossword puzzles
3	Heat generating devices. Heat absorption	Types of thermoheaters and the principle of their operation	Geothermal device model, presentation, tests
4	Heat transfer in solids, liquids and gases. Thermal conductivity. Convection	Use of alternative energy sources in home heating systems and hot water generation	Model of a thermal heater for use in home heating systems
5	Radiation. The use of heat transfer in life and technology	Possibilities of using photovoltaic and thermoelectric devices in everyday life and in the national economy	Photoelectric device model, presentation, crossword puzzles, handouts
6	Electrification of bodies	Physical laws of electric current generation in solar cells	olar element sample, presentation, test and issues
7	The concept of electricity. Current sources	Use as electricity in alternative and renewable energy sources	Universal model of alternative energy sources, handouts
8	The importance of electricity in life. Simple electrical circuit	Possibilities of using mini solar photovoltaic devices at home and in areas without power supply	Mini photoelectric device model, presentation, videos
9	Electrical appliances in the apartment. Saving electricity	Use of energy-efficient appliances and devices in homes	Energy saving lamps, electric circuit, solar cell
10	Beruni and Ibn Sina's views on light phenomena	Physical bases of conversion of light energy into electrical energy	Presentations, handouts, videos

Table 2. Use of teaching materials on alternative and renewable energy sources in the teaching of 9th grade physics

№	Topics in the science program	Training materials on alternative energy sources	Demonstration weapons and tools
1	Scattering, reflection, and refraction of light	Laws of absorption of light on the surface of the solar cell	Light source, solar imitator, presentation, video, handouts
2	complete internal return	Methods and techniques for reducing the energy of light photons and the reflection coefficient on the surface of the solar cell, the formation of micronutrients	Model of solar photovoltaic device with concentrator, slides, videos
3	Lenses	Solar photovoltaic devices based on Fresnel lenses	6 W mini solar photovoltaic device model, presentations
4	Optical instruments	Application of optical devices (energy-saving greenhouses, led lighting lamps) to increase light	Energy-saving LED lamps, 60-watt rechargeable battery, simple electrical circuit, 20-

		absorption in semiconductor solar cells	watt solar panel-based home model
5	Heliotechnics. Use of solar energy in Uzbekistan and its prospects	Modern designs of solar equipment, technical possibilities of using solar energy in Uzbekistan	Videos, presentations, handouts, crosswords, tests

The curriculum in the tables provides for the selection and incorporation of teaching materials in the content of alternative and renewable energy sources in accordance with the topics specified in the syllabus. Suggestions have also been made for the use of working demonstration models (tables) to build students' sufficient knowledge, skills and competencies in alternative and renewable sources. Based on the topics listed in this table, visual aids and equipment were prepared to be used in the lessons. For example, a model of the "House of the Sun" was developed to explain the process of converting solar energy from alternative energy sources. Because solar energy is the most efficient of the alternative energy sources. Other similar models, a biogas plant, a geothermal power plant, wind power plant models, and electrical circuits, were also prepared. Presentations on each type of alternative energy source were also prepared. From the Internet sites on alternative energy sources, videos on the physical processes of formation of each type of energy and their practical application were selected. Additional handouts, tests, crossword puzzles, interesting questions and issues were developed to make the course more effective. In addition, pictures and tables were prepared in A3 format, reflecting the achievements, shortcomings and future prospects of the use of alternative and renewable energy sources in life, industry and space research. In order to conduct the teaching process effectively and meaningfully, interactive methods and techniques and exhibitions suitable for each topic were selected.

According to the statistics obtained, schoolchildren have developed sufficient knowledge, skills and competencies in alternative and renewable energy sources. It was also found that there are opportunities to increase the effectiveness of physics lessons and enrich their content on the basis of new teaching materials.

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THE ROLE OF EFFECTIVE IMPLEMENTATION OF MONETARY POLICY IN A PANDEMIC CONDITION

Abstract: *In the context of a pandemic that is plaguing the world economy, it is affecting the economies of countries around the world, including manufacturing, banks and other financial infrastructure. Our research to reduce the negative effects of this impact has shown that there is a potential for economic recovery through the effective use of key monetary policy instruments.*

Key words: *pandemic, economic growth, money supply, monetary policy, commercial banking, required reserve ratio, money issue, inflation rate, monetary policy, monetary aggregates.*

Language: *English*

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Introduction

The coronavirus pandemic has had a strong negative impact on the Uzbek economy. In particular, the cash flow of pandemic-affected entities has weakened, the probability of non-repayment of loans from commercial banks has increased, and the national currency has depreciated as a result of declining foreign exchange supply. This makes it necessary to reconsider the role of monetary policy in a pandemic.

To study the impact of mandatory reserve policy and exchange rate policy on the activities of commercial banks, which are traditional instruments of monetary policy, to assess the practice of controlling the growth rate of money supply, to study the possibility of ensuring the stability of national exchange rates plays an important role in mitigating the effects of the pandemic[1].

The issue of increasing the role of monetary policy in the development of the national economy has been studied in the scientific work of foreign and Uzbek economists, and relevant scientific conclusions and practical recommendations have been formed.

According to Friedman [2], an increase in the money supply at the rate of 3-5% per year will increase economic activity in the economy. If the growth of money supply is higher than 3-5% per year, then inflation will start to grow, if the growth of money supply in the economy is less than 3-5%, the growth rate of gross national product will start to decline.

In Keynes's monetary conception [3], the interest rate plays an important role, believing that it is possible to have a direct impact on the unemployment rate and economic growth by influencing interest rates. The transfer mechanism of monetary policy proposed by him consists of three stages: the first stage: the money supply – the interest rate; second stage: money supply – interest rate - investment; third stage: money supply - interest rate - investment – national income.

According to Tobin [4], the government and the Central Bank can influence the rate of return

acceptable to investors by managing the demand for financial assets and their supply, influencing their profitability. If the monetary authority is expected to capital and investors, consistent with the reduction of the income balance, then, the real capital investments as stock market can affect the normalization of revenue.

According to McCallum's monetary rule [5], the first is the main instrument of monetary policy, which is the regulation of monetary aggregates; second, the monetary base is regulated depending on the dynamics of nominal GDP and the velocity of money circulation; third, the Central Bank can influence the money supply through the monetary base.

According to Shomurodov's proposal, in order to fully meet the real demand of the economy for money, increase the liquidity of commercial banks and the efficiency of settlements in the banking system, combine the funds of commercial banks in correspondent accounts and required reserves.

The results of the analysis conducted by Berdinazarov show that there are some inconsistencies between the existing monetary policy indicators, which need to be coordinated [7]. In particular, such imbalances include imbalances between the volume of deposits and loans, such as imbalances in elasticity, the imbalance between the money multiplier coefficient and its effect on the money supply, real money supply and GDP growth rates [8], [9]. Measures to combat the coronavirus pandemic are primarily aimed at mitigating the negative impact of the pandemic on the activities of business entities.

Decree of the President of the Republic of Uzbekistan dated April 3, 2020 PD-5978 "On additional measures to support the population, sectors of the economy and businesses during the coronavirus pandemic" [10] support of strategic enterprises by allocating three-year budget loans for the implementation of primary costs, reimbursement of part of the transportation costs of foreign trade entities, support of commercial banks in case of deterioration of the quality of loan portfolios caught in the act. It should be noted that one of the measures to combat the coronavirus pandemic is the provision of credit vacations to the population and businesses.

Decree of the President of the Republic of Uzbekistan dated March 19, 2020 PD-5969 "On priority measures to mitigate the negative impact of the coronavirus pandemic and the global crisis on sectors of the economy" [11] ra, payments on loans of legal entities and individuals, individual entrepreneurs facing financial difficulties by commercial banks have been postponed until October 1, 2020. This has a strong negative impact on the liquidity of commercial banks. This is due to the fact that according to the Decree, the Central Bank of the Republic of Uzbekistan will provide 2.0 trillion soums to commercial banks for a period of three years. However, the amount of overdue loans of commercial banks amounted to 19.6 trillion soums. From which financial source will the rest of the unbalanced liquidity in banks be replenished? This question is open.

One of the current issues of monetary policy in the context of the coronavirus pandemic is the mandatory reserve policy. The central bank's required reserve policy has a direct and strong impact on the liquidity of commercial banks. Therefore, in the current context, where there is a serious threat to the liquidity of commercial banks, it is necessary to increase the incentive role of required reserve policy.

From October 1, 2018, the procedure for the formation of required reserves only in the national currency was introduced, the reserve requirements for foreign currency deposits were increased and set at 14% [12]. The 14% required reserve rate is a rate set by the Central Bank without recognizing any calculations or expert opinions, and its level is very high. This is because the annual interest rate on loans in US dollars (LIBOR) as of April 29, 2020, was 0.8986 percent [13].

Another topical issue of monetary policy is to ensure the stability of the nominal exchange rate of the national currency. This is because a significant decrease in the nominal exchange rate of the national currency, ie a high rate of its devaluation, leads to a negative devaluation expectations of the population and businesses. As a result, the demand for foreign currency will increase sharply, or in other words, "dollar fetishism" will increase.

On September 5, 2017, due to the liberalization of monetary policy, the nominal exchange rate of the national currency - the soum against the US dollar almost halved, ie the national currency depreciated twice: the value of 1 US dollar in soums from 4210.00 soums to 8100, Increased by 00 soums. However, this exchange rate could not be maintained either (Figure 1).

Figure 1 shows that on September 5, 2017, the national currency depreciated almost twice against the US dollar. This was explained by the Central Bank to businesses and the population as a "market rate" of the national currency in connection with the liberalization of monetary policy. The population, businesses and foreign investors have been watching to see if the Central Bank will be able to maintain this "market rate". If the Central Bank had not allowed this exchange rate to depreciate sharply, then devaluation expectations would not have been negative, that is, confidence in the national currency would have emerged. Unfortunately, it was not possible to ensure the stability of the nominal exchange rate of the national currency.

On January 1, 2021, the nominal exchange rate of the national currency against 1 US dollar amounted to 10,476.92 soums. This is primarily explained by the fact that the devaluation expectation is negative. In

other words, foreign exchange market participants did not believe that the Central Bank would ensure the stability of the nominal exchange rate of the national currency. In this case, even intensive currency intervention does not give the expected effect.

This is because the effectiveness of foreign exchange intervention is determined by the confidence of foreign exchange market participants in the Central Bank. Without such confidence, foreign exchange intervention will not be effective. In other words, the central bank sells currency to the US dollar amount of how much market participants as they buy large amounts of US dollars.

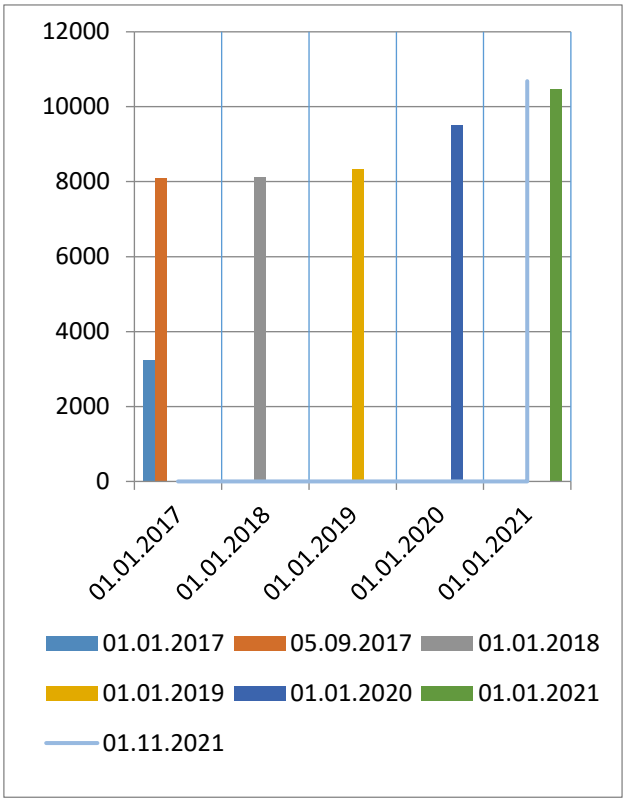

Figure 1. Nominal exchange rate of the national currency soum against 1 US dollar[12]

In the context of the coronavirus pandemic, it is advisable to take the following measures to increase the role of monetary policy in mitigating the effects of the pandemic:

1. In order to eliminate the negative impact of the central bank's required reserve requirements on the liquidity of commercial banks and the strength of the resource base, first of all, it is necessary to abolish the procedure for forming required reserves in foreign currency against commercial banks' foreign currency deposits; secondly, the reserve requirement rate for deposits in foreign currencies should be set at the level of the required reserve ratio (4%) for deposits in the national currency and the amount of reserve requirements should not be deducted from the banks' Nostro correspondent account. As a result, commercial banks "Nostro" correspondent accounts (10501) account cash balances, increase the resource base of the picnic.

2. The conditions of the coronavirus pandemic term deposits of commercial banks had been limited to the possibility of attracting businesses through the current hisobarqamlari increase in the volume of payments (loans and budget loans to enterprises in order to finance the cost of cash) and the structure of the monetary aggregates M1. Given its high weight, it is necessary to change the indicator of monetary policy and make the monetary aggregate M1 the object of control by the Central Bank.

This proposal following facts are based on:

- the share of demand deposits in the total volume of deposits of commercial banks is relatively high. As of January 1, 2019, this figure was 51.8 percent [14];

- high proportion of cash in the structure of pullarning M1 that.

As of January 1, 2020, the share of cash in the M1 monetary aggregate in the country was 56.8% [12]. This is a relatively high level. For comparison: as of January 1, 2020, the share of cash in the M1 monetary aggregate was 34.7% in Russia [15] and 38.9% in Kazakhstan [16].

Typically, a sharp increase in the amount of cash and an increase in the share of cash in the money supply make it necessary to control the M1 monetary aggregate. For example, the use of the M1 monetary

aggregate by the US Federal Reserve as an indicator of monetary policy in the 1990s is explained by the increase in the share of cash in this monetary aggregate: "In the US, the importance of cash as money and as a component of the M1 monetary aggregate has increased. In 1973, for example, the United States had $ 325 per capita in cash, but by 1993 that figure had risen to $ 1,050. The share of cash in the M1 monetary aggregate rose from 20.5 percent in late 1960 to more than 30 percent at the end of 1992"[17] Currently, the Central Bank of the Republic of Uzbekistan uses the monetary aggregate M2 as an indicator of monetary policy.

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PROBLEMS OF TEACHING ENGLISH FOR TRANSPORTATION PROFESSIONALS

Abstract: *Having entered the ways of the industrial strategy of economic reforms realization we must determine for objectives in the sphere of culture and education. Teaching English as an ESP at technical institutes where most of the students go to use English language in engineering context creates special problems. To meet the demands and requirements we need to make special research What to teach, how to teach.*

Key words: *English, transport, method, techniques, use English in an engineering context.*
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Introduction

In the context of today's globalization and integration, as well as the development of technology and technology, the further development of science is of great importance. The first President of the Republic of Uzbekistan I.A. Karimov stressed that "the development of culture, art, science, its development in a new era, a new worldview is one of the priorities of the future of our state and society". Full knowledge of information technology in the modern information society is a modern requirement. The use of modern pedagogical technologies in the process of teaching foreign languages includes:

- the use of direct distance learning using the Internet in teaching foreign languages;

-Organization of group and frontal work of students and computer control;

- Explain the topic to students using computer technology and explain the course of a conversation in a foreign language and pronunciation of new words;

-use of electronic textbooks in teaching foreign languages.

