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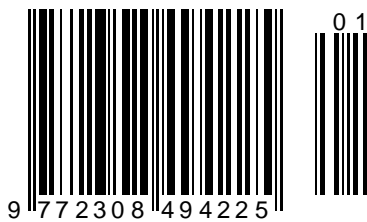
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ON THE FEATURES OF PRODUCTION QUALITY MANAGEMENT FOR EFFECTIVE PROVISION OF DEMANDED AND COMPETITIVE PRODUCTS

Abstract: *in the article, the authors, using a new methodology for informed decision-making on the production of products in demand, believe that this is possible only if the heads of enterprises implement modern technological solutions based on the use of multifunctional and universal equipment, and at the same time it is necessary to remember about the fact that the innovative technological solution itself should not be costly, that is, on the one hand, to provide the enterprise with stable technical and economic indicators and guaranteeing them demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but also in other regions of Russia and be attractive to foreign consumers. But, on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority.*

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.*

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Introduction

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Quality, properties, measure, before the emergence of human interest in them, were just objective natural characteristics of things, the processes of their formation and transformation. The accumulation or reduction of the quantity led to a critical mass - the border of the "quality quantity". The measure characterizing the quantitative interval - the limits of the development of quality, warned that further change is expedient only in another qualitative expression, of course, quantity itself is not capable of transforming into quality. The new quality arises from the quality of the old. And the way of changing the

quality is different from the way of changing the quantity. Quantitative changes are continuous, qualitative, by definition, discrete. The emergence of human activity has significantly changed the understanding of quality and the characteristics of being related to it. To the natural-historical processes of the development of nature, socio-historical ones were added. Man actively began to restructure the natural prerequisites of his existence, considering them as a raw material base for the struggle for his own existence. It should never be forgotten that the essence of man is practical. F. Engels was absolutely right when he argued: man, of course, is a creative being, but before creating and surprising, he must eat, drink, dress, put on shoes and have a secure roof over

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his creative head. He does not find what is necessary in a finished form in nature, therefore, the foundation of human existence and his progress will always be practical activity, material production in all the variety of its directions, by the way, also determined by the variety of human needs.

To two objective, natural dimensions of quality - natural properties and dimensionality, a third is added - quality assessment in the projection of the needs of a person's being, combining objective and subjective principles (Figure 1).

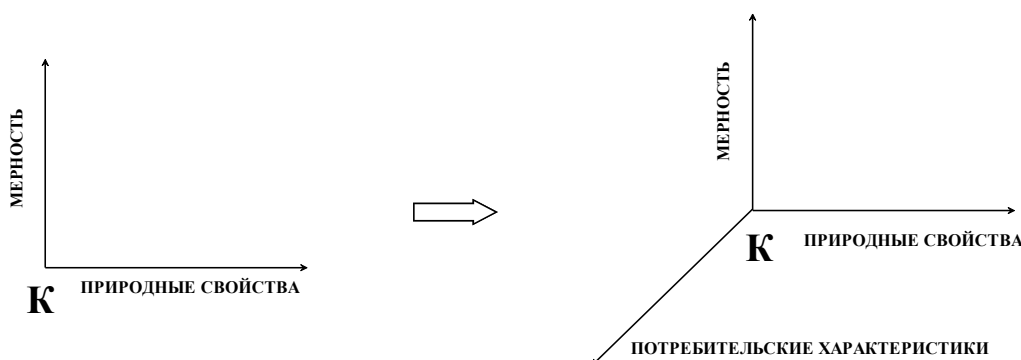


Figure 1 - Development of the concept of quality measurement

Main part

The range of quality carriers has changed historically. Today, it includes, along with the quality of objects of the material world, the quality of raw materials, semi-finished products, final forms of marketable products, software products, phenomena of spiritual culture, the most creative activity of people and methods of preparation for it - the quality of professional education.

Qualitative changes in the scope of the concept of "quality" due to the inclusion of new phenomena that require qualitative characteristics, imply changes in the content of the understanding of quality. It is necessary to load it with new specifying features. Even in the first approximation, the inadequacy of extrapolations of the qualitative characteristics of natural phenomena, for example, solar radiation, on the quality of raw materials, direct consumption goods or services, is obvious. At the same time, the set of basic characteristics of quality, expressed in its definition, remains invariant. The modern understanding of quality has gone beyond the traditional understanding of "quality" developed in classical philosophy, but it should not be thought that the philosophical definition of quality is outdated. Philosophy is a historical type of worldview, and her analysis of the fundamental characteristics of being is of universal importance. The philosophical definition of quality is a message that must be adhered to in specific time or objective circumstances. Over time, it is not so much the philosophical understanding of quality that changes as the view of the quality of special and practical consciousness. Cognition ascends from general abstract concepts to a concrete understanding of the phenomena of the world and their properties. This movement of knowledge does not deny the original understanding. On the contrary,

we are guided by it as a navigation device, making our way in the world of urgent problems. how much is a look at the quality of special and practical consciousness. Cognition ascends from general abstract concepts to a concrete understanding of the phenomena of the world and their properties. This movement of knowledge does not deny the original understanding. On the contrary, we are guided by it as a navigation device, making our way in the world of urgent problems. how much is a look at the quality of special and practical consciousness. Cognition ascends from general abstract concepts to a concrete understanding of the phenomena of the world and their properties. This movement of knowledge does not deny the original understanding. On the contrary, we are guided by it as a navigation device, making our way in the world of urgent problems.

In the system of philosophical categories, "quality" reflects the essential certainty of phenomena, due to which they appear as such and not different. The famous German philosopher G. Hegel wrote: quality is that, depriving of which, the phenomenon ceases to be itself. Defining quality as a system of essential properties of a phenomenon, philosophy identifies two aspects of determining quality, which make it possible to concretize general methodological characteristics. Quality characterizes both a set of similar phenomena and a separately taken phenomenon of a certain set. This differentiation is important in the development of quality standards and is no less significant in terms of the validity of individual consumer claims. Another significant nuance in the definition of quality is that quality is not a collection of general properties of phenomena, but a system, therefore, exclusion or relocation of individual properties, for example in a rating classification, is not allowed. Quality is either there or

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not. There cannot be less quality and more too. Quantitative variation does not apply to "quality" but to "state of quality".

The concept of "state of quality" - "quality state" - is key in the development of specific scientific, sectoral ideas about the quality of specific phenomena. Unlike the concept of "quality", which has the meaning of an ideal and serves as a reference point in the development of precise standards, the concept of "state of quality" is usually included in the development of regulations. The concept of "state of quality" is developed at the level of knowledge that allows one to actively involve specific and quantitative possibilities for determining quality.

"Quality" is defined through properties. "Qualitative state" is characterized by a certain set of properties and their quantitative assessment. In essence, we mainly operate precisely with ideas about the state of quality, implying quality as such. It should not be otherwise in practical thinking, because it determines the real objective process or its results.

The contradictions of the world have set many traps on the path of our cognition. They are designed for the weakness of our psyche and the "tendency" of the intellect. In an effort to understand quality, one-sidedness and inconsistency are especially dangerous.

The one-sidedness of knowledge is manifested in the desire to put everything in its place - "on the shelves", according to the rule - "to each his own", "God is God", "Caesar is Caesar's". Philosophers develop the doctrine of quality, the rest use the achievements of philosophy. When there is something to use, they praise, when not, they scold. The position is comfortable, it allows you to write off your own "sins" at the same time as strangers.

Universal concepts of philosophy, including the category of "quality", are not the eternal ideas of Plato, access to which is open only to philosophers. Philosophical concepts reflect the level of aggregate thinking, its achievements and shortcomings. The core of philosophical knowledge forms concepts that synthesize specific cultural experience. The quality of philosophical knowledge is determined both by the quality of understanding of the philosophers themselves and by the creativity of representatives of all areas of scientific knowledge. It is practically possible, but logically impossible, to be an outside observer of the formation of the modern world outlook, in which scientific generalizations serve as key formations.

Consistency and versatility in understanding quality are equally important. From the recognition of the need for a creative union of philosophy and science to the embodiment of this principle of the development of knowledge in real creativity, the road is not easy. The general is hidden in particular. It must be obtained in it, which is not easy in itself, and besides, it is not necessary everywhere. In the

interaction of theory and practice, the authority of the latter prevails.

Practice rushes to solve their problems. The "fruitful" side of theoretical knowledge displaces the "luminiferous" one. Science, subordinated to practice, works "off the wheels", squeezing out the possibilities of a ready-made theory. Fundamental developments are frozen, but only through them is a leap to new materials, technologies, in a word, a new qualitative state of production and goods achieved.

Not only in theory, but also in practice, there is a need for a synthetic concept of quality that would combine the philosophical characteristics of quality with scientific developments and analytical experience of production. We need an ideology of quality. The ideology of quality is a scientific and philosophical theory of quality with two main objectives. First of all, it should not analytically reflect the real experience of creative human activity, systematize the understanding of quality as a product of creativity. And, of course, the ideology of quality is intended not only to be a mirror of socio-historical achievements, it should generate new ideas, guide progress, starting from production, control, regulate, anticipate the relationship between supply and demand in the market in its entire spectrum.

Analysts point to a steady upward trend in demand for quality products in the market. There is a significant, in the sense of time concreteness, shift of consumer interest towards the quality of the product. However, it became a revelation only because there is not sufficient theoretical support for the marketing forecast. Mathematical models are "handy" tools. They are effective when sufficient experience has already been accumulated to make it possible to qualitatively measure the emerging changes in the market, that is, to follow, not outrun. A logical advance is necessary, such as in genetics, - there is a combination of chromosomes, - wait for the corresponding signs with a probability calculated by known formulas.

The market trend towards the quality of goods was quite visible in the United States immediately after 1945. Americans at home, in Europe and Asia rushed to buy everything of more or less value. Their interest in quality was driven by purchasing power, on the one hand, and an analysis of the international situation - the political pendulum swung in the direction of tension between the winners, on the other.

The ideologists of quality assume an orientation towards national characteristics - national traditions, national ideas, the originality of the natural habitat and relationship with nature, the specifics of crafts and the development of production, the social architectonics of society, customs, customs.

The theoretical and methodological significance of the ideology of quality is enhanced by the fact that it will help overcome the limitations of current attempts to "curb" quality. The so-called quality

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management systems are in fact just forms of organizing control over the quality of an activity or its result. Even the currently widely used system in the form of an international quality standard of the ISO-9000 series contains only the most general provisions for quality management.

The methodological basis of the ideology of quality is dialectics in both of its epistemological meanings - as a general theory and logic of cognition. You should start from the very beginning, without succumbing to psychological discomfort. The logical beginning of the theory was and will be the search for an adequate definition of the system-forming concept. In the life of a concept, as well as of a person developing a concept, there are two periods "donatal" and "postnatal". The active life of a concept begins from the moment of its adequate definition.

Definition - the ultimate abstraction of scientific and philosophical knowledge, grasping the most essential in the content of the concept. It is very poor in content, it seems formal, "non-working" knowledge. However, it is the definition that carries a particularly significant load, systematically characterizes the concept.

The definition contains an indication of the belonging of the phenomenon reflected in the concept to the system series and at the same time fixes its distinctive features ("defining moments"). Everything that makes up its specific being belongs to the defining moments of being. If all the defining moments are collected together, then the being from the mode of possible being passes into the mode of real being. An example is the definitions of well-known geometric shapes: trapezoid, parallelogram, rhombus, rectangle, and square. All named figures have 4 corners and are formed by 4 straight lines. They are closed quadrangles, that is, they are included in the system of closed polygons in this capacity and are determined through common signs. The hierarchy of their own definitions is due to the inclusion of additional (to the necessary) features, concretizing the content of the defined concept. At the top is a square, since it is formed by the largest number of additional features. The definition of a square turns out to be the richest in content, but it is not identical with the content of the concept of "square", because it does not capture all the geometric properties of a square and its relations with other figures.

Differences in the understanding of quality begin when from the content of a concept, which always represents some integrity, are withdrawn and inadequately interpreted separate constituent features or conditions for the existence of quality. Quality is most often identified with a property, and conditions are included in the system of quality itself. To avoid confusion, it is necessary to clearly adhere to the definition of quality as a point of reference in the system of its understanding.

One-sidedness and errors in understanding the quality of a phenomenon have both objective and subjective grounds. Quality, as an objective characteristic of a phenomenon, combines several of its fundamental properties, but the quality of the phenomenon is manifested in different ways depending on the relationship with other phenomena, which allows us to speak of a lot of quality. F. Engels wrote: "There are not qualities, but only things that have qualities, and, moreover, infinitely many qualities." Different expression of quality in the process of interaction of the phenomenon can be perceived - one-sided. That is why the dialectical method of cognition requires that a phenomenon be considered in all possible diversity of its connections. Only compliance with this rule will help to minimize the one-sidedness of the assessment.

The logic of the process of quality cognition also "disposes" to inadequate judgments. At the initial stage of cognition, the object of research appears as its separate properties. Cognition moves from individual properties, through their comparison, assessment, differentiation to the establishment of their relationships, the awareness of the unity of these relationships. And only at the stage of systematization the sought-for concept is formed.

Cognition goes back from "properties" to their unity - "quality", from "quality" to "quantity" and further to the idea of "quantity of quality" or "qualitative quantity" - "measure", expressing the relationship between "quality" and "quantity".

The concept of "quality" has actively migrated from the system of philosophical categories to science and practical consciousness. Adaptation to new levels of thinking is presented in the Academic Dictionary of the Russian Language. Along with a philosophical definition, the authors cite three more:

"An essential feature, a property that distinguishes one object or one person from another (more often about a positive feature, property)."

"The degree of dignity, value, suitability of a thing, action, etc., compliance with what they should be."

"The difference in value between a heavy piece and an easy piece in chess."

IN AND. Dahl also preferred the broadest interpretation of quality - "a property or belonging, everything that constitutes the essence of a person or thing."

Thus, quality, which, according to experts, has become a system-forming factor in the modern economy, presupposes several aspects of analysis: philosophical, scientific and practical. By balancing these approaches, we can count on success in developing a quality management system.

It is necessary to answer, first of all, clearly and clearly to the questions: what do we call "quality"? and what is the originality of the "quality of activity"? The latter is especially relevant, because we are faced

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with a specific task, to build a quality management system in relation to a specific activity - higher professional education.

Let us formulate the main provisions that clarify the previous characteristic of the concept of "quality": firstly, quality is a system of defining properties of phenomena. Quality cannot be identified with one of them, no matter how significant it is. Quality can manifest itself through a separately taken property, but even in this case it acts as a certain unity, which is not allowed to be neglected.

Secondly, "quality" and "quantity" are dialectically opposite concepts, that is, they exclude each other, by definition, assuming interdependent existence. "Quantity" cannot go directly into "quality"; it creates a condition that ensures the transformation of one quality (or qualitative state) into another. Likewise, "quality" does not transform into "quantity", but a new quality determines a different quantity. Hence the desire to reveal quality through quantitative analysis. "Reducing quality to quantity is the main trend of modern natural science." Quantitative analysis of quality is rational in terms of understanding that it does not detect a quality system. The quantitative approach to quality is limited by the function of the operator.

Thirdly, the concept of "quality", reflecting the subject-diverse world, must reproduce in itself this objectively existing difference. It is therefore structured. The structuring of "quality" is especially important for the development of a quality management system. It is advisable to distinguish the following structural quality levels:

- quality of natural material;
- the quality of the recycled natural material;
- the quality of the technical product;
- the quality of the software product;
- quality of activity.

Comparing the presented levels in the structure of quality, it is not difficult to notice that their main difference is due to the presence or degree of inclusion of conscious activity. With an increase in the participation of activities, the quality status shifts from "materiality" (objectivity) to "ideality" (consciousness). The growing tendency of transition from naturally formed (spontaneous) properties of quality to consciously given characteristics of quality is quite obvious. This displacement reaches its highest embodiment at the level of the quality of the activity itself. At the same time, let us pay attention to the fact that quality at all levels remains an objective characteristic of a process (phenomenon), therefore, it is unproductive to set quality properties arbitrarily. It is necessary to reckon with the objective reality, of which our conscious activity is a part. The power of knowledge lies in its objectivity. Quality is ensured exclusively by those activities that are of high quality, that is, based on the skillful use of objective

knowledge. It is customary to define such activity as "professional".

The most important scientific conclusions of the XX century about the "noosphere", "the transformation of science and culture into the direct productive force of society" and "the increasing role of the subjective factor in the history" reflect the spectral shift in the quality structure towards the quality of activity, actualizing the complex of quality management problems.