As we have observed the future activities will focus on and around production, maintenance, materials management, shipping, bookkeeping, planning, and marketing [1. c.123]. Engineer needs English for making telephone calls, negotiating, socializing with business partners, understanding contracts, collecting payments. Engineers should acquire interpersonal skills communicating with foreign partners. We think effective communication depends on many skills. The term creative thinking refers to the activities by which not only for expressing his or her own thoughts and personal ideas are produced, but automobile, goods, fertilizer, selling enterprisers success depends on responds quickly and intelligently to solve problem. For engineering students speaking, reading, writing skill is as important as listening skills. I think, oral and written communication involve the expression of ideas to other people, both use language both depend on cooperation between the sender and receiver of the communication making a reasonable effort to understand what is said in the way it is meant. Interpersonal communication is not a monologue, in which one person speaks [2. c. 17]. As experts noticed, it is a dialogue, give-and-take exchange in which engineer's bears responsibility not only for expressing his or her own thoughts and feelings, although interpersonal speaking is less formal, personal than public speaking. Engineers should maintain a professional bearing, controlling gestures, striving for exactness, using clear expressions but also vitality and appropriate emphasis, making eye contact

with partners, monitoring voice quality [3. c. 319].

Today technological developments in industries have created Technical-management profession management, occupations with demands of technical nature. To meet the needs of industry for technical competent personnel who understand and can manage technology. Increasingly concern about Uzbekistan's products reflects the urgent need for competent managers.

To make informed and intelligent decisions, engineers must understand technology and be able to analyze available engineering information [4. c. 46]. Business is increasingly driven by technology and it is impact on the individual, society and the economy to help support economy of Uzbekistan remain competitive. Technical institutes, colleges are expected to provide a work force equipped with advanced technical skills and the managerial knowledge required to function effectively in technology, intensive corporations. So, by conducting technical research and developing intellectual competencies, graduates from the technical institutes may contribute to the development in discipline fields of industrial engineers and technology.

The research component could include general courses in research methods as well as specialized courses in statistical process control data, analysis and research, development in engineering technology possessing business knowledge and skill which is a very important and relevant aspect of training.

Training and development professionals who lack basic business understanding and skills in English are at a distinct disadvantage [5. c. 236]. Their lack of understanding of the enterprise context and the complexities associated with the business world in English prevents them seeing how and where their work fits into organization why it is not valued, how to relate their work to the basic business culture of organization.

Business understanding was defined as ''Knowing how the functions of a business work and relate to each other and knowing the economic impact of business decision."

The purpose of the research was to identify business understanding and competencies required of newly organized job and development professional and manager in business and industrial enterprises of all economic strata of the population must gain access to technology [6. c. 197].

We are going to include an online teaching the for disabled student assistance for any student to learn new English language skills, daily e-mail contact between teachers and students. No amount of skill and training can compensate for the lack of the kind of fundamental thinking our future specialists likely to require of our students, without an ability to think and learn at this level we are not likely to continue to flourish. The success of interactive communication pedagogical methods on a proper understanding of human relationships has involved in the learning progress are not just those between students [7. c. 211].

Language is the key to culture, without it people find themselves locked out of all but culture's perimeter. At the same time, there is no way to learn a language so that nuances, double meaning of words, and slang are understood unless one also learns the other aspects of the culture. The Learning language of both goes hand in hand, a certain feel for ESP students and their attitudes naturally develops with a growing mastery of their language When a Chinese businessperson talks with Japanese businessperson, the conversation generally will be in English The use of English as a business lingua franca is spreading in Europe so rapidly that it is replacing French and German as the most widely spoken language among Europeans Research on human personality suggests that healthy engineers need to be treated with respect and to have opportunities to feel competent and independent as they actively pursue goals to which they are committed [8. c. 78]. The interactive communication management philosophy was developed to overcome some of these teacher-student relationship problems. The idea is based on the philosophy that it is neither healthy nor acceptable. Successful managers who knows English in sharing ideas, making offers, creates new business are rapidly changing world. One process for studying the learning Business English process is to understand how students go about generating concepts, rules, and principals from their experiences as guides for their future behavior, and how they modify these concepts to improve and apply in new situation.

Or performing activity. Being able to diagnose decision, knowing how to adjust to each style appropriately can help the engineer in assigning administrative responsibility, how design decision-making procedures in English. Knowledge in English how to make decisions styles strengths and weaknesses can facilitate proper task and better understanding results in better productivity and satisfaction. English knowledge of decision styles and situational demands can also provide useful information to help the engineering students decide how much participation is needed and to whom to include in a specific decision situation. Whenever engineers communicate or interact with foreign business partners they are entering into a transaction. Transactions move engineers make when dealing with other engineers. Transactional analysis is a practical approach to understand personality and analyzing interactions between professionals. Transaction is designed to help us to focus on the roles we play when interacting with others and the needs and habits that influence in exchanging ideas.

So, transaction is an exchange of meaning between two engineers. Although the most commonly thought of transactions are verbal, they may consist of

nonverbal exchanges i.e. facial expressions, physical actions, tone of voice. Uzbekistan is constructing a strong democratic country where any political, economic, social issues are formed according to citizen's wishes, rights. Uzbekistan is recognized as a developing, prospering country holding its traditional, cultural heritage passing to compete able specialists who can communicate in English, sign agreements, criticize invented models, give recommendations and offers. Many engineers study in foreign country universities and work in joint ventures. They were able to demonstrate their research results in English.

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METHODS OF NAMING COMMERCIAL OBJECTS, ENTERPRISES, COMPANIES IN UZBEK LANGUAGE

Abstract*: In this article, the criteria for creating a name in the Uzbek language, the requirements for creating and choosing a name, the names were given to commercial objects, enterprises, firms, consumer goods in our country are analyzed and critically studied. Problems were addressed and they identified methods of naming.*

Key words*: naming practice, naming technology, linguistics, naming technology, entrepreneur-nominator, naming techniques.*

Language*: English*

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Introduction

Each language has principles for naming a particular object and ways to create a new name based on these principles. In the Uzbek language, names are formed in different ways, depending on certain thematic groups, following certain principles.

As names are formed by language speakers, it is natural for them to be influenced by personality factors. This shows that the principles of naming in different languages differ depending on the human factor.

In Uzbek linguistics, linguistic principles have been identified that play an important role in the formation of various thematic groups, including silkworm breeding, weaving, food names, and technical terms [1-4]. In particular, S. Ibragimov notes that the terms of silkworm breeding in Fergana dialects are based on the following principles:

1) the principle of analogy;
2) the principle of adaptation;
3) the principle of proportionality;
4) the principle of naming according to the material;
5) the principle of naming by function;
6) the principle of naming according to place;
7) the principle of naming according to appearance and appearance;
8) the principle of naming by voice;
9) the principle of naming by size;
10) the principle of naming in terms of process and action;
11) the principle of naming people based on their gender and sexual characteristics;
12) the principle of naming by age;
13) the principle of naming in order;
14) the principle of naming in connection with tradition;
15) the principle of naming in connection with mythical concepts and myths;
16) the principle of naming in connection with a historical event [5,156].

It is clear that the Uzbek people, in creating the name, paid attention not only to the specifics of the object: shape, size, material, function, sound, etc., but also to the gender, age and customs of the people.

Certain principles and naming methods are also used to create names for business entities,

firms and enterprises. Sh. Ergashkhojayeva notes the need to follow the following principles when creating a new name for consumer goods: 1) the use of creative methods of research; 2) transformation (change) of any known name until there are no legal objections to the new name; 3) formation of a new name as a reflection of a competing brand name; 4) use any popular name to add it to a new brand name [6,44].

Apparently, there are objects of business activity, specific principles of naming consumer goods and methods of naming. The analysis of such names shows that in our country, in naming the products of nominee entrepreneurs, the following methods of naming were used:

I. Select a lexical unit for a name from its own language (or another language) resource.

II. Create a name in different ways based on the internal capabilities of the Uzbek language.

The following naming conventions were used to select the lexical units available in the language for the name:

1 The method of naming people by name. Entrepreneurs often name the object of production, consumer services, trade, consumer goods themselves or their parents, grandparents, children. Of course, such names do not give an initial idea of the object. Although they do not carry personal information, they do indicate to whom the object belongs. In choosing a name in this way, the entrepreneur aims to introduce himself to the consumer. For example: “AHMAD” (cafe, Tashkent), “ABDURASHID OTA” (teahouse, Tashkent), “IBRAHIM BEK” (restaurant, Tashkent), “ISRAIL HOJI OTA” (wedding, Tashkent).

Sometimes people's names are given together with the English words "Palace" and "City". Of course, naming in this way does not comply with the norms of the Uzbek literary language. For example, MARHABO PALACE (hotel, Tashkent), BOBUR CITY (hotel, Tashkent).

2. Method of naming with place names. The use of place names in the naming of business objects and consumer goods is also common. There are two ways to do this: 1) the objects of production, consumer services, trade are given the name of the area where it is located, the place of manufacture of the product. For example, “KUSHBEGI” (hotel, Tashkent, Kushbegi Street); 2) The object of trade and production is named after the largest developed cities and countries in the world, and this name is intended to arouse interest in the object, to attract the attention of consumers. For example: “NEW YORK” (hotel, Tashkent), “BODRUM” (cafe, Tashkent), “XIVA” (hotel, Tashkent), “SEUL” (restaurant, Tashkent), “ASIA TASHKENT” (restaurant, Tashkent) city).

The choice of names for the name is based on the principle of relevance in the selection of area names. Naming a business object in this way creates an associative view of the area where the object is located. For example, a hotel on Shohjahon Street in the Yakkasaray district of Tashkent is named after this street (“SHOHJAHON”), which is directly reminiscent of a hotel. Similarly, a hotel in the Yakkasaray district of Tashkent, Karakum, is named after him. Or the name of the shopping center "ORIKZOR" is associated with the name of the area where the object is located - Tashkent city, Uchtepa district, Urikzor massif. The choice of names in this way takes into account the rapid recovery of the object by name in the memory of language owners.

3. How to name a place and people. The names given to products of the production, consumer services, trade, products consist of the name of the entrepreneur or his parents, the name of the child and the area where the object is located, the place of production. While such names do not provide information about the nature of the object or what type of activity it is engaged in, they do serve to indicate to whom it belongs and where it is located. For example: “BOBUR-SHER-OKTOSH” (private enterprise, Tashkent region).

4. The method of naming "famous names". The name of the object of production, consumer services, trade is sometimes the name of famous people, literary heroes, cultural objects known worldwide or within a certain nation. Such names are precedent names and are popular names in the linguistic memory of language owners [7, 53]. An important aspect of precedent names is that when they are used in speech, they not only express a specific person, a reality, a city, an organization, etc., but also a specific cultural symbol, a symbol of a particular event [8,4]. For example: “TOJMAHAL” (restaurant, Tashkent), “SIM SIM” (cafe, Tashkent), “RAJ KAPUR” (restaurant, Tashkent), “HEMINGUAY” (restaurant-bar, Tashkent). RAJ KAPUR, HEMINGUEY are the names of world-famous people, TOJMAHAL is the name of an ancient architectural monument of the Baburi dynasty in India, and SIM SIM is the name of the famous Arabic fairy tale Alibobo and Qir. means "magic" used in "robber." The purpose is to attract the consumer in the selection of precedent units as the name for such objects of business activity.

How to name in foreign words. In recent years, the choice of foreign words as a name for production, consumer services, trade, products has become more common in our country. However, it should be noted that such names do not comply with the principles of naming in Uzbek. For example, CRAFERS (candy store, Tashkent), NORMA (limited liability company, Tashkent),

TROYKA (bar-restaurant, Tashkent) and others. Such names also appear as phrases: “GRUZINSKIY DVORIK” (restaurant, Tashkent), “U BABUSHKI” (restaurant, Tashkent), “KOKANDSKIY DVORIK” (restaurant, Tashkent), “GRAND” (ice cream, Tashkent city). We cover this issue in a separate paragraph below.

Method with associative units. Names for business entities, firms, enterprises, and consumer goods are sometimes chosen based on the entrepreneur's associative perceptions of his or her firm, organization, store, or product. For example, names such as “GUEST” (hotel, Tashkent), “MAZZA” (national cuisine restaurant, Tashkent), “ZIYOFAT” (restaurant, Tashkent), “TANTANA” (restaurant, Tashkent) are formed in this way.

It is known that in the memory of every Uzbek speaker, the word hotel restores the word guest; the word restaurant restores the word banquet, the word celebration. Alternatively, when we hear a combination of national dishes, the imagination of our delicious national dishes naturally brings to mind the lexeme of taste. This means that the hotel is called "GUEST" and the restaurant is called "MAZZA", "ZIYOFAT", "TANTANA".

The name of the restaurant "CHOY-POY" operating in the capital (Tashkent, Yakkasaray district) is also unique, reminiscent of the Uzbek table and national dishes.

How to name with ethno cultural words. In our country, words for production, consumer services, trade, or products are sometimes chosen as names denoting our national and cultural values. For example: “NAVRUZ” (hotel, Tashkent), “LAZGI” (restaurant, Tashkent), “DUTOR” (restaurant, Tashkent), “TANOVAR” (wedding, Tashkent), “TANDIR” (cafe, Tashkent city). Names like these do not give a clear idea of the object you're naming. However, because of their national and cultural context, they are remembered as well-known units.

Sometimes the name is chosen for the names of famous literary heroes, movie heroes, who rose to the level of precedent units. The choice of such names for production, consumer services, trade or products also violates the criteria of accuracy. For example, the name "THREE GRAINS" given to a cafe in Tashkent is named after a famous Russian film.

Naming method with chapter names. In our country, the word spring is often chosen as a name for enterprises, firms, government agencies, some service facilities. For example: “BAHOR” (restaurant, Tashkent city), “BAHOR” (dance ensemble, Tashkent city), “BAHOR” (shopping center, Samarkand region) “BAHOR” (mahalla citizens' assembly, Syrdarya city), “BAHOR” (Preschool No. 11, Samarkand region). Of course, the name does not refer to spring, but to youth, beauty, renewal, and joy.

The method of naming food, fruit products. Manufacturing, consumer services, and retail outlets are sometimes given food names. For example: “GREEN TEA” (limited liability company), “ANOR” (cafe, Tashkent city), “ANJIR” (restaurant, Tashkent city), “IMBIR” (restaurant, Tashkent city), KISH-MISH ”(Cafe, Tashkent), Although such names are familiar to Uzbek speakers, they do not accurately describe the object.

We based the naming method on the description. The principal focus of naming in this way is to describe the business activities carried out in the commercial object; the type of product, what we intended it for, and its natural properties. For example, the name of the private enterprise "KAMARBASTA BUKHGALTER" (Tashkent), which is engaged in accounting, is descriptive. They describe one teahouse in Tashkent as "MUHTASHAM". It is also clear that the name "GUARANTEE" given to the insurance company is a description of the company, referring to its warranty service. The names "HALOL USTA" (private homeowners 'association, Tashkent), "KHAIRLI KOMMUNALCHI" (private homeowners' association, Tashkent) are based on the same principle.

The naming method is based on the evaluation. When an entrepreneur chooses a name in this way, he focuses on evaluating the object of his production, glorifying his product, and raising it to the sky. For example, the name of the restaurant "TASANNO" in the capital, the name of the wedding "ALO" indicates the positive assessment of the entrepreneur to his restaurant, wedding. The name "HOSIYATLI KUT-BARAKA" for sour cream produced in the Almazar district of Tashkent also reflects the entrepreneur's assessment of his product.

Sometimes there are names that express gratitude and satisfaction with what is being done today. For example: “SHUKRONA” (national cuisine restaurant, Tashkent).

Desired-based naming method. The naming of a commercial object or consumer goods in this way takes into account the wishes of the person associated with the entrepreneurial activity. For example, “BAROKAT” (cafe, Tashkent), “NOVVOT” (teahouse), “SHOHSAROY” (restaurant, Tashkent). The name "BAROKAT" given to the cafe means that the nominee-entrepreneur wants this cafe to bless him. The naming of the teahouse as "NOVVOT" also suggests that the owner wants the teahouse to become a "sweet place".

Or the choice of the name "SHOHSAROY" suggests that the owner of the restaurant wanted the place to be like a palace of kings. This method also uses popular words and phrases (precedent units) to

choose a name. For example: "LUCKY BIRD" (shop, Andijan).

Creating a name is not an easy task, it is a type of activity that requires creativity. There are certain requirements for nominees when creating a name. In particular, they must have a thorough knowledge of the norms of literary language, the ability to accurately and truthfully assess the impact of language, the ability to use language units in the formation of the name in an appropriate and appropriate manner, and, most importantly, the created name requires the ability to create effective communicative communication between producer and consumer, commercial product and buyer. This means that a name cannot be created by any language owner and that certain rules must be followed when creating a name.

There is another aspect to consider here. There are also legal aspects of creating a new name for the objects of business, firm, enterprise, consumer goods, it's brand. The choice of name is reflected in the Law of the Republic of Uzbekistan "On State Language", the Law "On Firm Names", the Law "On Trademarks, Service Marks and Appellations of Origin" requirements and standards must also be followed. In particular, Article 4 of the Law of the Republic of Uzbekistan "On Firm Names" specifies the absence of the following symbols in the name of the firm: 1) the official name of the state, the abbreviated or full name of an international, intergovernmental or non-governmental organization; 2) full or abbreviated name of a person who is historical or famous in the Republic of Uzbekistan, without permission issued in a prescribed manner; 3) fake or misleading information about the owner of the company name, its type of activity or the country of origin; 4) signs that contradict the interests of society, the principles of humanity and morality [9].

So, when naming business objects, enterprises, firms, consumer goods, it is common practice to choose from the words of our language and raise them to the level of a name. At the same time, there is a common way to create a new name using the internal capabilities of the Uzbek language.

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TERMINOLOGICAL CHALLENGES IN MODERN LINGUISTICS (CULTURAL COMPONENT ANALYSIS)

Abstract: *The given research describes the actual state and issue of modern terminology in linguistics as well as a separate field of science and its structural-historical evolution within the Russia and Europe throughout the last hundred years. The concept of "term" in modern science was basically formed by the beginning of the XX century. Terminology research has a long history. The solution to the problem of studying terminological phrases is impossible in isolation from general psychological problems; requirements that are considered specific for terminological systems turn out to be general requirements for the vocabulary of the literary language, for various layers of common vocabulary.*

Key words: *terminology, term, concept, terminological system, cultural-component analysis, terminological order, vocabulary.*

Language: *English*

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Introduction

The problem of terminology, and at the same time the problem of the definition of the term, seem to be one of the most pressing issues of modern linguistics. In connection with the development of science and technology, the emergence of more and more new branches of science, terminology and terminology systems are rapidly developing and need to be streamlined, thorough analysis and study.

One of the elements of the cultural environment of a person's existence, which is both the result of the development of civilization and one of the means of its formation, is language and, above all, special vocabulary, i.e. “A special layer of vocabulary, the most easily amenable to conscious regulation and ordering, in which the connection between the development of the language and the history of the material and spiritual culture of the people is most clearly revealed” [2, p. 31-35].

Due to the growth of scientific and technical knowledge, a large number of new words appearing in modern languages make up a special vocabulary, including lexical units of a terminological order. The growth in the number of terms in various sciences is outstripping the growth in the number of commonly used words in the language (why?); At the same time, many terms penetrate into the common language, and terminological problems have an increasing impact on the language as a whole (why?), Therefore, the study of special vocabulary is becoming more and more important and relevant for the development of the lexical system of the language.

The concept of "term" in modern science was basically formed by the beginning of the XX century. Terminology research has a long history. Modern works in the field of terminological vocabulary using the principles of automation and engineering and linguistic modeling in its description (RG Piotrovsky, JT.H. Belyaeva, AC Gerd, B.Yu. Gorodetsky, Yu.N. Karaulov, P.N. Denisov and others) are based on the foundation laid by the classics of Russian lexicography and terminology (AA Reformatsky, V.V. Vinogradov, D.S. attention to the problem of terms and those who were specially engaged in terminology (F. de Saussure, E. Benveniste and others) [3, p 70-73].

The question of the origin of the term has always been the main one in terminology. It was discussed in

the works of D.S. Lotte and E.K. Dresen [5, p. 62-66]. A.A. Reformatsky noted that "terminology is a property of science, technology, politics, that is, the spheres of intellectually organized social reality ... Terminology is primarily associated with the system of concepts of a given science" [4, p. 15-20].

Revealing the basic properties of a philosophical term, a philosophical terminological system and analyzing the main mechanisms of the philosophical terminology of a particular author is one of the most important tasks of modern linguistics. Philosophical text N.F. Fedorova presents rich material for research from this point of view. The basis of the lexical structure of N.F. Fedorov, the author's philosophical terms are composed - verbalizing philosophical concepts of the metalanguage unit, the meaning of which is determined only as part of the philosophical terminology system of a particular author, or the author's terminology system [7, c. 24-27].

In modern science, the term system is defined as a structure that reflects a special picture of the world. So, L.A. Manerko defines a terminological system as a consciously constructed set of terms identified through categorized and conceptualized information based on logical-conceptual, cognitive-linguistic, discursive and terminological requirements proper. A terminological system is the result of a linguist's conscious ordering of terminological units of a particular discourse. One of the essential features of the terminology of philosophy as an intellectual and spiritual activity is the presence in its composition of several interrelated terminological systems, which are organized according to their own internal laws, have their own rules of formation and functioning. It seems likely that the terminology of Russian philosophy can be described only as a set of author's terminological systems reflecting the individual philosophical pictures of the world of Russian thinkers. In this regard, the description of the author's terminology system N.F. Fedorova is a significant contribution to the study of the terminology of Russian philosophy, which, as a complex phenomenon, has not been linguistically described or analyzed. The importance of studying such terminological systems is determined by the fact that the author's philosophical term exists only within the original ideological concept.

This concept is described by an integral system of interrelated terms. In addition, the analysis of the term system is the only way to describe the meaning of the unit included in it - “there is no isolated author's term” 4. The most important feature of the author's term system is its integrity, which is manifested in the fact that the elements of the term system cover all the necessary and sufficient elements of a special area. Personal philosophical terminology of N.F. Fedorova serves to express a complex of ontological ideas: overcoming death, intelligent control of the forces of nature, turning the world from an “unrelated” state into “kinship and brotherhood”, resurrection of the dead, humanity's exit into space, uniting people in the common cause of resurrection and transformation of the world. Any terminological system can be described both in terms of content, i.e. reflection in it of the modern level of a particular science and practice, and from the standpoint of the logical harmony of building a system, as well as its linguistic design, since the term is directly related to the word, and terminological systems are “formed by means of a natural national language, its general literary form, mainly "[Danilenko 1971: 72].

So, it is advisable to consider the term both from the point of view of its relation to the system of terms, and from the point of view of its place in terminology, “for the term exists only insofar as it is an element of this system” [Averbukh 1985: 4]. Speaking about the consistency of the term, B.Yu. Gorodetsky and V.V. Ruskin noted that “a single term is itself a fiction. It exists only in the system of terms with which it is associated with certain relationships ”(links). We agree with the opinion of these scholars that the term primarily refers to the entire class of lexical units, and its belonging to a special vocabulary is a secondary, specific feature, and this specificity is due to the ratio and, in particular, opposition to common vocabulary, since one of the tasks of a linguist, as G. Guillaume pointed out, consists in "considering from a very close distance and with the help of deep reflections of how linguistic entities are formed, which in the languages that are formed and familiar to us took the form of words" [10, p. 78-81].

Many researchers of the problem of terminological systems and terminologies tried to understand the essence of terms not only from the point of view of their formation and organization, but also raised the question of the differences that exist between terminological and common vocabulary. This difference lies in the nature of the language (links). Terms refer to a professional language, they have a special meaning that expresses and forms a professional concept (references). The terms are used in the process of cognition and development of scientific and professional-technical objects and the relationship between them. According to S.D. Shelova, “the word-non-term and the word-term that arose on its basis can and should be studied both from the lexicological and from the strictly terminological point of view [Shelov 2003: 10]. At the same time, the most holistic and voluminous picture, apparently, is obtained precisely when the study ascertains the existence of extreme, polar semantic hypostases of a linguistic sign - terminological meaning vs general linguistic meaning “[12, p 56-61].

As H.H. Melekh, “the process of transition of a term into common vocabulary is marked by shifts in the meaning of terminological units, as well as phonetic, semantic, morphological, graphic, syntactic, pragmatic and psycholonguistic features” [11, p. 31-35].

Linguistically, the identification of certain semantic and grammatical properties of various terminological systems helps to clarify the concept of the lexical-semantic system of the language as a whole.

In this regard, A.C. Gerd considers the term "a certain type of words, a special lexico-semantic unit", emphasizing that "the specificity of the term is not in terms of expression, but in terms of content" [Gerd 1968: 2].

HELL. Khayutin, considering the term in linguistic terms, noted that “a term can be defined as a word or verbal complex, correlating with an object (concept or material object) of a certain field of knowledge ... and entering into systemic relations with other similar words and verbal complexes, forming together with them a special system - terminology ”[9, p. 67-70].

Lare Gurmun, an English linguist, interpreted the terms as "tools used by a particular science", noting at the same time that the very construction of the terminological system of each individual science corresponds to the internal structure of this science [14, p. 33].

Subsequently, in the late 60s, it was proposed to distinguish between terminology and terminology. Terminology is a branch of science that studies the laws of organization and functioning of terms. Terminology is a set of words and phrases expressing specially professional concepts. Pointing to the need to differentiate the concepts of "terminology" and "terminology", R.Yu. Kobrin noted that “1. Terminology - a set (a set of words and phrases denoting special (professional) scientific and technical concepts and serving for scientific, educational or industrial communication. 2. A terminological system is an ordered set of terms with clearly expressed and fixed in dictionaries and classification schemes relations between them " [15, p. 50-53].

Communication is usually understood as a message or transmission by means of language of the content of an utterance. But communication is also an exchange of information between social subjects using a semiotic (sign) system. From the point of view of B.N. Golovin and R.Yu. Kobrin, “communication is possible not only between social subjects ... but also, for example, between a person and a modern electronic computer, as well as between various technical devices” [17, p. 25-30].

According to S.D. Shelova [Shelov 2003: 3], the terms perform "the most important communicative function - ensuring mutual understanding between representatives of various fields of knowledge and scientific disciplines." As V.F. Novodranova, “from the point of view of communication, the term should be laconic and convenient for use, it must comply with the rules of economy, compactness and must meet the conditions of professional communication” [Novodranova 2003: 151]. In other words, the role of terminology in communication processes is large and multifaceted. The terminological system, as a phenomenon of a different semiotic nature than the system of natural language, enters into it in the position of a private and isolated system of linguistic signs. A term is not an element of a common language until its content is widely known; when the concept denoted by the term goes beyond the system of special concepts and becomes an element of general language vocabulary, the term enters the general language and becomes a word of the general language, remaining still a term in the terminological system [10, p. 15-21]. This position proves that, despite the difference between a term and a word described above, they have a lot in common, mainly the fact that both the term and the word are units of the communicative system of the language. No wonder, defining a term, scientists begin with the fact that a term is a word (or phrase), the main conceptual element of a language [15, p. 35-37].

In English, the same word term is used in the understanding of the concept "term", which has a number of meanings.

In English studies, a language for general purposes and a language for special purposes are currently distinguished - Language for General Purposes (LGP) and Language for Specific Purposes (LSP). Moreover, terms (namely, terms as units of terminology) are used for special purposes [Terminology 1993: 43].

The semantic integrity of terminological phrases is due to "their correspondence to the concept worked out by scientific knowledge" and is considered "at the level of the ratio of the meanings of the individual components of compound terms, the relationship of the meaning of compound terms to their meaning, and in the aspect of constructing a nest of terms" [18, p 10-13].

We consider the terminological combination (and where is the term?) After L.V. Shcherboy as a nominative unit, which is "a combination of words with structural and semantic unity and representing a dismembered terminated nomination" [16, p. 20-25].

The solution to the problem of studying terminological phrases (you don’t consider combinations, but the terms themselves) is impossible in isolation from general psychological problems; requirements that are considered specific for terminological systems turn out to be general requirements for the vocabulary of the literary language, for various layers of common vocabulary.

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THE TASKS OF PARTS OF SENTENCE IN THE WORKS OF A.NURMONOV

Abstract: *The article analyzes the syntactic views of one of the representatives of Uzbek theoretical linguistics, Professor A. Nurmanov, including the idea of dividing a sentence into parts.*

Key words: *concept of parts of sentence, relational logic, argument, actant, predicate, proposition, valence, formal structure, semantic structure, predicative basis, description.*

Language: *English*

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Introduction

The concept of snippets has never been the same. Different views on this issue existed not only in different periods, but also in the same period. In traditional linguistics, the subject-verb relation lies in the structure of any sentence, the subject is the carrier of the sign represented by the verb, and the verb is the part denoting the sign of the owner. Proponents of this line have and define the passages other than the verb as secondary passages, emphasizing that they connect to one of the main passages and expand the content expressed in the sentence. This approach cannot explain the fact that the position of the secondary parts in the sentence is not the same, however, that each part is a relative whole composed of small parts within it.

According to A. Nurmanov, according to the logic of the relationship, which has emerged since the middle of the XIX century, the basis of the sentence is only a predicate. Under the influence of relational logic, a single-point theory of sentence emerged in linguistics. Accordingly, the constitutional element of a sentence is a predicate, and the rest are grammatically subordinate parts - arguments or actants - that realize the valences of that predicate. The possessor is also among the degree complements as a predicate actant [6,41].

Although any sentence consists of a predicate expression, not every predicate expression can be a sentence. It is important to have predicative for it to be formed as a sentence. At the heart of predicative is the predicate. According to Professor A.Nurmonov, any predicate that reflects predicative is the smallest. The material form of a predicate does not consist only of verbs. Nouns can also be predicates and take the predicate form of a sentence.

Predicates can be represented by both verb and non-verb word forms and are in any case a central element of proposition. The formal structural aspect of a sentence is also referred to in linguistics by the term syntactic structure. Hence, when we say the syntactic structure of a sentence, attention is paid to its formal side.

The elements that make up the syntactic structure of a sentence are studied in traditional linguistics by the term parts of sentence. It should be noted that the parts of sentence are not equal to the syntactic structural elements of the sentence. There are units of syntactic structure that are not included in the parts of sentence. It is understood that sentence

fragments may not cover all syntactic structural units of a sentence [5,58]. In this sense, the concept of syntactic structure of a sentence is broader than the concept of parts of sentence.

In Turkish, the verb plays a leading role in sentence structure. In addition to being an information center that carries the predicative sign of a sentence, the verb is also an organizing center that requires the syntactic state of the elements that fill its valence (gaps). It is impossible not to have a verb in the sentence.

Just as there are different views on the separation of the main parts of a sentence, there is no similarity between linguists on the separation of the secondary parts of a sentence. In defining secondary passages, all linguists agree on only one issue. They all rely on the question of whether or not they enter into a subordination relationship to determine whether or not they will be part of the sentence. They believe that if they enter into a subordination relationship, it is a part of sentence, that is, a secondary part, and if they do not enter into a relationship, it is not a part of sentence.

The syntactic form that comes from the subordinate clause and the syntactic clause that requires the dominant part is the secondary part. But there have been differing views on the question of what parts the secondary parts contain.

The diversity in the internal division of secondary fragments also stems from the fact that linguists classify them on a case-by-case basis. One group of linguists relies on their method of linking to the dominant particle when classifying secondary fragments. Accordingly, the secondary parts are divided into three groups: the adaptive part, the control part, and the agreement part. The second group of linguists, in classifying what is a secondary part, relies on the word groups and their forms, which are their material basis.

According to some scholars, the noun is divided into two opposing forms, the head agreement and the middle agreement; the verb has two forms - personal and impersonal. Such word classes, with their forms, serve as the material basis of the parts of sentence. The part of sentence expressed by the personal form of the verb is a participle, the part of the noun is the subject, the part of the verb is the complement, the part of the form is the case, and the part of the impersonal verb is the secondary, subordinate part [6,43].

Professor A. Nurmanov's book "Syntactic Theories of Sentence" states: In this case, the differential feature of the primary and secondary parts is that they do not enter the predicative base, do not participate in the formation of the predicative base "[6,41].