The system-forming feature of professional and educational activity is synthetically represented by the concept of "education". The concept of "professional" serves as a vector. "Education, the process and the result of assimilation of systematized knowledge, skills and abilities, it is closely related to upbringing." Education combines training and upbringing. Education and upbringing, in principle, are related in themselves. Education gives their relationship a certain integrity and direction. It makes no sense to interpret education outside of ideology. It is not education that needs to be "cleansed" of ideology. In ideology, it is necessary to "clean up" the rubble created by apologists and critics of the bourgeois system of social relations.

The ideology of education - general and professional - is based on two most important provisions: the need for systematic training so that the power of knowledge has a positive vector, and the importance of raising the need for systemic knowledge, otherwise the active phase of attitude to knowledge will be limited by the time of training in educational structures.

It is advisable to consider the criteria for the quality of higher professional education in theoretical and practical aspects. Ideally, both aspects should be two sides of a single action.

In theoretical terms, the criteria for the quality of the university's activities look like a "docking node" of the State Standard; personal satisfaction of the graduate; the conjunctural requirements of the domestic consumer and the multilevel requirements of the international labor market. Such different approaches can be combined only in the form of a very flexible and conditionally specific model of a "specialist".

The practical plan is clearer. We need modern effective teaching technologies, highly qualified personnel, rational management and sufficient finances.

Instead of conclusions, let us summarize and define the basic concepts of the ideology of quality. The development of the ideology of quality begins with the identification and definition of the essential properties of the set of phenomena, the quality of which we must understand and evaluate.

The concept of "essential properties" reflects a group of features that characterize the structural and functional features of a given series of phenomena.

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Essential properties ensure the status and functioning of both individual phenomena and the multitude as a whole. The absence of at least one such property indicates the absence of a qualitative definiteness of the phenomenon.

The difficulty lies in determining the materiality of the property. Any standards designed to clarify are conditional and subjective, which makes it possible to manipulate quality as a characteristic of a phenomenon, to replace quality. With regard to the quality of the product of activity and the activity itself, such manipulation is mainly associated with the sequestration of the nomenclature of essential properties. For example, footwear should provide safety and comfort of movement. Aesthetic and hygienic composite qualities are packed in the definition of the main functions, which is quite acceptable, since the definition of a quality characteristic requires maximum conciseness. The same that is synthesized included in the definition of quality, you can try to dispose of arbitrarily. It is no secret that in the production of footwear it is legal and, especially illegally, materials certified as environmentally friendly in general, but not in our particular case, are used on a large scale. It is incorrect to divide shoes into high-quality and low-quality shoes. Low-quality shoes - by definition - are not shoes, but a surrogate similarity, a fake. What to do? It is irrational to determine the real situation on the basis of formal criteria, and even more so to reckon with the actually operating practical order.

To combine theory and practice, it is advisable to differentiate the concepts of "quality" and "state of quality" in the ideology of quality. The concept of "quality" emphasizes the systemic way of dealing with essential properties that form a certainty of a set of phenomena. Quality, as the ultimate characteristic of certainty, characterizes a given set of phenomena formally, in principle.

The concept of "state of quality" reflects a specific level of expression of the quality of phenomena. In this sense, it is more meaningful and captures the real state of affairs. The quality state can be incomplete, conditionally definable.

The concept of "quality levels" concretizes the understanding of quality in the aspect of the development of the world, its complication, the increasing importance of rational and practical activity. The ideology of quality is applicable precisely to certain levels of quality, or, more precisely, it is due to their specific status and internal differentiation.

Fashion and technical regulation are the components of the quality of the manufactured footwear.

The historical development of the main types of footwear took place in direct connection with the natural socio-economic conditions of their era, the

aesthetic and moral requirements of social life and the dominant artistic style in art.

Style in art is a historically established, relatively stable commonality of the figurative system of means and techniques of artistic expression, due to the unity of the ideological content.

In the costume, the general style direction is expressed in the main shapes and proportions, the way of wearing, the use of certain materials and their color combinations, the nature of the use of auxiliary materials, accessories and jewelry.

Changes in the general artistic style of the era are always associated with great ideological and social shifts. They take place over a long historical period. But within the limits of each style there is a more mobile and short-term phenomenon - a fashion that affects all areas of human activity.

The word "fashion" comes from the French mode, which in turn goes back to the Latin modus, which means measure, image, method.

According to V. Dahl, fashion is a temporary changeable whim in everyday life, in society, in the cut of clothes and outfits. Another definition is often found: fashion is a short-term domination of certain forms associated with a person's constant need for variety and novelty of the surrounding activity. Fashion is especially noticeable and actively manifested in a suit, which is subject to the most frequent change of volumetric, planar and linear forms.

Some experts, trendsetters, believe that the birth of fashion is difficult to associate with any particular period or event. Perhaps this is as vague as its end. But on the other hand, the most important feature of fashion is its obligatory changeability. With the advent of a new fashion, shoes, like other costume items characteristic of the previous fashion, partially or significantly lose their aesthetic value, and at the same time their monetary value. This fact is of great aesthetic and economic importance for manufacturers and buyers. Some do not want to buy, while others untimely felt a sharp drop in demand for these types of footwear, they were unable to offer the market new fashionable types of footwear in time in order to maintain high demand and the image of their enterprise as a trendsetter with a marketing service. Keeping track of demand issues and making effective decisions in a timely manner. Unfortunately, manufacturers will not understand in any way that this fact - the loss of the aesthetic value of the types of shoes offered to the buyer - comes from the natural desire of people to update their wardrobe, which is associated with constantly changing needs (including aesthetic) and the general development of human society.

The work of an enterprise without taking into account the current situation on the demand market today, or better tomorrow, will certainly lead to collapse, because fashion is both novelty and imitation

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is not always new, but necessarily unusual with the manifestation of the individuality of each consumer. One cannot but agree with the statement of the famous French fashion designer P. Cardin about fashion: "Fashion is ... renewal! The principle that nature has always followed! A tree sheds old foliage, a man - bored clothes and shoes. When things become familiar, people get tired of them quickly. Fashion saves you from tiresome uniformity. People want to like each other: to be beautifully dressed, to look good is a natural need. "

The modern leader needs to have that flair, the ability to foresee this emerging new thing that is already in the air, but has not yet acquired flesh. You need to learn this skill, take risks, surround yourself with talented fashion designers, trust them, implement their proposals and developments in small batches, test them on the demand market, advertise the advantages of the offered range of shoes, form good taste in the buyer and his desire to be beautifully dressed, look good ... It doesn't happen by itself. This state of mind is formed under the influence of the environment where a person communicates, lives, creates and wants to be recognizable.

The taste must be developed, but at the same time, every buyer, every member of society who considers himself a cultured person, the taste must be endowed with individual qualities, only in this case the fashion will be able to fulfill its mission - to make every person an individual. This is possible if people develop the presence of different personal tastes, if a society of people is created that is capable of respecting other people's tastes, without imposing their own tastes on them, peacefully coexisting, forming a society of intellectual, cultured people.

Unfortunately, the level of quality in the Russian industry and service sector still does not meet these requirements. The few examples of successful competition of Russian companies in the foreign market are in most cases achieved due to the cheapness of raw materials, materials, energy and labor. After Russia's accession to the WTO, Russian companies will not have these advantages. They will be able to compete with global manufacturers based only on the high quality of products and technological processes, on the ability to meet market requirements, on the availability of a demanded range of footwear.

One of the most important steps in the implementation of these goals was the adoption on December 27, 2002 of Federal Law No. 184-FZ "On Technical Regulation". This law lays the foundations for a radical reform of the entire system of state regulation of quality.

The Federal Law "On Technical Regulation" (hereinafter - FZ) provides for harmonization with the European practice of Russian: approach to conformity assessment, standardization system, state quality control. The reform of technical regulation carried out in the country is aimed at ensuring the achievement of

the necessary balance in the market between the interests of the consumer and the manufacturer. At the same time, on the one hand, the safety of products for a person, his property, and the environment must be ensured, and on the other hand, on the way of movement of goods to the market (assessment and confirmation of conformity, control and supervision of quality, etc.) allows prevent actions that mislead consumers.

It is known that the leading position in the world economy is achieved only by those countries that are able to ensure the quality of products and services that create competitive advantages for their producers and comfortable living conditions for consumers. That is why in the leading countries of the world the problem of quality is at the center of the economic interests of the state and citizens. Quality systems, being a market mechanism for quality management, which enterprises use at their own discretion, require government support.

One of the important steps of state support for quality systems was the release in 1998 of the RF government decree "On some measures aimed at improving systems for ensuring the quality of products and services." In particular, it says: "To consider the most important task of federal executive bodies to support business entities implementing quality systems based on GOST R ISO 9000 series in order to increase the competitiveness of products and services provided. Recommend the executive authorities of the constituent entities of the Russian Federation to provide support to the specified business entities. "

As a result, by placing profitable orders, the state is interested in the industry in creating and using such effective tools for improving product quality as modern quality systems, that is, using the new version of ISO 9000: 2000.

The quality system according to the new version of the ISO 9000 series is to ensure the quality required by the consumer, but with minimal costs. This, in particular, is the philosophy of the TQM (Total Quality Management) concept and, as a consequence, the high efficiency of the quality system at the enterprise. In these conditions, the advantage will be given to the company that can offer consumers the best quality at a lower price.

The quality system must ensure both the conformity of the product to the requirements of the consumer and the guaranteed identification and elimination of deficiencies in production processes that affect the quality, i.e. ensure the greatest likelihood of no defects.

But more than a year has passed since the entry into force of the Federal Law, during this time not a single technical regulation has been adopted in the country, establishing mandatory requirements for the application and execution of the objects of technical regulation.

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Technical regulation - legal regulation of relations in the field of establishing, applying and fulfilling mandatory requirements for products, processes of production, operation, storage, transportation, sale and disposal, performance of work or provision of services, and legal regulation of relations in the field of conformity assessment.

According to Evgeny Petrosyan, Deputy Director of the Department of Technical Regulation and Metrology of the Ministry of Industry and Energy of Russia (formerly Gosstandart), Yevgeny Petrosyan, this situation with the implementation of the Federal Law is due to the confusion in the field of standardization after the unsuccessful implementation of the administrative reform. In fact, the director of the department Marina Glazatova agrees with the fact that the unsuccessfully carried out administrative reform delayed the reform of standardization, since only a year later the Government of the Russian Federation will formulate the main tasks for them, but today it is necessary to solve three main problems, namely:

clarify the provisions regarding the mandatory attestation of conformity during the transition period. Here it is necessary to amend Article 46 of the Federal Law. This amendment should guarantee the obligation to carry out all forms of conformity assessment that exist today, and would establish the legitimacy of both certificates and declarations for a transitional period.

Today there is no such document, since the laws on certification and standardization have been canceled to clarify the provisions on registration of certificates and declarations of conformity. According to the Federal Law, registration must be carried out by the federal body for technical regulation, that is, by the ministry. However, physically it will not be able to cope with such a volume of work, so this problem was solved by retaining the right to register on the spot for the centers of standardization and metrology. True, the fate of the CSMs themselves, as federal state institutions, is not yet clear;

- to clarify the procedure for the development of rules and methods for conducting tests and measurements, sampling. In accordance with the Federal Law, all methods must be approved by the government. But given the fact that there are six and a half thousand standards, this seems unrealistic. The Department proposes to transfer this work to the level of approval of national standards, that is, to the level of the Federal Agency. But the question remains open for now, because the Federal Law provides: the rules and methods that will be approved by the government will then be used for control and supervision during inspections. That is, the parties will know in advance exactly how, by what methodology, the verification will be carried out. This will make the process of monitoring compliance with technical regulation requirements more transparent. Only the meaning of these claims is rather the opposite: if "private" projects sin with incompleteness and utmost ease of

requirements put forward for products, then "state" ones seek to regulate everything that is possible, and by such high standards that it is not clear who will be able to fulfill them. Although technical regulations are adopted only to ensure the protection of the life or health of citizens; property of individuals or legal entities, state or municipal property; environmental protection, prevention of actions misleading purchasers. The use of technical regulations for other purposes is not allowed. Although technical regulations are adopted only to ensure the protection of the life or health of citizens; property of individuals or legal entities, state or municipal property; environmental protection, prevention of actions misleading purchasers. The use of technical regulations for other purposes is not allowed. Although technical regulations are adopted only to ensure the protection of the life or health of citizens; property of individuals or legal entities, state or municipal property; environmental protection, prevention of actions misleading purchasers. The use of technical regulations for other purposes is not allowed.

Since, according to the Federal Law, technical regulations are divided into general and special, in this case, the requirements of general technical regulations are mandatory for all types of products, production processes, operation, etc. They are adopted on the issues of safe operation and disposal of machinery and equipment, safe operation of buildings, structures, structures and adjacent territories, fire, environmental, biological, nuclear and radiation safety, electromagnetic compatibility, while special technical regulations establish requirements for certain types of products, production processes, operation, etc.

FZ to ensure the requirements of technical regulations provides for two types of standards: national, which are adopted and approved by the national standardization body, and standards of enterprises (organizations). The existing industry standards will no longer exist, they must be transferred to the rank of national standards, or standards of organizations.

Consequently, a standard is a document in which, for the purpose of voluntary reuse, the characteristics of products, rules for implementation and characteristics of the processes of production, operation, storage, transportation, sale and disposal, performance of work or provision of services are established. The standard may also contain requirements for terminology, symbols, markings or labels and rules for their application.

During the reforms at enterprises after the adoption of the Federal Law, the services of standardization, metrology, quality control were sharply reduced, as unnecessary, unnecessary, and at enterprises where life was barely glimmering, in order to save the wages fund, the standardization, metrology and quality control services were generally

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eliminated. Strange as it may seem, the heads of some quite prosperous enterprises did not think for a long time that quality is a fundamental factor in the competitive struggle, and the named services are precisely the knights who are able to ensure this very success in the market.

Technical regulations do not establish design and performance requirements. As a consequence of this, manufacturers will always be faced with the task in the manufacture of specific products to have such a document for the release of products, which would ensure, along with the creation of products with specified consumer properties, the fulfillment of the requirements of technical regulations. There are two ways of acting in this situation: the first is to develop such a document independently, which is far from being possible for every manufacturer, and the second is to apply a national standard. The first method is fraught with the fact that the manufacturer will have to prove that his document ensures compliance with the requirements of technical regulations. Thus, the main condition for fulfilling the requirements of technical regulations can be the implementation of the principle of "presumption of conformity" adopted in the EU.

The developers of the new version of the ISO 9000 series standards made an attempt to invest in them a modern understanding of the quality system that meets the requirements of the global market, which can be characterized as follows:

- the market is oversaturated with goods of the same purpose;
- it is characterized by constant variability due to scientific and technological progress, as well as the fiercest competition that generates new proposals;
- consumers in the market know what they want and have a lot to choose from.

Another principle: a "process approach" has been adopted to build a quality system. Accordingly, it is represented by three interconnected blocks of processes instead of 20 elements provided by the previous version of the standards:—it is resource management, product lifecycle management, and change and improvement. In accordance with the ISO 9000: 2000 series, a process is an activity aimed at achieving an established goal, which has a quantitative expression - a result. Therefore, to implement the "process approach", the organizational system of enterprises should be reoriented from functional management to management of results, the totality of which should ensure an increase in the efficiency and competitiveness of the enterprise.

Consequently, from an economic point of view, the application of the concept of the "process approach" should help to increase the economic results of activities.

Already today, if not yesterday, each manager needs to reconsider his attitude to what is happening at his enterprise in order to ensure the competitiveness

and demand for products manufactured at his enterprise.

This problem statement is especially topical for shoe enterprises, because the Russian markets have been and will be oversaturated with types of footwear for the same purpose. Therefore, you need to know exactly what will be in demand on the market and how it should be implemented, so that your range of shoes is chosen by the buyer, withstanding the fiercest competition that generates new offers.

For all this, it is important to build an assortment policy in such a way that, if footwear of the same type arrives on the market, it should differ significantly in price, but meet the requirements of the standard. In addition, both the head of the enterprise and the fashion designer must, when choosing an assortment policy, proceed from the fact that each fashion corresponds to a certain time, but a certain repetition is guessed in it with appropriate adjustments taking into account an already different, modern era.