On a predicative basis, predicates take center stage. They are represented by verbs and non-verb forms (words in the broadest sense of the word or nouns). Therefore, in Uzbek linguistics A.Nurmonov divides predicates into verb predicates and noun predicates.

In our view, relying on the predicative basis of the members that make up a sentence in classifying parts of sentence is of great importance. While the predicative base is the central part of the sentence, the parts that are not part of the predicative base and are somehow connected to it are the secondary part. From this point of view, the determinants are somewhat different from the ones that are traditionally complementary, referred to by the term case. Fillers and cases fill the valences of verbs such as object, place, quantity, cause, time, and take the position of complement and case in relation to this predicate.

The identifier and interpreter calculated from the secondary fragments are radically different from the above secondary fragments. First, the determiner is always attached to the noun predicates, in other words, the determinant is directly related to the noun predicates as part of the predicate. Because it is in a syntagmatic relationship with the noun predicates, the noun fills the character valence of the predicates. That is why when thinking about the determiner, one has to argue about the noun predicates that come in the function of its definition. The classification of predicates in the Uzbek language and its peculiarities have been specially studied by the student of the scientist O.Tojiev in the monographic plan. He points out that predicate nouns are represented by word groups such as noun, adjective, number, rhyme, form, have a predicative form at the syntactic level, and can come in the form of a verb [9,12].

Whether or not they take a cross-sectional form, predicates have the potential to expand in any case with determinants that complement temporality, quantitative, dependency valences. These considerations show that there are problems that need to be addressed in terms of breaking it down into parts and dividing it into levels. However, limiting the parts of sentence to only primary and secondary parts is also not sufficiently scientifically based. Therefore, by defining the structural center of the sentence as a verb, we consider it expedient to separate the syntactic units that have a direct syntagmatic relationship with it, the parts of the sentence, the syntactic units that fill the gaps in the arguments of the verb.

Prof. Nurmanov points out that the determinant is the argument of the argument as early as the 80s: At this time, there are three stages in the division of the syntactic structure of a sentence into elements: “in the first stage, the separation of predicates (verb) in the sentence structure; to separate his arguments in the second stage; In the third stage, the arguments define their own internal arguments.

Hence, in relation to the section defined as the central unit of the sentence, it has subordinate clauses, the case and the complement are taken into account, and then the determiner is a part of the clause in the form of an extender of these clauses. Identifiers do not

interact directly with the verb of the sentence, but signify the pieces that are attached to the verb and serve to expand the pieces of sentence. The determinant is the third level of breaking a sentence into pieces. This is because the determinants depend on the object, are closely related to it, and form the complex name of that object. Devices in the determinant-determinant relationship are connected to the sentence as a whole and occupy a position in the sentence, the determiner itself is in a non-functional position for the whole sentence structure, its position is determined on the basis of the position of the determiner.

Determining the structural scheme of a sentence in terms of the verb and its 'gaps' requires a completely different approach to determinants and interpreters. This is because these fragments "fill in the gaps of the verb, widening the fragments that come in a certain syntactic position with respect to it, and together with them form a whole, that is, a description. This complicates a simple sentence in terms of content and grammar. Determinants are elements that are in direct contact with the predicate of a sentence, and they are an expanding argument for parts of sentence that act as complementary (complementary, subject, case) arguments. This allows the identifier to be recognized as part of the unit.

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CURRENT ACTUAL PROBLEMS OF YASSAVI STUDIE

Abstract: *This article deals with the work of poets belonging to the literary school called "Poets of the Yassaviya School" founded by Ahmad Yassavi. Since the works of the poets of this school came through manuscript sources, the work was based on manuscripts kept at the Institute of Oriental Studies named after Abu Rayhon Beruni of the Academy of Sciences of the Republic of Uzbekistan.*

The poets of this school are identified through examples of similarities and differences in their work. The extent to which these works are included in the manuscripts, and subsequent research has provided information on the extent to which the ranks of these poets have expanded.The manuscripts of the poets of this school, which are kept in the fund of the above-mentioned institute, are analyzed and grouped.

In the course of the article, the peculiarities of the poets of the Yassaviya school are compared with the problem of writing works by several artists on the same subject, and the results are described. At the same time, there is no mention of the poetic narratives written by the poets of this literary school, nor of the aspects in which the question of belonging belongs to them. At the same time, a number of poetic texts attributed to Ahmad Yassavi in some manuscripts have been studied in a methodologically comparable way to his wisdom. The results of the study are described. It is not known whether Yassavi wrote the poetic short story Shaykh al-Mashayikh. Therefore, it is necessary to take this issue seriously and not jump to conclusions. At the same time, the poems attributed to Yassavi are compared to the works of his followers.

And to solve this problem, it is necessary to conduct a high level of financial and textual research.Reflecting on the current problems facing Yassavi studies, it is said that the work of his followers should be seriously studied, and that it is an urgent task to compile a catalog of manuscripts and scientific texts of each of them.

Key words: *Ahmad Yassavi, Abu Rayhon Beruni, Alisher Navoi, Devoni Hikmat, Story of Bibi Fatima.*

Language: *English*

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Introduction

"Devoni Hikmat", which contains the wisdom of Ahmad Yassavi, has long been loved and read among the Turkic-speaking peoples. Today, the manuscripts of "Devoni Hikmat" are kept not only in the lands inhabited by the Turkic peoples, but also in manuscript collections in different parts of the world. The Institute of Oriental Studies named after Abu Rayhon Beruni of the Academy of Sciences of the Republic of Uzbekistan and the State Museum of Literature named after Alisher Navoi have about 200 manuscripts of this work (excluding various book funds, museums, official and private libraries). Descriptions of these manuscripts have been made[1], the composite text of "Devoni Hikmat" has also been compiled[2]. But research is still ongoing.

Hoja Ahmad has several historical merits. One of them is that he created a unique school. Scholars who have studied the work of the poets of this school have put their number at about 20. But in the process

[1] М. Эшмуҳамедова "Девони ҳикмат" қўлёзмалари, Тошкент-2003. ОзРФА Шығыстану институтиндаги Қожа Ахмет Иасау ҳикметтерин қолжазба каталогы. Туркістан- 2006. М. Эшмуҳамедова Аҳмад Яссавий ҳикматлари ўрин олган қўлёзмалар каталоги (қайта тўлдирилган нашри) -2011.

[2] "Девони ҳикмат"нинг йиғма-қиёсий матни (тайёрловчи М. Эшмуҳамедова). – Тошкент, 2008.

of studying the manuscripts containing the works of the poets of this school, we have witnessed that as the number of manuscripts under study increases, so does the number of their creators.

If we had found in our previous research that their number was around 40. Subsequent research led to the discovery of new names. These include Qul Salim, Qul Zahidi, Miskin Ayub, Darvesh Ali, Qul Tufayli, Allouddin, Qul Muhammad, Zangi ota, Qul Ziyayi, Jalali, Qul Khayoli, Talib, Davoyi, Eshan Mukhlis, Fazili, Qul Mujrimi Roh, Shaydoyi, Muhammadqu Hajri, Ahmad Khoja, Kul Yodgor, Qaboti, Ashiq Yusuf, Kul Sayyidi, Huzuri, Eshan Khojakuli, Fakhriyqul, Khoja Homid, Kul Sayfiddin, Kul Sadoyi, Kul Ojiz, Eshan Salih Andijani and others.

On the one hand, they continued the tradition of Ahmad Yassavi - wisdom, on the other hand, they wrote in ghazals, prayers, poetic short stories and other genres. If we look at examples in the ghazal genre.

For example, in Khalis:

Kim azaldïn barčanï jānïn šikār etgän ölüm,
Barčanï köksini γamdïn dāγï zār etgän ölüm.
(№1576, 64в)

Qul Solomon:

Bükün mäŋä hadya ul jānïm a'mālïn kördüm,
Nečün šādmān bolmayïn šayxïm jamālïn kördüm.
(№ 3966, 222^{6}в)

Qul Sharif:

Ey köŋül, bel baγlama, köpni kečürgän dunyadur,
Bu ölümniŋ šarbatïn xalqqa ičürgän dunyadur.
(№1910, 114^{a}в)

Many more such examples can be found in the works of other artists belonging to this school. We will limit ourselves to these examples. So, one of the characteristics of the creators of this school is to create in the genre of ghazal. The themes of ghazal writing and prayer writing in their works are one of the urgent problems that need to be studied.

In the works of the poets of this school, the idea is one - the attribute of divine love, the call to purity, goodness, abstinence from impurity, to see every moment of life as a spoil, and so on. For example, in Ahmad Yassavi:

Bešak biliŋ, bu dunyā barča eldin ötar-ā,
İmänmägil mālïŋga bir kün qoldïn ketär-ā.
(№ 5715, 86а варақ)
Қул Сулаймонда:

Fāniy erür bu dunyā barča xalqdïn ketküsi,
Nečä uzun yašasaŋ bir kün 'umruŋ ötküči.
(№12441, 208а варақ)

in Khalis:

Ayā ādam oγlï, γāfil türmä, yaraγïŋ qïl,
Ölüm säŋä bir kün etib kelür ermiš.
(№ 1322, 53б варақ)

In Iqani:
Bevafādur ušbu dunyā, bil, anï pāyānï yoq,
γayrï ölmäkdin u kün āxir anïŋ darmānï yoq.
(№7488, 63а варақ)

Another common denominator in the work of these school poets is the description of the hardships, struggles, and difficulties in the path of love. Great love, its address and level, love, the responsibility to be worthy of it are sung.

The Manuscripts Fund of the Institute of Oriental Studies of the Academy of Sciences of the Republic of Uzbekistan contains many manuscripts containing works by Yassavi and his school poets. The works of the poets of the Yassavi school were copied at the end of the wisdom of Hoja Ahmad or mixed with his works. There are manuscripts from which many works of the poets of this school are included. These include: 998, 3966, 8405, 7488, 11111 and other manuscripts. There are also manuscripts from which the works of Yassavi's followers are scarce. Such manuscripts include: 7698, 12308, 1090, 2807, and others. It is noteworthy that from which manuscript Yassavi's works are included, so are the works of his followers. How can this be explained. As much as Ahmad Yassavi's works are loved and read, are the works of his followers the same or for some other reason. Serious research in the field of source studies can shed light on this issue.

After careful study of these manuscripts, we came to the conclusion that some of the poets of this school were familiar with the world of literature. At the same time, there are those whose names are not familiar. Also, among the poets of this school whose works have come down to us, there are also prolific artists or artists whose works are rare. We refer to the sources to clarify the matter. As mentioned above, the Institute of Oriental Studies of the Academy of Sciences of the Republic of Uzbekistan has a large collection of manuscripts of "Devoni Hikmat". Among them, along with the works of Ahmad Yassavi, of course, are the works of poets of his school. We have now examined these manuscripts directly in order to identify the works of Yassavi's followers. As a result, the most common poets were: Kul Suleiman, Shams, Iqani, Khalis, Azim Khoja Eshan, Kul Ubaydi, Huvaydo, Sayqali, Kul Naziri, Kul Sharif, Kul Temur, Kul Salim, Miskin Qasim, Kul Zahidi , Qul Gharibi, Qul Umuri, Ahmad, Khudoydod, Nematullah, Zalili, Eshan Jazbiy and Ibrahim Adham.

Less common poets are: Darvesh Ali, Miskin Ayyub, Qul Tufayli, Alouddin, Qul Haydari, Sayyid

ota, Qul Kamali, Qul Muhammad, Zangi ota, Qul Ziyayi, Jalali, Talib, Muhammad Alim, Davoyi, Eshan Mukhlis, Fazili, Kul Mujrimi Roh, Shaydoyi, Muhammadquli, Hajri, Ahmadhoja, Kul Yodgor, Gharib Gulshan, Abdurashid, Kul Uzgandiy, Qaboti, Bahauddin, Ashiq Yusuf, Kul Khoja Ahmad, Kul Sayyidi, Huzuri, Eshan Khoja Kuli, Fakhri Kul, Azim , Qul Sayfiddin, Qul Sadoyi, Eshan Islomiddin, Qul Khayoli, Qul Yodgor, Qul Haydar and others.

Whether these are the work of several poets or the work of one poet under several pseudonyms will be clarified by the results of further research.

If we look at the work of the poets of the Yassavi school, there is so much similarity in their work, both ideologically and methodologically. Such a resemblance in the creation, at the same time surprising to remain faithful to the tradition initiated by the master. This means that Ahmad Yassavi also set an example in discipleship. The tradition he began was so firmly held and faithfully pursued by his followers that we do not find a single poet belonging to this school deviating even a little from this path. Of course, it should not be forgotten that although they are faithful to any tradition, they also have their own unique style. We refer to other sources:

Qul Solomon:
Eski-tüski börkim bar, sarïq-suruq körkim bar,
Šayhïm išgä buyursa barmasqa na erkim bar.
(№1564, 81a варақ)

or:

Bükün mäŋä hadya ul jänïm a'mälïn kördüm.
Nečün šädmän bolmayïn šayhïm jamälïn kördim.
(№3966, 223a варақ)

Apparently, the use of uniquely strong art, fluency, and artistic imagery and paints is predominant in Baghdad.

In Iqani:
Xudā muhabbatïdïn özgäni havas qïlma, İqāniy,
Hayot yarïda ušbu havasnï bas qïlma.
(№1564, 139a варақ)

Or:

Vafāsï yoq bu dunyānï nečä fikr aylasaŋ, aslā
Nasihatnï özüŋgä, qïl, bu sözni jān bilä tiŋlä.
(7154, 64б варақ)

In these verses one can observe a fidelity to tradition, while at the same time a peculiarly simple and eloquent style. Even in weight and rhyme there is caution. In other words, Iqani's "self" is visible. We turn to the work of other poets of this school.

In Ubaydiy:

Ayzï-kim, andïn čïqar hayvān suyï yaŋlïy hadiš,
Ey Ubaydiy, ul durur aynan tusammā salsabil.
(№7488, 100a варақ)
or:
Qul Ubaydiy, qïlmay-kim, dunyāda ehsānï xayr,
Āxiratda hamdamïm ehsān ekändür bilmädim.
(№7488, 103a варақ)

Extremely warm, beautiful style. There are no defects in word and meaning. And at the same time one can find loyalty to the Yassavi tradition. Artistic means were also used in place.

Above are excerpts from some of the poems of this school's poets and Yassavi's own. It is clear from these small examples that the poems of the creators of this school, although similar, are not difficult to distinguish from the original "Self".

Poetic storytelling has a significant place in the history of Uzbek literature. They are of two kinds: the first in the form of examples of folk oral art. These include "Tahir and Zuhra" // "Tahir and Zuhra", "Sanavbar" // "Sanavbar", "Yusuf and Zulayho" // "Yusuf and Zulayha" and others. The second belongs to the pen of separate authors. This includes poetic stories written by poets of the Yassavi school. They are: "The Story of Ibrahim" // "The Story of Ibrahim", "The Death of Rasul" // "The Death of Rasul", "The Story of Imam Hasan and Husayn" // "The Story of Imam Hasan and Husayn", "The Story of Bibi Fatima" // " The Story of Bibi Fatima "," Answer "//" Javābnāma "," The Story of Idris "//" The Story of Idris "," The Story of Imam Hasan and Imam Hussein "//" The Story of Imam Hasan and Husayn "," The Martyrdom of Hazrat Ali and The story of Hussein "//" The story of Hazrat Ali and Hussein "," The story of Abu Lays "//" The story of Abu Lays "," The story of Hakim ota "//" The story of Hakim ota "," The story of Ibrahim Adham "//" Ibrahim The Story of Adham "," The Resurrection "//" The Resurrection "," The Resurrection "//" The Resurrection "," The Story of Ali "//" The Story of Ali "," The Myth of the Prophet "//" The Story of the Prophet ", "Qissai Burkh", "Qissai kiyiknoma" // "Qiaasi kiyiknāma", "Maktalnoma" // "Maktalnama", "Ismail paygambar qissasi" // "Ismail paygambar qissasi", "Mo'jizayi me'roj" // "Mo'jizayi me ' rāj "," Marsiyai on hazrat "//" Marsiyayï ān hazrat "," Osman and Ali " // "Uthman and 'Ali", "Wasiyatnama" // "Wasiyatnama" (last days of the Prophet), "Qissai Ibrahim" // Various versions of "Qissai Ibrahim", "Vafotnomai hazrati Fatima" // "Vafātnāmai hazrat Fatima", "Qissai Bibi Maryam" // "Qissai Bibi Maryam", "Quburnoma" // "Quburnāma", "Qissai azobi hell" // "Qissai azābi dozah", "Qissai tavalludi Fatima va dukhtaroni Abu Jahl" // "Qissai tavalludi Fatima and the daughter of Abu Jahl "," The Story of Ibrahim and Ishmael "//" The Story of Ibrahim and Isma'il "," The Death of Ibrahim "//" The Death of Ibrahim "," Arvohnoma "//" Arvāhnāma "," Yatimnomai on hazrat "//" Yatimnā ān

hazrat ",“ Vafotnomai bibi Maryam "//“ Vafātnāmai Bibi Maryam "and others.