So, for example, the same types of shoes can be:

- immoral - 10 years before their time;
- defiant - 3 years before their time;
- brave - 1 year before their time;
- beautiful - when these types of shoes are in fashion;
- tasteless - a year after their time;
- ugly - 10 years after their time;
- funny;
- peculiar - after 50 years;
- pleasant - in 70 years;
- romantic - 150 years after their time.

Jean Cocteau owns a catch phrase: "Take fashion seriously, because it is dying so young" (Figure 2).

But at the same time, one has to reckon with the fact that one cannot insist on what was found, get carried away with replication even when no matter how well the model "goes" today. We will not achieve anything except the painful blockage of yesterday's fashionable shoes. And each time we will face the problem of its implementation, which is very difficult when it comes to thousands of copies. More in fashion than in any other field, one must be able to say goodbye to a find, even a successful one, for the sake of a novelty. Moreover, what is interesting: you can bring to the market in the second round, and sometimes throughout human life and in the third, great-grandmother's shoes, they "look", they are able to live, but this is impossible in relation to yesterday's fashionable and this is confirmed by the entire history of shoe production, as in the field of fashion - yesterday is the unbearable day before yesterday, the day before yesterday is possible. Here the mechanism comes into force, inherent in our cultural consciousness: memory revives the old, it becomes cute and enters modern shoes with a special note, creating a kind of support in the stream of changing impressions. This will be possible if enterprises are

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able to quickly change, create a new rate of turnover of finished footwear, create an extensive and highly

efficient sales network with the obligatory variety of the assortment of footwear produced in “small series”.



Figure 2. Alexander Exter. Shakespeare's heroine in costume

It seems clear that there can be no ready-made recipes for all occasions, but there must be constant work, a daily solution to emerging problems in the manufacture and sale of popular footwear.

It's like breathing. It is impossible to take in air and freeze; even, constant, adjusted rhythm of inhalation and exhalation is Life.

Figures 3 - 6 show models of men's and women's shoes. When developing them, we wanted to draw the attention of manufacturers to the possibility of using basic models for a significant expansion of the assortment, ensuring demand for it and creating the basis for a sustainable assortment policy throughout the calendar year.

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Assortment of children's shoes



Figure 3. Assortment of baby nursery shoes-booties



Figure 4. Assortment of preschool children's shoes



Figure 5. Assortment of little children's shoes

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Figure 6. Assortment of school shoes for girls



Figure 7. Assortment of school shoes for boys



Figure 8. Assortment of teenage shoes for girls

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Figure 9. Assortment of school teenage shoes for boys



Fig. 10. Assortment of women's demi-season shoes

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Rice. 11. Assortment of winter women's shoes



Fig. 12. Assortment of summer women's shoes

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Fig. 13. Assortment of women's shoes
 a) for outdoor activities b) office shoes

Assortment of men's shoes



Fig. 14. Assortment of autumn men's shoes

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Fig. 15. Assortment of spring men's shoes



Fig. 16. Assortment of summer men's shoes

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Fig. 17. Range of men's shoes for outdoor activities



Fig. 18. Range of men's winter shoes

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Fig. 19. Assortment of men's work shoes and footwear for the military



Figure 20. Assortment of men's office shoes

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Assortment of footwear for the elderly



Fig. 21. Assortment of footwear for the elderly

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Elite assortment of women's shoes



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Elite assortment of men's shoes



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Wherever the footwear produced by the enterprise is sold: in a company store, at wholesale fairs or federal exhibitions - it is always important to know the niche that is not occupied today and to fill it urgently. This is possible only if the buyer has no limited choice for making a decision to purchase it, if the interests and capabilities of all groups of consumers are taken into account. These are not nice words, but the reality of today's market. Without such marketing research, without strict consideration of demand, without analyzing the reasons for the return of shoes by customers and analyzing their claims, it is difficult to expect success, and this is simply impossible.

The more a variety of footwear is offered to the trade on the same basic basis, the more it will be sold, the easier it is for the enterprise to timely ensure the modernization of its production and timely replace the outdated, not in demand footwear with one that will again be in demand. In general, you have to spin to be "afloat".

For men's and women's shoes, the same requirements for creating conditions for their demand are characteristic, but taking into account the market where these shoes will be offered for sale, for sale. Today men's footwear is in high demand, which is due to the change in the status of the Southern and North

Caucasian districts (Southern Federal District and North Caucasian Federal District) on the geopolis of the Russian Federation. The border district, internal troops, military units of the Ministry of Emergency Situations, regular military units and formations, a huge flow of refugees, a large number of higher educational institutions - all this provokes the need for a large number of consumer goods, including footwear for various purposes. In this regard, the demand for men's footwear has its own characteristics, consisting in the fact that the autumn-spring range of footwear is in greatest demand on the market. And the availability of technical specifications for the production of special footwear for military personnel using glue and molding methods expands the ability of shoe enterprises to develop and manufacture men's footwear, as it were, at the junction - everyday and special with the possibility of a slight change in the technology of making it for the consumer or offering it to military representatives as special footwear. Such a wide range has already provoked the opening of numerous small businesses for the production of men's shoes. I just wanted to draw the attention of heads of enterprises and fashion designers to the principles of forming an assortment of men's shoes in order to ensure stable demand and high competitiveness in the supply market.

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It is important that the experimental group of the enterprise timely monitors the emergence of new materials and accessories on the market of proposals, ensuring for itself the right to know-how, peculiarity, uniqueness, thereby creating an image for its enterprise, respect for the "brand" of the enterprise and the trademark, so that in all cases, this prestige has always been maintained at a very high level.

So, for example, if a molded sole with a rim is used, then its fastening will always be carried out using a combined fastening method - thread and glue, since this is of high quality and ensures its durability, then the buyer will already know that the shoes of this company are distinguished from others by high quality, reliability, availability and comfort.

A special place is occupied by the production of women's footwear for the demand market of the Southern Federal District. A large volume of imported footwear and affordable prices make the production of women's footwear a less profitable business in comparison with children's and men's footwear. Once again, the fact that the importance of marketing research is increasing, the definition of its assortment, which will never be taken into account by "shuttle traders" and foreign firms, is becoming more and more important. Therefore, the analysis of anthropometric changes that have occurred in the feet of the female part of the population of the Southern Federal District in recent years, the presence of a large number of customers with pathological abnormalities, significant differences in full size allow manufacturers to make women's shoes on the styles of such pads that are more satisfying to customers in a comfortable and convenient shoes, and the traditional high quality and reliability against the background of a lower cost make such shoes always in demand and desired. And footwear for the elderly, socially unprotected, but having even greater pathological changes in the feet, allow manufacturers, together with designers, taking these features into account, to produce shoes that will always be in demand and sold. In addition, new solutions, unexpected proposals are needed, and then you, the manufacturers, will be successful not only in

the domestic market, but also in more accessible foreign markets.

Thus, even today, despite the lack of a legal basis for technical regulation, it is necessary for each leader to choose their own, and only their own rules of the game and behavior in the market for supplying footwear of a domestic manufacturer, not forgetting to use the opportunity to export their products to the world market.

I sincerely wish us, consumers and our leaders, justified risk and success, both in the domestic footwear market and in foreign ones.

At the same time, the quality systems "ordering / 5 S" and "three" NOT "are the basis for the stability and safety of production.

The coming XXI century is destined to be a century of high quality in all its manifestations - the quality of labor, products and services, the environment, that is, to implement the modern paradigm of civilized development.

Ensuring competitiveness in the domestic market and promotion of Russia in foreign markets is impossible without the production of high-quality products that meet safety requirements. Taking this into account, enterprises need to implement a quality management system (QMS), which should be systematically developed and supplemented over time. The combination of its various elements contributes to the effective management of production and the release of quality products.

One of the components of the integrated QMS is the Japanese system - "Ordering / 5S".

One of its ideologues is Kaoru Ishikawa, an internationally renowned theorist of quality management. In particular, he came up with the idea of creating famous quality circles in the early 60s of the last century. The main task of this system is to promote maximum stability and safety of production processes, maintaining order and discipline at each workplace with the participation of all personnel of the enterprise, especially highly qualified workers.

Key concepts of the quality system "Sequencing / 5S" are given in table 1.

Table 1-Concepts of the "Sequencing / 5S" system

Japanese term	The meaning of the term	Activity content
Seiri	Organization	Removing unnecessary
Seiton	Accuracy	Arranging the placement of items
Seiso	Cleaning	Cleaning the workplace
Seiketsu	Standardization	Standardization of rules for cleaning, ordering and cleaning
Shitsuke	Discipline	Formation of the habit of keeping clean and tidy
* Each word denotes an element of the activity to master the rules of maintaining an organized workplace.		