A number of the listed poetic narratives occur under one name in one manuscript and under another name in another. For example: “Qissai Ibrahim”, “Vafotnomai Ibrahim” or “Imam Hasan and Hussain qissasi” - “Qissai Imamzoda” and so on.

At the same time, these poetic stories are found in one manuscript under the pseudonym of one poet (from the poets of the Yassavi school), and in another manuscript under the pseudonym of another poet belonging to the same school. For example: "The Story of Ibrahim", "The Death of Hazrat Fatima" and so on.

Also, another characteristic of this school is that several creative pens have been shaken up on a single subject. For example, the story of Abraham, the son of our Prophet Muhammad (saas), is found in Khalis, in the Slave Solomon, and in another creator. But even though the theme is the same, a theme is interpreted differently by each artist. The story of "Bibi Fatima" is in both Sayqali and Khalis, Shamsiddin Uzgendi, etc. But, as mentioned above, the interpretation is different. In general, such poetic stories about the verses of the Ahl al-Bayt and the prophets are included in the list of works of many of the people of this school.

One of these poetic stories is Shamsiddin Uzgendi's "Story of Bibi Fatima": The story begins with Fatima's discovery of her own death. As a mother, she was interpreted as a loving parent to her children, as a mistress and companion to Ali, as a devotee, a testator, and finally as an intercessor for Muslim women on the Day of Judgment. Here is an example from the text:

Künlärdä(n) bir kün Fātima ul mahšarï Mustafā,
Özin vafātidin xabar taptï-ki, ul xayrun-nisā.
“Marhabā, kel, marhabā”, - dedi ošal fahrun-nisā.
Jānï dil birlän qazāya boldï taslimur-rizā.

(Fund of the State Museum of Literature named after Alisher Navoi, № 431, 246a v.)

Let us pay attention to the details of the events: Fatima did not compliment Hazrat Ali, who came in on top of him, but washed Hasan and Husayn. Then knead the dough for enough bread for a few days. When Ali, surprised by this situation, asked why, Fatima, who was in despair, said that the moment of separation was approaching, that she had not turned to him to learn from him now, and that as she looked at him, her love grew and she could not bear it.

The play depicts, on the one hand, the loving love of two faithful companions for each other, and, on the other hand, the fate of Hasan and Hussein, who are orphans. But even in such a difficult situation, Fatima and Ali, who realize that there is no better profession than patience, tell each other their prayers and testaments.

So even before her death, the image of Fatima was interpreted as a woman who thought of all people, not herself. The volume of the work consists of 122 lines.

On the other hand, the interpretation is different. But in this play, too, the story begins with Fatima's discovery of her own death and her will to Ali. In it, too, her behavior as a loving mother, her will to her husband, the cries of Hazrat Ali, who felt the pain of separation, and so on. It should be noted that the content of the work is similar to the previous poetic story. But the style and interpretation are unique. Now let's look at the text:

Ketärmän Šāhimardān, emdi siz yaxšï qalïŋ,
Vasiyat bir nečä aylay, qulayïŋga alïŋ dermän.
Qašïmda öltürüb lahza qulaq salïŋ dermän,
Ki mendin söŋ nečük kečkäy seni munda hālïŋ dermän.

(123a в.)

The volume of this poetic story is much larger than that of Uzgen. Unlike the previous poetic story, each of the characters in the work has a separate will: to Bibi Fatima’s Ali, her sons. The lamentations of the imams as they took their mothers to the last place, the virtue of the month of Ashura, are also included in the work. The later lives of the imams are also partially covered. Each event is given a separate heading.

Apparently, a poetic story written by two authors on the same subject has two different interpretations. But the idea is the same - to call to goodness, to be faithful to the covenant, to be faithful to the promise, and to do good to people in any situation. This is a two-author version of a work.

The list goes on and on. Poetic narratives written by several poets on such a subject have similarities as well as similarities. The similarity is that, first of all, the scope of the subject mainly consists of noteworthy aspects of the life of our Prophet, his descendants, chaharyas and companions, wills, events, deaths, resurrections, and so on. The events are told in a simple style and fluent language. They have weight loss, rhymes remain open. But what unites them is ideological unity. The difference is that although the subject is the same, there is a unique original interpretation. Each artist has a unique approach and interpretation of the subject.

The poets of the Yassavi school, in keeping with tradition, wrote wisdom, ghazals and supplications. But when it comes to the poetic stories they write, the question arises - is poetic storytelling also a tradition started by a teacher?

To this day, we have studied Yassavi’s written heritage through the genres of wisdom, prayer, and ghazal. But as a result of further research, there are poetic stories attributed to him in the manuscripts. For example, the fund of the Institute of Oriental Studies named after Abu Rayhan Beruni of the Academy of Sciences of the Republic of Uzbekistan includes manuscripts with inventory numbers 1322, 7154,

9927, and 1910, along with the works of Ahmad Yassavi and poets of his school. This poetic story is attributed to Ahmad Yassavi in all four manuscripts. But in Yassavi studies to this day he is known as a wise poet. There is no mention in any research that Hoja Ahmad wrote a poetic short story. We will continue our research. In the same fund there are manuscripts kept with inventory numbers 7154 and 7153. Inventory number 7153 includes poems by Kul Sulaymon, poems by Shamsiddin Uzgendi, as well as non-pseudonymous short stories "The Story of Jabir Sahaba" // "The Story of Jabir Sahaba". This poetic story is also attributed to Ahmad Yassavi.

The manuscript with the inventory number 7154 also includes "Qissai Imam A'zam" with the works of Ubaydi, Shamsiddin Uzgandi, Kul Sulayman and others. A natural question arises - whether Ahmad Yassavi wrote a poetic story, why in our Yassavi studies we have never heard of him writing a poetic story. Note that the same information in not one, but several manuscripts is a poetic story by Ahmad Yassavi. We inherit the written heritage of our ancestors only because of these manuscripts. Therefore, we need to take this issue seriously.

The manuscripts and collections of the Devoni Hikmat manuscripts we have studied and the works of Yassavi have been copied mainly in later periods. The oldest of them dates back to the beginning of the XVIII century. However, it should be noted that if we think about the linguistic features of the poems in these manuscripts, we can conclude that they were copied on the basis of ancient copies. This is because the language and text of the Devoni Hikmat manuscripts are ancient, although they were mostly copied in the 18th and 19th centuries. The question of size is also different: in some manuscripts there are 100 poems, in some 50, in others 130, and so on. Hence, different parts of Yassavi's wisdom were widespread in different periods. The rest was ignored. It is possible to think that the fate of the poetic stories written by Hoja Ahmad was the same.

Also, "The Story of Imam Marguzi" // "The Story of Imam Marguzi" is included in the fund of this institute from 575 inventory manuscripts and is attributed to Yassavi. Interestingly, the same poetic story is also included in the manuscript, which is kept in this fund under inventory number 1564. In this copy, however, this poetic story is attributed to the Poor Gharib. So, in the works of the poets of the Yassavi school, writing a poetic story is as much a tradition as writing wisdom. Each poet (certainly not all) sang in his own style, in his own voice. That is, different versions of a work written within the same subject. But anyway, further research on the issue of belonging in these poetic stories will shed some light.

When it comes to the work of the poets of the Yassavi school, of course, the question of who will join the ranks of the poets of this school is cross-cutting. The tradition founded by Yassavi has a unique style and ideological unity. It should be noted that this aspect unites these poets into one group. As we have mentioned above, as the number of manuscript sources increases, so does the number of poets belonging to this school. We also got acquainted with the text of the works of this school, which we knew and did not know. What we observed during the study of these manuscripts (around 200 mentioned above) are as follows:

1. There are problems with affiliation in these manuscripts. There are many poems and poetic stories without pseudonyms, and the style and idea of such works are peculiar to this school. For example, in the fund of the Institute of Oriental Studies named after Abu Rayhan Beruni of the Academy of Sciences of the Republic of Uzbekistan there is a manuscript with inventory number 2596 "Imam Azam's story" (we mentioned above in several manuscripts containing Yassavi's works). But this poetic story came without a pseudonym in this 2596 inventory digital manuscript. Another poetic story from the same manuscript (which we have witnessed in other manuscripts as belonging to Sayqali's pen) came as a work without a pseudonym or under the pseudonym of another poet.

2. One poetic narrative came in several manuscripts as the work of Kul Sulayman, but in another manuscript it came as a work belonging to Ahmad Yassavi. Evidence of this can be seen in the example of manuscripts stored in the fund of the same institute with inventory numbers 378, 1090.

3. The poets of this school have created under several pseudonyms. For example, Shamsiddin Uzgendi, Shams, Shamsi Asiy, Shamsi Uzgendi and so on. This raises another issue that needs to be addressed. Perhaps there are some among the poets whose names are mentioned under completely new names above. For example, Ahmad - Kul Khoja Ahmad, Ahmad Khoja or Muhammad Alim - Muhammadquli, Kul Muhammad and so on.

4. It can be seen from the creators of this school that the text of one poet's poem is repeated in the poem of another poet with a slight change.

In general, following the written heritage of the poets of this school, you will be amazed that in creativity, such similarity surprises one, such devotion to tradition.

This means that Ahmad Yassavi also set an example in educating followers. The tradition he started was continued so faithfully by his followers. You will not see a poet deviate from this path, even if it deviates a little. Of course, it should not be forgotten that although they are faithful to any tradition, they also have their own unique style.

From some of the above examples, it is clear that solving the problem of belonging in the works of the poets of the Yassavi school requires a high level of source and textual research. Only then can we clarify the issue. Which wisdom belongs to whom, why in one manuscript the work of Kul Sulayman comes as a

work belonging to Shamsiddin Uzgendi or Kul Gharib with a slight change in another manuscript. Or a poem written under the pseudonym Iqani in one manuscript comes as a poem written without a pseudonym in another manuscript. What is the main reason for such textual diversity.

It is no secret that the work being done today in source studies and textual studies is still in progress. To date, only catalogs of Ahmad Yassavi's works and scientific texts have been compiled. There are more than 40 poets of the Yassavi school, but only some of them have been published. The names of many of them are not even known to science.

So, today's Yassavi studies have the following urgent tasks:

1. Separate the written heritage of the poets of this school.

2. Publication of the works of each of Yassavi's followers.

3. Create a catalog of manuscripts that contain their works.

4. Solve the question of belonging in the poems and poetic narratives attributed to the poets of this school.

5. Compilation of scientific texts of the works of these poets.

Unless these issues are addressed, some of the confusion in the written heritage of the creators of a large school known as the Yassavi School will not be resolved. Research is underway, but much work remains to be done.

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PREMCHAND'S VARDAAN IN UZBEKISTAN: TRANSLATION ISSUES OF SOME CULTURAL SPECIFIC WORDS

Abstract: *This article devoted to Uzbek translations of Indian writer Premchand. It gives review of major translations of Premchand and analyzes the problems of translating Indian realias from Hindi into Uzbek, which is related to national specific features of India. Given comparative analyses of realias in Premchand's novel Vardan. The paper also analyzes semantics of translated realias related to designation of casts and national symbols. It also traces the how Premchand's works were translated into Uzbek through Russian in the beginning then after 1960 it is started translating from original Hindi or Urdu.*

Key words: *Indian Culture and literature, Indology, Translation, Realia, Phraseology, word for word translation.*

Language: *English*

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Introduction

Premchand is the one of the widely read and acknowledged Indian writers in Uzbekistan after Rabindranath Tagore. Uzbek readers recognize Indian culture and nation from his writings. The first occasion to initiate retour translations of Premchand from Hindi and Urdu into Uzbek for wide circulation began in 1962. This palm of the success belongs to late senior lecturer of the Department[1] Mr. R. Muhammadjanov, who triumphantly translated Urdu masterpiece of Premchand *Godaan*[2] to Uzbek. Later on, in 1967 the Uzbek readers received an excellent rendering of *Nirmala*[3], after which in 1976 there came out *Ghaban* and 1985 *Rang Bhumi*, too.

Apart from that, throughout 1955-1975 one could notice a certain breakthrough in the process of translation of Indian short stories. For example, as a summit of glory in this direction, it might be considered a huge collection under the title *The Short Stories of Indian Writers* (1958), where along with Premchand there were also a numerous fiction specimens, written by Krishan Chandar, Khwaja Ahmad Abbas, Yashpal, Raziya Sardar Ja`fri, Dhumketu et al[4]. All these works were carried out during the pre-Independence Uzbekistan.

These activities had been supported by solid research works, among which a central place

[1] Department of South Asian languages of the faculty Oriental philology at the Tashkent State University.

[2] By the way, the translator since 1962 worked in close collaboration with the Urdu scholar, Qamar Rais, who came over to Tashkent State University as visiting professor and kept visiting Uzbekistan frequently, disseminating Urdu Language and Literature as well as Indian cultural values among Uzbek people, also actively assisting Uzbek Indologists in training specialists in Hindi and Urdu.

[3] As far as translators of these are concerned it should be mentioned, that the first translation of "Nirmala" was from Russian by Sh.Tolipov. The second translation of "Nirmala" (2016) and the translation of rest two novels belongs to the excellent skills of Amir Faizulla, who graduated in Hindi from the Department in 1967 and soon turned to become a devoted disciple of Rehmanberdi Muhammadjanov.

[4] The publication was preceded by two another collections, entitled "Indian short stories" (1955) and "The Red Flowers" (1956).

gradually happened to be occupied by those, who were dedicated to the writings of Premchand[5].

As far as those achievements gained by Uzbek Indologist translators after Independence period, which started since 1991, are concerned, it should be underlined, that a great part of them was immediately connected with Premchand`s heritage. Moreover, especially these successes became evident. Thanks to the initiation of a brand new journal "*Jahon adabiyoti*" which means *World Literature*, which mainly publishes and propagated both classical and latest literary texts of either foreign or national authors. That's why due to its publications the Uzbek Indology can righteously boast of bringing out two widely popular novels of Premchand *Sevasadan* (2003) and *Vardan* (2009), translated into Uzbek by Mr. Amir Faizulla[6], a talented disciple of outstanding Indologist Mr. Rehmanberdi Muhammadjanov[7].

The main purpose of the present paper is to highlight properly some individual feats of the translation of "Vardaan", which is, nowadays widely acknowledged as the best achievement of the Uzbek Translation School from Hindi.

Amir Faizulla, a well-known translator has translated most of the Hindi short stories, novels and poems into Uzbek. The translation of novel "Vardaan" lay down as an object of investigation. Besides, it can be considered as a brand new achievement in this regard like a reproduction of national colour; a successful translation of local phraseology being particularly interesting and complicated issue for discussion; preservation of stylish standard during translation of historical and archaic words and expressions; a proper translation of religious concepts and terminology as well.

All these points might be treated as scholarly novelties. Moreover, it is natural to expect a growth of such works dedicated to the problems relating to crucial aspects of the translation from Indian languages at full length, opening a prospective way for compiling a fundamental research works.