The first two elements in the 5S system (Seiri è Seiton) aim to free the workspace of unwanted or unnecessary items and to organize the remaining items. The workspace activity is directly related to

these two steps in 5S (creating "workspaces where everything is in its place"), in addition, the concept of assigning space to small groups is used. Working to improve the working environment also fosters

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networking among small groups, which is a prerequisite for improving the performance of many businesses.

The third element of the "5S" system - cleaning of the workspace - is necessary, because without it, cleaning of industrial premises turns into a routine waste disposal, and contamination inside the machines remains sources of defects and breakdowns.

The fourth element of the 5S system, standardization, involves establishing and enforcing the best practices for shaping the work environment to ensure that the requirements of the first three elements of the 5S system are consistently met. System Mastering Step 3 (developing standards for cleaning and checking) not only establishes standardized procedures for performing steps 1 and 2, but also trains operators on how to maintain equipment while taking responsibility for lubricating equipment.

The fifth and final element, discipline, is the key to ensuring consistency in the 5S system. Steps 4 and 5 continually educate operators about the operation of the equipment along with setting maintenance standards. As a result, operators are motivated to keep the equipment in good condition. To implement the above five steps, you need to go through twelve steps:

- preparation for the implementation of the "Ordering" system;
- deleting unnecessary;
- rational placement of objects;
- development of rules to comply with the principles of "removing unnecessary" and "rational placement of objects";
- consistent cleaning;

- trouble-shooting;
- development of cleaning rules;
- grease;
- simple check;
- development of inspection and lubrication rules;
- standardization of the rules developed as a result of the previous steps;
- daily activities within the "Ordering" system - discipline and responsibility.

In Russian practice, there are two fundamentally different approaches to the implementation of the "5S" system: Western and Japanese.

The Western approach is focused on getting quick, mainly external results: cleanliness, order, visual control, staff compliance with strict regulations. In these cases, the 5S system is implemented by a team of managers who make all decisions, define requirements and formulate rules for maintaining order. All employees should simply follow this procedure, without adding anything to it.

The Japanese approach consists, first of all, in involving all personnel in the process, including the intelligence of each employee in the rational organization of his workspace. Of course, this method of implementation is longer, at first it requires colossal efforts to overcome the inertia and disbelief of workers. But in the end, it delivers higher and more sustainable results, making it easier and more efficient to implement full-scale lean projects.

The creation of a system for maintaining a favorable environment and safe working conditions at an enterprise can be represented by a diagram (Figure 22).



Figure 22 - Scheme of creating a maintenance system favorable environment and safe conditions labor at the enterprise

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As the experience of enterprises where the 5S requirements have already been implemented, after eliminating all inconsistencies, optimal working conditions are created, productivity increases, injuries and occupational diseases decrease, the quality of basic and auxiliary operations increases, and the negative impact on the environment decreases.

One of the Russian enterprises, which successfully implements the "Ordering / 5S" system, is the Rostselmash Combine Plant LLC, Rostov-on-Don.

LLC KZ Rostselmash is one of the largest enterprises in the country engaged in the design, production and maintenance of grain and forage harvesting equipment and spare parts for it. The experience of the plant in the implementation and implementation of the "Ordering / 5S" system can be successfully applied at light industry enterprises.

Within the framework of the "Ordering / 5S" system, the "TRI" Do not "system operates at LLC" KZ "Rostselmash, which implies "-" do not make "," do not accept "," do not transfer "inappropriate products. The main elements of the "Three" NOTs are as follows:

conclusion of an employment contract with each employee that defines the rights, obligations and responsibilities of the parties;

transfer of performers to self-control;

application of identification of each batch or unit of production, allowing to distinguish between corresponding and non-conforming products;

the absence of material deductions from employees who allowed the manufacture of inappropriate products and openly presented such products to a quality specialist (the costs of managing inappropriate products in this case are attributed to general plant costs);

the presence of an identifying container of two colors (green - for the relevant products, red - for nonconforming products), or a place for nonconforming products highlighted on the floor with a red square;

availability of a system for determining the causes of nonconformities, eliminating which this nonconformity will not be repeated.

The implementation of quality systems "Ordering / 5S" and "Three" NOTs "will allow to more quickly implement and strengthen the integrated quality management system based on the ISO 9000 series, and, consequently, increase the stability and strengthen the safety of production of any type of product. Economy is a characteristic sphere of human activity. It is in it that the most representatively active nature of homo sapiens is expressed, aimed at transforming living conditions. The practical nature of the economy presupposes practical tools for managing its organization and development. This is formal logic, the task of which, as you know, is to define concepts and arrange them in the proper order. After that, the

relay race of creativity passes to dialectical logic. Dialectical logic is designed to reveal the process of the development of concepts, their mutual transitions and transformations.

The history of economics unambiguously testifies to the fact that, with practical progress, the importance of theory increased, and not only of economic knowledge proper, since the production and consumption of material goods includes the essential forces of man. Economic knowledge acquired a political meaning and required philosophical interpretation. The political aspects of economic theory, as well as its logical-philosophical analysis, have intensified along with social progress. Modern attempts to present economic theory outside politics and philosophy are nothing more than ordinary insanity. A truly democratic view of economics emphasizes its human and political dimensions. The twentieth century has confirmed the advantages of a socially oriented economy over abstract freedom of competition and market self-regulation. The logic of the development of economic thinking also speaks in favor of the above. Initially, the development of the economy was associated exclusively with the development of production (A. Smith, D. Ricardo, K. Marx, J. Mill). Over time, the approach has changed dramatically and the idea of the need to look for the keys to economic success in the field of consumption dominates in modern political economy. Anyone who is able to manage the development of consumption will be able to control production as well. At the level of direct subjects, the market creates the effect of "shortened knowledge". One gets the impression that that part of the theory is sufficient, which in the system of economic knowledge acts as specific, practical-oriented, calculation methods and behavior recommendations. This knowledge is actually important for developing entrepreneurial tactics. They constitute the foundations of practical politics, but they must be treated with due regard for their specificity, and we must not forget that they are not self-sufficient. In "practical" knowledge - F. Bacon called them more aptly "fruitful" - the logic of the theoretical analysis of reality is manifested - according to F. Bacon's classification - "luminous" knowledge. Quite often, in search of the reasons for practical gaps, the range of possible options is unjustifiably limited. Theoretical premises, which are always present in the case indirectly, turn out to be outside the zone of attention, and from them, meanwhile, everything could begin. Quite often, in search of the reasons for practical gaps, the range of possible options is unjustifiably limited. Theoretical premises, which are always present in the case indirectly, turn out to be outside the zone of attention, and from them, meanwhile, everything could begin. Quite often, in search of the reasons for practical gaps, the range of possible options is unjustifiably limited. Theoretical premises, which are always present in the case

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indirectly, are outside the zone of attention, and from them, meanwhile, everything could begin.

The market for an entrepreneur is like a minefield. He is not allowed to make any more mistakes than miners. But there is a prospect to survive and succeed! You can adapt, following the prevailing ideas, or offer something original. In the latter case, turning to a high theory (ideology) is inevitable. The practicality of consciousness does not oppose theoretical reflections, on the contrary, it provides for them and depends on them. It has long been understood that the most practical is a well-tailored theory. The practice, conditioned by theoretical literacy, combines the novelty of the approach with the prospect of its development. Only in theory can one look for guarantees of practical effectiveness - "measure seven times (think thoroughly, suspension, calculate), then cut off (act)". Practical consciousness is limited to a conditional situation,

Standardization is a temporary, conditionally limited mechanism for managing the production situation. With a change in understanding and real state of affairs, standard attitudes also change. The conditionally limited nature of standardization in no way means infringement of its significance. Truth is concrete. The concreteness of truth is objective and this objective concreteness of truth must be expressed in a relatively stable measurable form. With the help of standardization and metrology, a practical concretization of true knowledge is achieved. Our trouble is that practical consciousness is not properly aware of the relativity of the expressiveness of the knowledge generated, its dependence on the level of economic development and on the economic situation. Professional thinking, under the pressure of practical problems, spontaneously avoids "high" reflections, understanding them as a distraction from the real business. It turns out that "high" abstractions are the lot of philosophy. A specialist comes to the catwalk, gets acquainted with the trends of high fashion, thinks, weighs what and how he will embody in real production, and thinks about the philosophy of business is superfluous for himself, delegating responsibility to the side.