In the translation, the Uzbek reader picks up extremely curious information like Indian festivals, customs and rites, specific features depicted in charmingly attractive manner and simultaneously the translator skillfully exploit's a rich resource of his own tongue, which decorates all traits of general fibula, enriching its aesthetic value. That's why undoubtedly the novel should be qualified as a completely perfect translation of the original work.

Undertaking a comparative analysis one witnesses the cases of masterly translation into Uzbek a specific Indian realm by means of selection of equivalent expressions. At the same time, one can state that many concepts of Indian origin have turned to be integral elements of the Uzbek mind too.

Several concepts were rendered into Uzbek with special comments while the other ones became equipped by footnotes and explanations. Nevertheless, in our minds, in very few cases such preferences proved to be either omitted or neglected, thus, preventing a reader's understanding the meaning of that. In particular, we tried to carry out an insight into professions, position titles, estates, modes of national dress, decorations, ritual and habit's reflection as well as translation of measures and units in Uzbek version.

Thereby we have perceived that except sole cases of matching and similarity between the two versions there are many different cases demonstrating some shortcomings and in accuracies not reaching exact and precise hitting the targets in this regard. In particular, these cases include original currency and length measures, domestic life and daily usage appliances, clothes and garments, eatables and drinks, etc. numerous nations, among which certain ones, delivered through transliteration enable a reader to imagine a true countenance and typical features of the Indian environment and surrounding atmosphere at full length, alike seeing these by own sight.

Concerning a case of resorting to transliteration of real words, one may point out that this phenomenon is absolutely due to absence of such words in Uzbek at all. However, a plenty of Indian realia[8] in Uzbek version does enforce a national Indian colour of the narration in general.

Generally, by our unanimous opinion, Amir Faizulla, during the process of translation, has done

[5] For example, diverse aspects of Premchand`s artistic mastership used to attract an attention of very experienced scholars, like late Dr. O.Kolomeytseva (Polinova), assistant professor of the Department in 1951 and 1981, Dr.R.Elizarova, assistant professor of the Samarqand State University in 1957 and Dr.L.V.Eremyan, a senior research scholar of the al-Beruni Institute of Oriental studies, Uzbek Academy of Sciences. All of them did highlight these problems in their monographs, papers and Ph.D. thesis as well.

[6] By the way, subsequently Amir Faizulla became honoured by Indian Government to be a participant of Seventh Vishva Hindi Sammelan, held in 2003 at Paramaribo (Surinam).

[7] To our mind, Rehmanberdi Muhamadjanov is righteously deserving to be recognized as a founder of Uzbek national school of translation from Indian Languages, because apart from many Hindi and Urdu books he has made a brilliant translation of Nanak Singh`s famous novel "Golden bullet" from Punjabi, too.

[8] The word *realia* comes from medieval Latin, in which it originally meant "the real things", i.e. material things, as opposed to abstract ones. The Bulgarian translators Vlahov and Florin, who were the first to carry out an in-depth study of realia, coined the modern sense of the word. They indicate that since realia carry a very local overtone, they often pose a challenge for translation. Realia must not be confused with terminology: the latter is primarily used in the scientific literature to designate things that pertain to the scientific sphere, and usually only appears in other kinds of texts to serve a very specific stylistic purpose. Realia, on the other hand, are born in popular culture, and are increasingly found in very diverse kinds of texts. Fiction, in particular, is fond of realia for the exotic touch they bring.

his absolutely best in exploring such professional devices of translation art as transliteration as well as a direct and an explanatory or commentary modes of the one. Bearing in mind a limited capacity of the present paper, the aspects one can demonstrate through analyzing a following small passage from "Vardaan":

> मंडप के तले डोमनियाँ और गवनिहारिने सोहर और सोहाग अलाप रही थीं। गुलबिया नाइन और जमुना कहारिन दोनों चटकीली साड़ियाँ पहिने**, माँग सिंदूर से भरवाये,** गिलट के कड़े पहिने, छम-छम करती फिरती थीं।[9] [6, 29]

This passage contains a wide range of typical Indian realias. It's the quality of translator too who has successfully managed to render them by means of detailed explanations. In particular, the form डोमनियाँ *[Domniyan]* is translated into Uzbek by such a combination of words, as literally "singing dancers and singers". Meanwhile, as we think, it should be also stated, that, according to the literal meaning of the word डोमनी *[Domni]*, the translator in fact has preferred a sense "a lady from Muslim caste of musicians and dancers". But after some consideration of this example one can add here a following comment, referring to the *Little Pearl Hindi-English Dictionary* where the word डोम *[Dom]*, from which derived a feminine form डोमनी *[Domni]*, is given as "a sweeper (among Hindus)"[10] [5, 329].

Meanwhile, in the Hindi-Russian Dictionary, under editorship of prominent Russian Indologist V.M. Beskrowny[11] the word डोम *[Dom]* is denoted by four different ways, as (1) Hindu - caste, engaged with burning dead bodies as well as with weaving baskets; (2) Hindu - a member of caste Dom; (3) Muslim – Dom (a caste of musicians and dancers); (4) Muslim – a member of caste Dom (see the First Volume,)[12] [3, 673]. At last if one can apply to such indisputable Dictionary as[13] [7, 248] and so one will find, that the word is commented here as **अत्यजों की एक जाति जो दौरी, सूप आदि वैचती है।** *[atyajon ki ek jati jo daori, sup adi baychti hai]* **ढाढ़ी** *[DhaRhi]*. It means "a caste of untouchables, which sells Dauri (small baskets of Bamboo) and baskets". DhaRhi (regarding this word actually it may be noted, that its meaning is "a caste of wandering musicians"[14], [3, 677].

So thus, as one can conclude, perhaps the translator has obviously chosen his own respectively suitable way, resorting to the presumably very plain sort of adjustment to Uzbek social environment, which is mostly Muslim, indeed. Besides, he surely has taken into account a contextual side of the word, especially its combination with verbal form **अलाप रही थीं** *[alap rahi thin]* i.e. "singing in tune".

As another realia word to be analyzed, it is कहारिन *[kaharin]*, which originally denotes "a lady from the caste of water carriers and palanquin porters". In fact it was translated by Amir Faizulla as "an office-cleaner". One can generalize here that the translator has ignored a difference between two concepts of "a profession" and "a caste". In India, there is social and religious hierarchy in Hindus which is called *Jati Pratha*/Caste system. (there are four major categories Brahmin, Kshtriyas, Vaysha and Shudras Caste). As far as our view is concerned, one should distinguish them properly and our translators failed to reach to the complexities and histories attached to these Castes. The word "caste" is used for *jaat,* deriving from Portuguese origin for "a profession", and also "a descent, a lineage", because in India as well as in some other states of East the notion of "a caste" is to denote "a social class in India: as exclusive social class"[15] [4, 163]. Meanwhile the notion "a profession" can bear a meaning of "an employment not mechanical and requiring some degree of learning… the collective body of persons engaged in any profession in question"[16] [4, 874] etc. This point is approved by Dr. Q. Musaev[17] [1, 299], a well-known Uzbek expert in Translation Theory[18] as quite appropriate, indeed.

In the same way, we have treated the modes of translation for the Hindi words **सोहर** *[sohar]*, **सोहाग** *[sohag]*, **मेहंदी** *[mehandi]*, **अबीर** *[abir]*, **तिलक** *[tilak]* which should have been translated more cautiously. For example, regarding the latter three words the translator in fact confused their meanings, presenting all of these as giving "a red color", whereas, for example, the **मेहंदी** *[mehandi]* is rather more suitable to

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[9] प्रेमचंद। वरदान। नई दिल्ली। भारतीय ग्रंथ निकेतन, 2011. पृ. 29.

[10] Yogendra Nath. *Little Pearl Hindi-English Dictionary*. Pearl Publishing House, 49, Qutab Road, – Delhi, 1990. P.329.

[11] It should be pointed out in particular, that among many academic merits of him Dr. V.M.Beskrowny is known as a teacher of a wide range of eminent Uzbek Indologists, including late Dr. Uyghun Aripov as well as Dr. Tashmirza Khalmirzaev, Dr. Khanzarifa Begizova and Prof. Azad Shamatov, too.

[12] Хинди-русский словарь. В двух томах, – М.: Советская энциклопедия, 1972. – С. 673.

[13] बृहत् हिन्दी कोश सम्पादक कालिका प्रसाद राजबल्लभ सहाय, मुकुन्दलाल श्रीवास्तव, वाराणसी ज्ञानमण्डल, लिमिटेड संवत् 2002. पृ. 248.

[14] Хинди-русский словарь. В двух томах, – М.: Советская энциклопедия, 1972. – С. 677.

[15] William Geddie, Chambers`s Twentieth Century Dictionary of English, ed. rev. Edition, – London, 1964. – P. 163.

[16] William Geddie, Chambers`s Twentieth Century Dictionary of English, ed. rev. Edition, – London, 1964. – P. 874.

[17] Мусаев.Қ. Таржима назарияси асослари. – Тошкент: Фан, 2005. – Б. 299.

[18] In particular, he states: "For the specifity of historical, ethnic, religious, cultural, political and aesthetic views some peoples do not have an adequate equivalents, matching certain foreign realities. That`s why a material translation of these often does not bring in expected result".

be rendered by word "henna" in Uzbek, than "giving a red color". Besides, in general one can advise the translator to resort in such cases to footnotes, not inserting the explanations into the original text as usually done by Amir Faizulla.

Besides one come across many situations to be linking points between Indian and Uzbek cultures. Especially one means the Uzbek way of life, Indian wedding ceremonies, rituals relating to birth of child, betrothal rites, dowry rites, and respect extended to bridegroom, responsibilities of brides, love for children, and reverence to parents and so on, all these in fact are innumerable. We do recognize these because of historical, religious and area of proximity between two nations.

As a firm testimony to that, there is great Babur's dynasty as well as sizable percentage of Muslim population equal to approximately 184 million[19] to be like connecting bridge between the two civilizations of ours. As far as a real proximity is concerned, we believe that it was a great impetus enhancing and strengthening the cultural and economic relations between two neighboring states of Asia.

Therefore, in conclusion one can summarize, that a translation of any solid book as a rule makes the translator responsible for its preciseness. One must render all issues peculiar to the foreign nation as well as its unknown life, religion, habits and traditions just like in original. Apart from that, he should act with necessary skills beyond breaching linguistic norms of the recipient language. In this situation, the translator usually resembles a creator to be like a bird with broken wings not being able to add either his own thought or mode while transferring a readymade product into its own tongue. Meanwhile there are also such masterpieces, which can astonish rather through good translation than in the original version.

Finally, it should be stressed that those books in Hindi, which had been so far translated into Uzbek from Hindi and Urdu, including Premchand's works are distinguished by clear and lucid style, by the themes treated in them, easily reaching the hearts of ordinary men as well. These translations also tried to provide certain inner customs, rights and original features, circulated inside Indian community. That`s why the Uzbeks like reading these works and enjoying them to the fullest measure.

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CONCERNING THE LEXICAL-SEMANTIC FEATURES OF DISCUSSION SPEECH

Abstract: *This article discusses the lexical-semantic features of discussion speech.*
Key words: *Speech, discussion speech, communication, debate, discussion, individual, extralinguistic character.*
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Introduction

It is well known that language and speech systems differ from each other. Language has abstract, social, general, obligatory features. Speech, on the other hand, has clear, individual, private, voluntary signs. Therefore, in the analysis of speech and speech products (text), its main features are divided into two. The first are extralinguistic signs, which refer to signs of speech that are not related to language units. The second, and most important, are the linguistic features of speech, which imply its lexical-semantic, morphological and syntactic features (signs). From this point of view, when the discussion also refers to the linguistic features of the type of speech, it refers to these three features (lexical-semantic, morphological and syntactic).

The main part

In speech - in communication, people not only tell a story or describe something, not only ask, but also prove, substantiate, express their opinion about something. In this process, the speaker, while expressing his opinion in the process of communication, compares and contrasts one thing-event with another thing-event, identifies similarities and differences, good and bad sides. In this process, substantiation and proof play an important role. Evidence is used primarily in scientific discourse. For example, anyone who has taken a school course in mathematics is familiar with the proofs of theorems in geometry. Evidence is also widely used in other disciplines. In particular, in literary criticism, truths are also not accepted on the basis of belief, unless they really refer to facts such as the years of the writer's life or his undeniable authorship that are not in need of proof.

One such type of speech that combines clear conclusions, thoughts, and opinions is discussion speech.

The following requirements are set for the discussion:

not to deviate from the topic of discussion;

express ideas in a concise, simple, effective way;

not giving in to excessive lyrical retreats;

to present clear and concise arguments and proofs;

not to repeat the opinions expressed by others;

to respect the opinion of others during the expression of opinion, to deny inappropriate opinions without touching the person;

Not to get excited while expressing an opinion, to behave seriously.

If these requirements are met, the discussion will be much smoother and more effective. Violation of the above requirements may impair the full form of the discussion speech.

In addition to the terminological meaning of discussion as a type of speech, it also means the discussion of a topic by several individuals. In this sense, discussion does not manifest itself as a type of

speech. Of course, the type of discussion speech is also used during the discussion.

An argument is a debate about the truth, in which only the right methods of discussion are used. The discussion allows: - to clarify things that are not convincingly substantiated before the conflict begins; - gain a better understanding; - reducing the level of subjective perception of the subject of the conflict. Contestants must follow the chosen topic, argue with themselves, and reasonably reject the statements of others, as well as follow the rules. They may use different types of speech during the discussion, but the judgment will refer to the discussion speech in drawing its conclusion.

It is common to think of a discourse as a logical form of constructing evidence only for a particular logical category. Therefore, in the process of thinking, the available evidence on the topic is analyzed and described.

NI Kondakov writes that thinking is a field of logic, not grammar: "In any oral or written article other than a report, we argue, and reasoning means not only words in a sentence, but also sentences."

From a content-semantic point of view, reasoning is a specific type of speech, not a “method” or “style” of thought. The way or style of presenting ideas is a technique that can only vary depending on the subject and style of the speaker, but the type of speech does not depend on these external factors. The choice of the type of speech is determined by the object of thought and the purpose, intention, motive and nature of the speaker. If, for example, it is necessary to express a cause-and-effect relationship in order to evaluate events, then no matter how we change the way we express ideas, it remains in the mind and becomes neither an image nor a narrative.

The truth is one, and the ways and levels of achieving it are different. It all depends on finding the most appropriate and convenient way to achieve this reality. To do this, the writer must find the most appropriate plot-composition solution to convey the content, which requires a great deal of potential and labor. Leo Tolstoy's research on the novel "Resurrection" is a good example of this. As he begins to write the work, L. Tolstoy tries to focus on the mental anguish of the noble young man, who regrets his actions. However, the writer cannot find a plot and compositional solution that vividly expresses the problem that plagued him. Finally, the focus shifts from Nexlyudov's remorse to Katyusha Maslova. The fact that Nekhlyudov and Katyusha could get married falsifies the tragedy that has become a public accusation. That is why in his diaries, written in early 1897, Tolstoy noted that the current version of the "Resurrection" is nothing but a fabrication. By 1899, the writer had resumed his work on the Resurrection. In this version, Katyusha will not marry Nexlyudov. Thus, Tolstoy wrote nine versions of this novel over a period of ten years (1889-1899). However, the author was not satisfied with the last version of the work. Because even the current solution of the work cannot be said to be perfect. (A. Rahimov “Roman art”).

The above passage is an example of a discussion speech. All the ideas given in this passage are quoted and compared to substantiate the conclusion at the end of the text (Because the current solution of the work is also not perfect).

In a discussion speech, an idea can be expressed in a biblical style in the form of a logically constructed conclusion.

“If a man is brave and proud and not afraid of danger, then he is a wolf. This man is brave, proud and not afraid of danger. That's why he's a wolf. "

What do lexical-semantic features of conversational speech include? Here we will see which of the homonyms, synonyms, paronyms, idioms, dialect words, etc., used in the discussion speech are used effectively.

When we talk about the lexical-semantic features of discussion speech, we first focus on the semantic structure of the words used in the discussion speech, ie what words can be attributed to this type of speech: explicit words or abstract words; whether emotionally colored words or emotionally colorless words; whether singular or plural nouns, if plural nouns are used, which of their meanings takes precedence: their own (head) meaning or their nominal meaning. In this chapter, we will think about these issues.

It is well known that “a word is the most important nominative unit of language because it names things in existence, abstract concepts imagined as objects, action-state, color, taste, volume-quantity, character: tree (object name), mind (abstract concept name), work (action name), white (color-color name), sweet (taste-name), large (volume name), five (quantity name). Such words in the vocabulary of the language are considered lexical units. Defining and disclosing the function of these lexical units in the discussion speech type allows to determine its lexical-semantic features.

In this article, we will look at the number of explicit and implicit words used in discussion speech examples, which one is used the most. First, we will focus on what words with clear and abstract meanings should be.

Clear words - things that we can feel through our senses are called clear words. Our senses are made up of hearing, sight, touch, taste, and smell. For example: sound (through the ear), sweet (through taste), warm (through skin sensation), rectangular (through sight), and so on.

Abstract words are words that a person can know by thinking, reasoning, thinking. Or words that cannot be understood by our five senses. For example: friendship, love, affection, kindness.

In the example of the text of the discussion below, we will determine the amount of words that have a clear and abstract meaning.

Dunyoni qizg'anma mendan, azizim,
Men sening ko'changdan o'tmasman zinhor.
Mening bu olamda o'z aytar so'zim
Va ozim siginar mozorlarim bor.

Dunyoni qizg'anma mendan, azizim,
Sen ichgan buloqdan ichmasman aslo.
Sen yurgan tog'larda qolmagay izim,
Sen kechgan daryodan kechmasman aslo.

Dunyoni qizg'anma mendan, azizim,
Qalbingni yoqmasin odamlar va so'roq,
Men o'zga manzilga tikkanman ko'zim,
U sening kulbangdan juda ham yiroq.

(Abdulla Oripov “Dunyoni qizg‘onma mendan azizim!”)

In the poem written by Abdulla Aripov, there are 33 words with definite information and 17 words with abstract meaning.

When the frequency of use of explicit and implicit words in a discourse is determined, it becomes clear that the lexical-semantic meaning of a typologically formed word of speech cannot be a determining factor. Because words serve to make a sentence. Speech types consist of at least two sentences. Speech types are formed at the level of a higher unit of speech - the text. The functionality of words in the syntactic device remains within the scope of the sentence.

In addition to the results and abstract information in the study of lexical-semantic payments of words in the text of the discussion, monosyllabic and ambiguous meanings also have their own and figurative meanings, as well as problems of speech support. It has its own characteristics. Because the characters are counted in the image, the dynamics of action in the narrative are leadership, the main idea in the discussion speech, the logic, the stability of the proofs. This in turn is a cumulative effect on the lexical-semantic features of the word and the lexical-semantic structure of the word is also involved in the formation of speech types. The location and frequency of words used do not drastically change the functional characteristics of the discussed speech, but the semantic structure of the sound is reflected in the semantic plan of the speech type:

Sahar turdim, quyoshni kutdim,
Shudringlarda choydim yuzimni.
Buloqlarga labimni tutdim,
Va borliqda ko'rdim o'zimni.

Ko'zlarimdan toshdi ongim,
Tolib ketdi bagrimga yangi.
Mangulikday tuyuldi umrim,
Mangulikday tuydu dunyo...

(Shavkat Rahmon. “Shahar turdim, quyoshni kutdim”)

In this poem by Shavkat Rahmon, the text of the discussion is formed in a unique way. The author waits for the sun in the morning, washes his face in the dew, and drinks water from springs. As a result, consciousness fills his eyes, his heart is filled with melody, and his life, the world, seems to be eternal, consciousness seems to live forever. It is judged that living with a sense of existence is eternal.

A total of 25 independent words participated in the example. Of these, 18 (72%) are words with their own meaning, and 7 (28%) are words with a figurative meaning. In poetic speech, especially in poetic speech, the frequency of use of portable meanings takes precedence over ordinary speech. This stems from the demand for poetic speech. But when speech is shaped by discussion, this ratio changes significantly. Because the discussion is led by the flow of thought, not by a sign of reality or object.

The use of polysemous, figurative words in conversational speech, the expression of words in metaphorical meaning is not excluded. Even a whole text can be constructed by means of metaphorical meanings, but even in this case the metaphorical meaning moves conditionally instead of the real, existing thing. This conditionality only indicates that the naming has changed. In fact, the nominative meaning at the base of the transferred meaning appears to be a different nomination of reality:

A man called destiny has no equal in intelligence, he has a smart and beautiful daughter. Fate looked at her daughter and said, "There are three people coming: Aql, Davlat, Umid. Which one do you agree with?" He asked. Then the girl said, “Dad, intelligence is the greatest virtue in a human being. But the mind can confuse a person with a guilt and lead them down dangerous paths. The state is both a businessman and a ruler. But the state will never, ever be loyal to anyone. I prefer hope. Because hope never betrays man, it never leaves him. The whole world is interested in it. " We, too, like the wise daughter of that Destiny, will not go astray if we choose Hope. (Tohir Malik)

The above text belongs to Tahir Malik and is a discussion text. A total of 75 words with independent meanings were included in this text. Of these (excluding repetition), 4 (5.3%) portable mani words and 71 (94.7%) self-mani words were used. Although the general content of the text has a metaphorical meaning, it expresses a simple sentence in real reality. Wealth, the state is unfaithful, hope does not leave man. In other words, an artistic interpretation of the wisdom that the hopeless devil is given.

In linguistics, it is clear in the context of which text the words used in their own and in the figurative sense are used. There is a scope for the use of these words. Portable words are often used a lot in a literary text. One-word words are mostly used in a scientific style. In the text of the discussion above, on the contrary, (given the repetitions) the difference

between them does not seem to be very great, giving the impression that monosemantic words are used more than polysemantic words. This occurs under the influence of the metaphorical content of the text.

It is said that a man was walking along the river when he found a large yombi. He took the nut from his lamb and tried to light it, but the yambi split into several pieces. "It's shiny, but it's worthless," he said sadly, and shot her, he had smashed his nut with one of the ordinary stones left on the shore, and, having reached his destination, set out on his way. (Excerpt from Isajon Sultan's Genetics).

In this passage, too, there are a total of 44 independent manoli words, of which portable meaning words are almost never used, and single meaning words make up 44 (100%). Verb semantics predominates in this text. The course of events prevails over thought. Therefore, in this text, too, the discussion speech seems to exist as a metaphor, but the text is structured in the form of a narrative.

Conclusion

In conclusion, we can say that the lexical-semantic features of words in the text of the discussion are quite diverse. We have considered this through our examples above. Through our texts, we have found that in the text of discussion, words with definite meanings are used more than words with abstract meanings, and words with their own meanings take precedence over words with portable meanings. We have also seen that the semantic structure of monosemantic and polysemantic words in the discussion text does not affect the typological features of the text.

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ON THE SEMANTIC STRUCTURE OF UZBEK CONTRACT APPLICATIONS

Abstract: *The article explores the semantic aspects of Uzbek verbs. Forms of spiritual harmony, forms of agreement under one meaning are analyzed.*

Key words: *Agreements, semantics, grammatical category, temporality, local meaning, partonomic relation.*

Language: *English*

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Introduction

"A category that reflects the attitude of horses towards words in another word group is a category of agreement. This category represents the relationship between the object, the quality and the events in the being" [1, 162]. Agreements play an important role in connecting words in the speech process. "The generalized meanings of the relations expressed by the agreements are formed in the phrase, not in the paradigm of words, that is, such meanings are syntagmatic in nature" [2, 221]. "Agreements, of course, do not form all the syntactic units (parts) of speech. For example, agreement is not involved in the formation of adjectives. But most parts, even some types of sentences, are formed by agreement. For example, possessor, focuser, interpreter, as ado, and speech are, of course, formed by agreement. In this case, the cut is also partially represented by a compound word. It seems "that the category of agreement is very important in the formation of syntactic units" [3, 191]. It is clear from these ideas that agreements live in language with a functional nature. It is also considered to form other units due to its syntactic relation to words. In addition to the functional and formative properties of agreements, the forms included in this paradigm have a semantic nature. Several scholars have conducted scientific research on the semantic side of contract forms [4].

The main part

In this study, we will focus on the forms of agreement that fall within one context. We also focus on their methodological aspects.

Conjunctive forms are divided into 2 groups, first of all, according to which category they are combined with:

1) The system of conjunctions with lexemes of the horse category;

2) The system of conjunctions associated with lexemes in the verb family.

The infinitive form is part of the first group, while the infinitive, direction, place-time, and exit conjunctions have the ability to combine with the lexemes in the second group. However, this classification is relative, that is, there are cases when lexemes in the form of accusative conjunctions are combined with verb lexemes. In such cases, the future tense is different from the place attached to the horse

lexemes. While the participle form of a verb conjugated with a noun lexeme means dependent, the suffix of a verb conjugated with a verb lexeme does not mean dependent.

In some places, conjugation forms of verb lexemes are attached to horse or lexemes. In such cases, the meaning of the agreement in the verb lexeme changes. For example, in the combination of patriotism, there is no sense of direction. There is no exit point in the largest combination. Through the semantics of contract forms it is possible to determine in which category of lexemes they can be attached. We have already mentioned this through linguistic evidence.

The naming of the forms included in the contract paradigm stems from their semantic nature. “The naming of contracts depends on their main and leading functions: each contract has many meanings, grammatical functions, one of which is its ruling side, and that agreement is named after that ruling side. For example, horses derived from: have many meanings, such as place of departure, cause, means, value, comparison, increase, but the first meaning is its main feature, so it is called an exit verb. . This means that the name of any agreement cannot reflect all aspects of it" [5, 3] It is also possible to understand such a process in the naming of other forms of agreement. For example, the future tense has not only the meaning of direction, but also many meanings, such as reciprocity, purpose, cause, purpose. The most characteristic of such meanings, the most productive in the structure of sentences, is chosen in the designation of the form. The future tense is included in science as a term mainly because it is added to lexemes meaning place and time, and because it has such a meaning. It is understandable that the form of the word is also called by this name because it has the meaning of belonging.

Although the forms of the contract are different in form, they can have semantically unifying semantics. In the expression of the meaning of a place, the conjugation of exit, place-time, and direction form a group. Because each of these agreements has a place. Therefore, it is not a mistake to describe these agreements as agreements of local significance. The term local is used to refer to units that represent a spatial relationship [6]. ***Local meaning*** *exists in the form of direction, place, and exit*.

For example:

Yoz kechasi. Osmon – falakda.
Kunduzning kitobi o’qildi.
Tars yorildi qovun palakda
Oltin shaftolilar to’kildi.
Dalalarda mudraydi uyqu,
Dala yotar kutib quyoshni.
Ariqlarda doim uyg’oq suv,
Polizlarga *ketadi shoshib. (R.Parfi)*

In this passage, the word, which takes the form of a conjugation of direction, means the place of destination, that is, the place of destination. To determine if there is a directional meaning in a route convention appendix, it is sufficient to replace the convention with auxiliaries that represent the directional meaning. For example, *Ariqlarda doim uyg’oq suv,* ***Poliz tomon*** *ketadi shoshib.*

The form of the directional contraction can mean the place in addition to the meaning of the destination. For example,

Dunyoni kashf etib, dunyoni bildik,
Tadqiq eta oldik yomg’irni, qorni
Falak ***peshtoqiga*** *bayroqni ildik,*
Bildik borliq aro har neki borni. (J.Kamol)

In the example above, you can see that the word for roof means place. But direction doesn't mean anything. This means that the local meaning of the route agreement can come in different semantics. In some examples, the meaning of direction and place is syncretic. For example,

Samarqandga *borsam men agar,*
Ulug’bekni ko’rib qaytaman.
Ul qon yig’lab turar har safar,
Men dardimni kimga aytaman.(Qo’shiqdan)

The Samarkand lexeme in this passage reflects the meaning of place and orientation to this place..

The most characteristic aspect of the future tense is that it expresses the meaning of place. The fact that the agreement is called by such a term is due to its predominant meaning. This form of agreement always expresses the meaning of place when it occurs in lexemes that express the meaning of place. For example,

Balki, ustoz Oybekdek to’lib
Yozajaksan yangi bir doston.
Balki, Habib Abdulla bo’lib
Sahrolarda *ochajaksan kon. (A.Oripov)*

The word desert used in the above passage has a local meaning, and the future tense also has a local meaning. This conjunction can also mean place when added to words that do not denote place. In this case, the locality in the lexeme that represents the subject is slightly different from the locality in the lexeme that represents the meaning of the place. For example,

Yuragimda *bir so’z yotar seni o’ylab,*
Bilarmisan go’zal yorim, bilarmisan?
Seni o’ylab kechalari men bedorman,
Bilarmisan go’zal yorim, bilarmisan? (Qo’shiqdan)

The lexeme of the heart in this text has no meaning of place, it is a lexeme of the human body. However, the local meaning came to this lexeme after the addition of the adverb of place and time. The local meaning of the above two lexemes is slightly different. In the desert, the lexeme means work, the place where the action is done, being done, or is now being done, while in my heart the lexeme means the place where the objects are, or the place where you are temporarily staying in that thing.

The locality in the exit agreement is different from the agreements that have the above local meaning. The infinitive form means to leave the place in the lexeme to which it is added. For example,

Balxdan *horib qaytgan Alisher misol*
Endi to'lg'azgandi cho'kkan dovotin.
Ketdi bir pok siymo, teran bir xayol
Qoldirib dunyoda hech so'nmas yodin. (A.Oripov)

The Balkhdan lexeme in the above verse reflects the meaning of coming and going from a certain place. The verb to come out can be added to lexemes that mean some place to denote belonging to a place. For example, we are from Uzbekistan, we see that words like valley, city are used in human speech. The form of speech in this sense is mainly used in the conversational style.

Nazrul Islom tor zindonning
Tuynugidan *qaraydi*
Ko'rib zangori osmonning
Bir parchasin yayraydi. (E.Vohidov)

In the above verse, there is also a place meaning in the lexeme from the hole, but the form of the outgoing contraction that expresses the local meaning above differs from the content in the outgoing contraction that creates the locality in that lexeme. While the meaning of place in the lexeme of Balkh means to move from somewhere, the lexeme of Uzbekistan means to belong to that place. There is no such meaning in the lexeme of the hole. In the sense of a place where the form of the infinitive is added to the lexemes denoting the subject, the infinitive is not reflected.

When causal agreements are added to words, the word accepts the question of why. Contracts that express a local meaning are usually added to semantic words in a place and express different states of the place, while agreements that express a cause do not join lexemes that have a causal meaning. This meaning emerges when agreements are made. For example, in the compound to fall from a mountain, there is a place in the mountain lexeme, and in the compound of fear, there is no reason in the form of fear. The reason can be expressed in the direction of departure and departure agreements. For example,

Qadamlar, qadamlar, og'ir qadamlar…
Etiklar ***zarbidan*** *titraydi tuproq,*
Qayerga ketmoqda shuncha odamlar?
Nahotki, yo'llar shunchalar yiroq!(E.Vohidov)

The word "shock" in the passage above reflects the meaning of the word. The content of the soil vibrates due to the impact of the boots is understood. In this example, the -dan form is added to a lexeme in the horse category to reveal the meaning of cause. The infinitive can be added to lexemes in certain function forms of the verb to mean cause. For example, *Ukamning* ***baqirganidan*** *chopib, onamning xonasiga kirdim. Ukamning sepkil toshgan yuzi dahshatdan titrar, yerda yotgan onamni quchoqlagancha qaqshab yig'lardi. (J.Jovliyev)* In this passage, the conjugation of the verb is added to the adjective form of the verb to reveal the meaning of the cause. For example, *"U eshik* ***gumburlashidan*** *cho'chib uyg'ondi. Boshi g'umbillab og'riyotganidan aroq qo'lbolamasmikan deb o'yladi. So'ngra bitta aroqni gazaksiz ichgandan keyin har qanday bosh xum kalla bo'lsa ham yorilib ketadi-da", - dedi o'ziga o'zi. (Muhammad Ziyo)* In this example, the suffix of the verb is added to the form of the action noun, and the meaning of the cause is expressed.