The advantages of the market have literally bewitched domestic reformers, depriving them of the ability to comprehensively and critically perceive economic reality. In essence, the market was reduced to the sanctity of private property, free competition and independence from the state. The market has turned from an economic event into a material one. Free manipulation of the most important concepts is the hallmark of our market specialists. Otherwise it is impossible to pass off wishful thinking.

By sequestering the understanding of the market, "ultra-market people" have sunk its spiritual component to the bottom as unnecessary. They forgot, in particular, to note that the entire past century in

North America and Western Europe has passed under the sign of an increase in interest in the philosophy and psychology of activity. It turns out that pragmatism has moved to the vanguard of the ideological support of democratic transformations in society by itself, in parallel with the market.

There are no ideal philosophical (as well as any other) systems. All ideas and systems of ideas are developed within specific historical conditions and are limitedly productive. But within the boundaries of the existing reality, they are quite effective and should be considered as necessary conditions for successful practical activity, to be an organic part of economic consciousness. The attitude on the market is indeed developing spontaneously in many respects, under the influence of poorly controlled factors, however, the latter recognition does not mean the impossibility of activating active mechanisms of influencing the market element, in order to give it stable development trends.

The market did not limit the practical possibilities of the theory. The market demanded a new level of theoretical participation, exposing the weaknesses of purely economic knowledge.

Practical management of economic activity is based on the body of knowledge generated by economic theory. Economic theory, in turn, is based on a conceptual apparatus built in philosophical teachings. Philosophical teachings are heterogeneous. Their differences are quite significant, but for all the significance of the discrepancies in philosophical systems, they are built on a common system-forming factor - the interests of a person, due to which knowledge acquires expediency, a humanitarian meaning. The philosophy and psychology of business equip with the knowledge necessary for active activity in a difficult economic environment, lay the prerequisites for the directed organization of spontaneity in market relations.

When presenting the market, it is usually noted that the sustainability of its development is determined by the balance of supply and effective demand. There is a choice and there are funds - the market is working normally, as there are the required conditions for healthy economic relations. The market health formula is alarming in that it is hidden behind the concept of "supply" and "demand". According to the laws of economic freedom, production and consumption are formed on the conveyor belt of competitive relations. The main enemies of market health are monopoly and protectionism. Civil society and the state are obliged to neutralize everything that impedes the normal functioning of the market. No one is allowed to interfere in the very essence of the market, created by the interaction of the two flows forming the market - supply and demand, for such interference is contrary to private property. Thus, one gets the impression that market principles are spontaneous. Extreme caution and utmost care must

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be exercised in assessing such an opinion. In normal - European, North American - capitalism, diseases are similar to those with which Russian abnormal (corrupt, oligarchic, gangster) capitalism suffers. One thing is declared, another is done. "We wanted the best, but it turned out as always" - a historical summary. One thing is declared, another is done. "We wanted the best, but it turned out as always" - a historical summary. One thing is declared, another is done. "We wanted the best, but it turned out as always" - a historical summary.

In practice, the state and civil society, through their institutions of influencing the mass consciousness, actively control and intervene in economic life, try to regulate and direct the development of the market. Mass media are in demand not so much for advertising as for squeezing consumer thinking. Forming a given way of thinking, loading consciousness according to a certain program, the market owners give its development purposefulness and an organized character. In principle, such actions are not considered illegal, with the exception of private shares in conflict with the law.

Thoughts embodied in words, words realized in images, patterns that make people buy things - all these are also goods that are not alien to the market. The difference between knowledge, put on the market as a specific product, lies in the fact that they simultaneously fill the market, diversify offers and push market interest. Quite biblically it turns out: "First there was a word ...". The only difference is that the words on the market are human and their interests are also human: private national, corporate. Ideological market dominance is the real path to practical dominance. The market is not an antagonist of philosophy, but a springboard for philosophical conquests. Practical life is blind without theory, just as theory is empty without practice. Surviving and gaining confidence in the market is given only to those who skillfully use the power of knowledge. The philosophy of the market is the study of the contradictions that drive them and the possibilities of their rational resolution. Market contradictions, starting with the contradictions contained in the product itself, and ending with the collision of the manufacturer with the consumer (seller-buyer), at first approximation seem antagonistic. The analysis of market relations leads to the conclusion about their dialectical diversity.

The fundamental difference between dialectical contradictions is that they are relations between opposites, implying the interdependence of existence. No matter how sharp in the form of expression dialectical opposites are, in essence they are not viable individually. The existence of dialectical opposites is possible only in interaction.

Consequently, the main contradictions of the market have rational ways of resolving, and these ways are associated with the movement of concepts.

It is necessary to achieve that concreteness of the content of concepts that corresponds to the historical definiteness of the economic situation. The concepts of "transitional economy", "developed economy" in theoretical and practical perspectives make sense to cast in the case of concretization of those concepts on which their criteria are built.

The market opposes the interests of the seller and the buyer. The first seeks to make a profit, the second - to save on direct costs. What could induce them to compromise? The answer is simple - what is equally present in their market-divorced interests. The seller, if he is both a manufacturer, or is in a corporate relationship with a manufacturer, or is concerned with his own reputation, is interested in the quality of the product.

Interested in the quality of the product and the buyer exchanging funds for the required product. The quality of the goods is the core of the normal interaction between the seller and the buyer, since quality gives their relationship a trusting nature and is a guarantee of the mutual benefit of these relationships.

The nature of these relations is interesting: at the end of the 19th century, the so-called "consumer movement" arose in the United States. Various societies and consumer associations created during this period already played a special role in protecting the rights of buyers. In 1890, the Buyers League was founded in New York, which, in addition to a purely educational influence on buyers, pursued social and economic goals. The League developed forms of certification of products released under favorable production conditions - the so-called labels (Label - a label attached to a product), which the League began to issue to firms that provided favorable working conditions and produced the highest quality goods. These firms were included in the so-called "White List".

In 1905, US President Theodore Roosevelt sent a message to Congress: "I recommend passing legislation to deal with the interstate trade in mislabeled and counterfeit food, drink, and drugs. Such a law would protect the interests of honest industrialists and merchants, and would also protect the health of consumers. The sale of spoiled and falsified food that is harmful to health or misleading the buyer should be prohibited."

In February 1936, the Consumer Union was created in the United States - a group of professional leaders, economists and lawyers drafted a charter and agreed that the main task of the organization would be "to provide consumers with information and advice about goods and services" and "to maintain a laboratory for research and testing.". The organization also took on the task of communicating the working conditions under which these goods are produced and distributed.

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By the end of the 20th century, the environmental movement in the United States acquired a broad social base. It increasingly integrates the tasks of consumer protection, since for the population, the fight against environmental pollution and the reduction of environmental risk means health-free working and rest conditions, clean food and safe consumer goods. The activity of consumer organizations forces manufacturers not only to provide more truthful information about products and services, but also to offer their environmental programs.

Currently, consumer organizations in the United States are a powerful factor in regulating the quality of goods and services, and both manufacturers and trade and government agencies reckon with it.

The European Economic Community also has extensive experience in consumer protection. This experience seems to be very useful for countries in which, as in Russia, consumer protection legislation appeared only recently.

The first consumer organization was the Norwegian Consumer Council, a general consumer organization in Norway founded in 1953 to deal with a wide range of consumer issues. This includes both legal and economic issues as well as product and service oriented work. The Dutch Consumer Union was established in 1954. The Union is an independent organization that closely interacts with government agencies on issues of economy, health care, environmental cleanliness and safety of goods. The main task of the Netherlands Consumer Union is to provide feedback to manufacturers of goods by studying the demand and wishes of consumers.

The Treaty of Rome (the treaty establishing the EEC), concluded in 1957, contained practically no provisions that would directly relate to the protection of consumer rights. In the most general form, the need to ensure and protect such rights is formulated in Article 2 of the Treaty, which proclaims that the task of the Community is to create a common market, constant and uniform development, increasing stability, and an early increase in living standards. It took a long time for, under the influence of consumer organizations of the EEC member states, as well as in connection with the awareness of the importance of consumer protection as the weakest side in relations with entrepreneurs - manufacturers and sellers, first general policy documents of the EEC bodies in the field of consumer protection appeared, and then, and normative acts, clothed in the form of directives of the Council of the EEC.