Just as a directional agreement means an exit, this form of agreement also has a causal meaning. Adds adjective lexemes of nouns and verbs to express causal meaning. The expression of such meanings occurs more in the spoken word, in the style of speech. For example, *Bolalarning* ***shovqiniga*** *onaxon uyg'onib ketdi.* The word noise in this sentence means that the mother woke up. In the morphemeless state of the noise lexeme, there is no causal meaning, and the causal meaning is loaded after the directional conjugation form is added. So, the future tense also has the property of expressing the meaning of the cause. *U tomog'I ovqat* ***tiqilib qolganiga*** *gapira olmadi.* The only reason he couldn't speak was because he was stuck. The conjugation of direction in this example is added to the adjective form of the verb to reveal the meaning of the cause. These causal agreements can be applied interchangeably. We have seen, for example, that the infinitive, which expresses the meaning of reason, is more widely used in the biblical style than the infinitive, which expresses this meaning, and is more active in written speech. In this sense, the outgoing contraction is active in both oral and written speech, while the outgoing contraction is seen only in oral speech.

There are types of agreements that represent the meaning of time. Agreements that have this meaning are called temporal agreements. Temporal meaning has been studied in many linguistic studies [7; 8; 9; 10]. Basic research on temporality has been done on lexical units. However, it is noted that this meaning also exists in other language units. Each type of morpheme can have a temporality. Agreements are no exception. The meaning of time is mainly in the contract of place-time, which can be deduced from the fact that the contract has such a name. In addition, direction and departure agreements can have a temporal meaning.

"The meaning of the word added in is very limited, so we called the time-time conjugation, which is often used, the place-time conjugation" [5, 57]. In Ayub Gulyamov, the most characteristic feature of the form of agreement is that it means place. He pointed out that the expression of the meaning of time occurs when horses with the meaning of time and the action with the meaning of time, state, event are added to the lexemes. For example,

Har ***bahorda*** *shu bo'lar takror,*

Har bahor ham shunday o'tadi.
Qancha tirishsam ham u beor,
Yellar meni aldab ketadi.(H.Olimjon)

In this poem, the future tense is added to the spring lexeme, which means time, and although the suffix -da is dropped here, the meaning of the sentence does not change. The meaning of time is clear. But by joining lexemes that do not have the meaning of time, this agreement has the potential to reveal the meaning of time. For example,

Jon-u dilim, qariman, axir.
***Qariganda** es ketar, Tanya,*
Eh, yoshlikda ziyrak edim bir,
So'z aytdimi ulug'lar unda… (Pushkin)

In the above verse, the old lexeme has no meaning of time. Once the contract form is added, the meaning of the time is added. The old lexeme represents a sign of time. The meaning of time depends on the form of agreement.

The word in the present tense can mean time. In this case, the meaning begins at the beginning of an event. For example, *Bu yil paxta terimi **sentabrdan** boshlanadi*. The word September itself has a meaning of time, but after the addition of the form of agreement, the meaning of time changes. Let's take an example of the fact that the future tense comes from lexemes that do not have a semantic meaning of time and have a temporal meaning. For example, *Oliygohdagi dars jarayonlari soat **sakkizdan** boshlanadi.* In this example, it joins a word in the number series to indicate the starting point of the time. A form of directional agreement can sometimes have a temporal meaning by being added to a horse lexeme with a semantic tense. For example, *Ularning to'ylari **bahorga** qoldirilgan edi.* We can understand from the meaning of the name of the season that the main sema in the semantics of the spring lexeme is temporality. The combination of direction and spring lexeme is natural. In both cases, there is a sense of time, which does not prevent them from entering into a syntagmatic relationship. The conjugation of a direction is added to the words in the number series to express the meaning of time. For example, *majlis kechki **sakkizga** chaqirildi* In the sentence, the suffix of the directional conjugation is added to the number eight to reveal the meaning of time.

The relation of one suffix to another is important in expressing its specific meaning. The form of the verb to come out can mean something like a part. Only in order for such a meaning to emerge does the revenue have to be synonymous with the form of agreement. For example, *nondan oling – nonni oling*. This meaning does not occur if the form of the output contract cannot be replaced by the revenue contract. In this case, the future tense should be synonymous with the future tense. Therefore, these forms of agreement can be called agreements that represent a partonomic relationship. "In linguistics, the whole-unit relationship of linguistic units is called the partonomic relationship" [11, 45]. The partisan meaning of the verb to leave means that the action is partially transferred to the object [6, 68]. The partisan expression of the adverbial participle is very productive when used in an artistic style, in oral speech. For example,

Rustamning akasi urushdan qaytdi,
Qo'ltiqtayog'I bor,
Bir oyog'I yo'q.
Rustam aytib berdi:
Ataka payti
***Tizzasidan** olib ketgan emish o'q.(E.Vohidov)*

The lexeme of the knee in this verse refers to a specific part of the knee, not the whole knee. If the form of the contract was used instead of the contract, the meaning of the whole knee would be understood. The following example shows how the future tense represents the whole. For example,

*Yod bilardim alifbening **harflarini***
O'qir edim informbyuro xabarini.
Juman "pochta" dadamdan xat keltirgan kun
Katta bayram yuz hijjilab, yuz tutilib
Takrorlardim yirtilguncha xat titilib. (E.Vohidov)

The future tense of the word letters means that he knows all the letters of the alphabet. When I came across the letters of the alphabet in the form I knew, they would mean some, not all of them.

Forms of agreement can mean to perform an action or process by any means. We agree that agreements with this meaning are called media agreements. The most active agreement in the emergence of this meaning is the adverb of time. For example,

Parvoz etsam yuksam samoda
*Zamonaviy **laynerda** bukun.*
Rahmat deyman yorug' dunyoda
Dangasalar borligi uchun.(E.Vohidov)

In the passage above, the liner lexeme means vehicle after the addition of a place-time agreement form. It is understandable that he flew in a liner in the high sky. When the future tense joins such objects and goes somewhere, and represents direction, the meaning of the medium emerges. In addition, lexemes denoting nouns are very active in the emergence of the meaning of the medium. for example, we see in writing that compounds such as writing in pencil and opening in a stick are used in oral speech.

The infinitive form also has the ability to convey the meaning of the medium. For example,

Meni tanir bolalar ham
*Tongim **sabolaridan***
Maktabdagi qo'ng'iroqning
*Kumush **sadolaridan.** (A.Muxtor)*

The verb to come out of the sabo and its sounds means a medium, because children get to know it through the sabo as ado.

Conjunctive forms can be added to some lexemes to indicate what the idea is about. This

phenomenon is observed not only in the form of a single agreement, but also in the form of various agreements. For example,

Bobolardan *so'z ketsa zinhor,*
Bir kalom bor gap avvalida.
Osmon olmi tug'ildi ilk bor
Ko'ragoniy jadvallarida. (A.Oripov)

The affix -dan in the word ancestor in this verse means that the idea is about ancestors. In determining this meaning, instead of the future tense, you can freely swap assistants about. If they can be exchanged without any change in meaning, it represents the subject matter. When it comes to grandparents, grandparents. In this example, it is clear from the synonymy that the subject matter is fully reflected. The suffix of the future tense can also indicate what the idea is about. For example,

Dada,
U kun sizni tushimda ko'rdim.
Oq otda keldingiz,
So'radingiz suv.
Men ***buni*** *ayamga gapirib berdim.*
Dadang keladi, deb aytdi,
Rostmi shu?..(E.Vohidov)

The lexeme of this passage in this passage has been telling us what the idea is about. It meant telling her mother what she had seen in her dream.

The meaning of the conjugation of the direction is mentioned in the scientific works or books on the subject [5]. The presence or absence of such a meaning is determined by substituting the word avaz instead of the directional conjugation. The meaning of evaz must be distinguished from the meaning of naming. In exchange, it is used to buy or buy something instead of something. In the sense of being called, the meaning of being named for a person or thing does not appear. For example,

Bordim shahardin "Yakkatut",
Baqqoli duzdi badburut,
Bir ***tangaga*** *sotgay bir qurut*
Insofi yo'q, tarror ekan. (Muqimiy)

The fact that a kurut was sold for a coin was evidenced by the agreement of the route. The same thing happens with speech. For example, I bought bread for a thousand rubles, which means a thousand rubles.

It is a productive phenomenon that the conjugation of a direction means a substitute in the arithmetic words that come with a lexeme in a number group, but this meaning also occurs when it comes with lexemes in some noun groups. For example,

Fabrikaning yo'lidan
Ro'molcha topib oldim.
Topib oldi demanglar,
Mehnatga *sotib oldim.(Xalq qo'shig'i)*

In this verse, the form of the directional contraction in the labor lexeme means that he bought a handkerchief in exchange for labor, which means that labor was spent in exchange for the purchase of a handkerchief. able to express meaning. for example, in the process of buying or selling something through currency lexemes, such as coins, soums, and gold, the term exit means exchange.

Conclusion

In conclusion, it can be said that the forms of agreement are combined in a paradigm, but also harmonize under different semantics. We have observed through linguistic examples that the contract forms are semantically very rich. In addition to the semantic harmonization of contract forms, it is also productive for only one semant to be specific to a particular contract form.

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GENERAL PROPERTIES OF ORONIMS

Abstract: *Oronyms are a branch of toponymy that studies the names of different forms and is one of the least developed fields of onomastic sciences. The analysis of the study aspects of oronyms is an important tool in solving many problems of linguistics, history, ethnography and geography, providing a number of valuable data and scientific evidence.*

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Introduction

As you know, oronyms are a branch of toponymy that studies the names of different forms and is one of the least developed branches of onomastic science. Oronyms contain a number of information:

1) features of geographical names;
2) belonging to one or more languages;
3) semantics and etymology of oronyms;
4) dialectology of oronyms;
5) commonality with linguistics, geography, history, ethnography, geological sciences.

The analysis of the study aspects of the above oronyms is an important tool in solving many problems of linguistics, history, ethnography and geography and provides a number of valuable data and scientific evidence.

The main part

The relevance of the study of oronyms is due to the fact that most of them have not yet been widely studied in toponymic, etymological and other dictionaries, as well as the lack of scholars and researchers who know the priceless treasures of geographical names and vocabulary. In this regard, the collection of toponymic materials in onomastic expeditions remains relevant.

Lexical-semantic analysis of oronyms, the life and people of a particular region, the type and characteristics of economic and cultural activities, socio-political structure, the creation of social and geographical conditions specific to the most ancient beliefs of the people and lexical-semantic groups of oronyms in the region the study allows the identification of various causes of naming.

The analyzed materials are important in solving current onomastic problems, as well as in the relative historical study of oronyms.

The scientific approach to toponymic data was extensively studied in the works of Eastern scholars in the Middle Ages. In particular, Abu Rayhan Beruni (X-XI centuries), Mahmud Kashgari (XI century) were engaged in the scientific interpretation of the etymology of toponyms, and in his works wrote a number of interesting explanations and valuable information about Asian hydronyms.

However, the definition of some toponyms found in medieval sources has a speculative basis and there is no clear methodology for studying toponyms.

As you know, oronyms contain a lot of geographical names. There are more than half a billion geographical names in the world. Geographical names have been known to us for a long time. However, some locals still do not know the origin of the name of the place where they live. The origin of these names is not accidental.

The local oronyms were called "Craftsman Folk Science" by academician L.S. Berg. The scholar also

notes that "it is the result of centuries of constant observation by the local population and the creativity of such a remarkable community that folk sayings deserve careful treatment by philologists and especially geographers [3, 99].

According to Academician JK Groth, “A topographic name is never accidental or meaningless. Basically, it represents an interest in the path, the place, the specific properties of the object for the mind and the imagination [4, 32]".

The famous philologist A. Superanskaya evaluates geographical names as follows: "Geographical names are probably the same material culture as the remains of primitive houses, coins, bones and vessels. If you look at them carefully and collect and study, very you can get valuable historical information" [4, 13].

“People are always faced with geographical names. These geographical names will accompany him throughout his life. One explores geographical names in one's life. It is impossible to imagine the life of modern society without geographical names, "writes E. Murzaev, a well-known expert in the field of toponymy. - They everywhere and always encourage us to think from early childhood. The local village, the residential street, the city - the country - all have their own names” [5, 177].

Man has long been interested in the origin of geographical names, primarily their territory, their meaning and significance.

Oronymic toponyms reflect the peculiarities of the relief. The peculiarity of the relief is associated with the famous names of mountain ranges, massifs and hills.

Oronym is the name of the earth's surface, ie any orographic object: mountains, ridges, valleys, hills, ravines.

The linguistic structure of oronyms is complex. Because of the historical conditions in the mountainous areas, there are representatives of different peoples, although not permanent, but each ethnic group has its own approach to the mountain landscape and names the objects in their own language.

The distinction between naturally occurring oronyms in the vernacular and artificially invented "biblical" names for large mountain ranges is also significant. The natives of a mountainous region may have many names that distinguish individual mountains and their parts, but may not have a common name for the whole mountain range.

According to E.M. Pospelov, “Names used in literature and maps for humans are usually spread by giving the whole object the name of one of its elements or a completely new name. The first method is often used for individual mountains, the second for mountain ranges. , the locals learned the names of Tien Shan and Pamir mainly through literature” [6, 256].

In order to study oronyms, one must first begin to study the place of residence, the street, and the microtoponyms located near them.

In the first stage, this requires research efforts, including the collection of data on geographical names.

Oronymy serves as one of the sources used in history, ethnography and linguistics with important cultural and historical information. It reflects the natural realities, the developmental characteristics of this region, the worldview of the people. All oronyms have one thing in common - they to some extent reflect the social, economic and geographical aspects of human society.

The use of etymological, formant, and derivative analysis methods in the study of oronyms has become a tradition.

In toponymy, the etymological method plays an important role as one of the most ancient methods, helping to reconstruct the original meaning of a geographical term or name. However, from a purely linguistic point of view, the usual analysis of the etymology of a lexical fact does not allow a correct understanding of the root causes of the emergence of toponyms. This requires consideration of geographical, socio-political, and cultural-historical factors and conditions that may vary from region to region.

Oronyms, like toponyms, are analyzed by linguistic means of a derivative method based on the study of the mass repetitive elements of nouns. Such elements, commonly referred to as formants, are often the final elements of nouns with conjunctive suffixes.

Scholars such as VA Nikonov, RZ Shakurov - "Toponyms are the names of any element of the relief of the earth, that is, the names of any orographic object (whether negative or positive) [7, 36].

As Humboldt wrote in Central Asia, "The oldest names for mountain ranges and large rivers were almost everywhere only 'mountain' or 'water'." This is because in ancient times, the space known to primitive man was limited and there was no need to name the object. Therefore, people call a river a river and a mountain a mountain.

Oronim is a type of toponym. Any object on the surface has a positive (mountain, ridge, hill) and a negative (valley, deep, cliff) name. There are a number of possible reasons for naming oronyms. Basically, it reflects the size, shape, color of the object, the presence of plants, that is, the peculiarities of oronymic toponyms.

Depending on the nature of the objects identified, oronyms are divided into three groups based on their external features:

- oronymes that have a "plus" sign, that is, oronyms that rise above a flat level;
- objects located on the sign "zero", ie oronyms located in the plane;

- oronyms denoting things that have a "negative" sign, that is, different states of decline relative to the plane level.

There are specific methods for studying, understanding, and interpreting geographical names, such as linguistic-phonetic analysis of words and names; historical method, i.e. the connection of a name with certain historical events, people, peoples; is a geographical method that involves studying, analyzing, and drawing conclusions about a geographic object, and working with maps.

Conclusion

As a result of the analysis of oronyms, the names of the relief forms of the Sokh oasis are etymologically related to the names of the original settlers.

Territorially, the Sokh oasis is not the same as the names of relief forms. The highest density of oronyms is in the geomorphological zoning in the northwest of the region, with Mount Lazarus having the highest density of oronyms.

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