The idea of consumer protection at the Community level, and not only at the national level of the participating countries, arose in 1961, when for the first time, four years after the conclusion of the Treaty establishing the EEC, representatives of national societies created a special body - the Advisory Committee on Consumer Protection. The formal

consumer protection policy within the EEC was created simultaneously with the adoption in 1975 of the First Action Program for Consumer Protection. The basic principles and norms of the Treaty of Rome were supplemented by the provisions contained in the Single European Act, ratified by the parliaments of all participating countries and entered into force on July 1, 1987. The expansion of the EEC to a unified market without borders sets the task of improving national legislation in the direction of increasing the level of protection of the rights of its citizens,

Integration processes taking place against the background of the emerging globalization of the world economy influenced the creation in 1960 of the International Organization of Consumer Unions (ISUU). The founders were consumer unions of five developed Western powers: the USA, England, Belgium, the Netherlands and Austria. Private independent organizations and government organizations can be members of the IOPS. The recognition of consumer rights on a global scale is expressed in the General Assembly and UN Resolution No. 39/248 of April 9, 1985, which enshrined 8 consumer rights:

- the right to the safety of the goods;
- the right to information;
- the right to choose a product;
- the right to express one's interests;
- the right to basic needs;
- the right to compensation for damage;
- the right to consumer education;
- the right to a healthy environment.

In the USSR, the relationship between the consumer and the manufacturer was regulated by command-administrative methods, giving rise to a shortage of goods and the actual disinterest of the manufacturer in the production of quality products. Only on May 22, 1991, the USSR Law "On Protection of Consumer Rights" was adopted, which, however, due to the collapse of the USSR, did not come into force.

In the Russian Federation, the legal basis for the formation and implementation of a targeted policy in the field of consumer protection was created with the entry into force on February 7, 1992 of the Law "On Protection of Consumer Rights". The law reflects the tendency to strengthen the legislative regulation of relations aimed at protecting the rights of citizens. The law consolidated the most important internationally recognized consumer rights, including: the right to state and public protection of consumer rights and the right to associate in consumer organizations. The consumer protection system being created in Russia today is a combination of federal executive authorities, local governments, public associations of consumers, whose powers in the area under consideration are specially stipulated in the Law of the Russian Federation "On Protection of Consumer Rights". The elements that make up the system carry

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out the whole range of work on the formation and implementation of the national policy in the field of consumer protection at the national, regional and municipal levels. At the same time, it should be noted that these structures do not exhaust the list of persons involved in consumer protection.

The main federal body for the protection of consumer rights is the Ministry for Antimonopoly Policy and Support of Entrepreneurship of the Russian Federation (MAP RF). The Ministry has a Consumer Rights Protection Department. MAP RF has territorial offices located in regional and regional centers. The MAP of Russia exercises state control over the observance of laws and other legal acts of the Russian Federation regulating relations in the field of consumer protection. The Ministry and its territorial bodies have the right, according to a certain procedure, to consider cases of violations of consumer rights, issue orders to eliminate these violations and impose fines on violators, bring claims in the interests of consumers, make decisions on the recall of goods that may be life-threatening and consumer health.

Time will tell whether this approach is good or not. One thing is clear - the protection of consumer rights protects not only the vital interests of the buyer - the good name of the manufacturer and seller of quality goods is equally protected, who will prioritize the production of products of proper quality, thereby securing a reputation for being a reliable manufacturer.

In the regulatory market, product quality is the dominant feature of all relations in all sectors: goods, services, finance, labor. This alignment corresponds to a high level of purchasing power, sufficient to follow the socio-economic standards of the consumer and the recommendations of the product manufacturers. Unfortunately, the normal market is still exclusive. No more than 10 percent of the states of the modern world can unconditionally form a club of countries with a normal market economy. What can the rest who form a heterogeneous majority count on?

Strange as it may seem, but many of the majority of states that have found themselves outside the market elite also have ways to focus on quality in both production and consumption. True, this requires appropriate corrections in understanding the quality. Not manipulation of speculative quality - the substitution of concepts - namely, adjustments that do not distort the original concept of "quality". The concepts of quality that have developed outside the professional philosophical consciousness are very imperfect and simplified. It is necessary to overcome the defects in the understanding of quality and make full use of the reserves inherent in the concept of "quality" in order to develop an adequate economic assessment of the market paradigm. We will have to start with an elementary definition of quality and differentiation between the definition and the concept of "quality". Following this, it is advisable to

understand the development of the concept of "quality"

Any phenomenon is expressed in relation and is revealed through relations. Hence the term "phenomenon". Initially, we feel the object, it appears to us, and only when it turns out to be accessible (or, on the contrary, inaccessible) to perception, it is measured by us and characterized. Everything in the world is interconnected, therefore, everything must be determined through relationships. A unit relation appears as a property of an object. Every object has many properties and the properties of an object are not equivalent in relation to its existence. Some properties emphasize the individuality of the manifestation of an object, others determine its species.

Having lost the former, the object loses its individual specificity, while retaining its specific originality, the loss of the latter inevitably turns the object as such into something else, since it ceases to appear in its previous form. According to the significance of the properties for the existence of an object, it is customary to divide them into essential and insignificant (accompanying, single). The totality of the essential properties of the object was fixed in the concept of "quality". The object appears in quality - everything else in the object is determined in relation to its quality.

Let's turn to authoritative general scientific sources and see how they define quality.

In the encyclopedic dictionary of F.A. Brockhaus and I.A. Efron's quality is defined as "the totality of all properties that give a thing a certainty that distinguishes it from any other thing." This does not mean individual differences between things, but specific ones; a lot of essential properties are distinguished, the emphasis is on the fact that quality summarizes in itself all the specific properties of a thing. A detailed definition of quality is offered in the modern explanatory dictionary of the Russian language, published in 2004 by the famous world publishing house "Reader's Digest":

"Quality - 1. An essential feature, a property that distinguishes one object or one person from another. Necessary qualities of a teacher.

2. The degree of dignity, value, suitability of a thing, action, etc., compliance with what they should be. Ensure product quality.

3. Philos. The essential certainty of an object, phenomenon or process, due to which it is a given, and not another object, phenomenon or process.

4. The difference in value between a heavy piece (rook) and an easy piece (knight, bishop) in a chess game."

The philosophical category "quality" has significantly expanded its area over the past hundred years. Above the ideological and methodological basis developed in philosophy, a specific superstructure has grown, adapting the philosophical interpretation of quality to the new topical solutions of

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our time. Special developments of the concept of quality cannot but carry the originality of interpretation and, naturally, differ in some way from the basic interpretation. However, the essence of quality understanding is invariant. Otherwise, not understanding, but the concept itself, will change, and it will be no longer a matter of quality. The most notable innovation in the non-philosophical transcription of quality concerns the relationship between quality and quantity, which, apparently, is associated with the substitution of the concept of "quality" with the concept of "quality state". "Quality" is revealed only through qualitative properties, as for the "qualitative state", it allows the use of quantitative equivalents. This, for example, explains technical approvals, certifications and other manufacturing specifications in the quality characteristics of products. There is no clarity in the differentiation of the concepts of "product quality" and "production quality". It is possible to produce high-quality products without modifying the assortment, which clearly dooms the manufacturer to a loss in a competitive environment. We must pay tribute to the market, which makes you care not about the plan, but about the sale of the goods. The sale of products will improve, and production goals will be realized. There is no clarity in the differentiation of the concepts of "product quality" and "production quality". It is possible to produce high-quality products without modifying the assortment, which clearly dooms the manufacturer to a loss in a competitive environment. We must pay tribute to the market, which makes you care not about the plan, but about the sale of the product. The sale of products will improve, and production goals will be realized. There is no clarity in the differentiation of the concepts of "product quality" and "production quality". It is possible to produce high-quality products without modifying the assortment, which clearly dooms the manufacturer to a loss in a competitive environment. We must pay tribute to the market, which makes you care not about the plan, but about the sale of the product. The sale of products will be improved, and production goals will be realized.

Knowledge of the quality of objects is recorded in the forms of definition and concept. The definition allows us to single out its quintessence as an object, the feature that in our time is usually called system-forming - it groups around itself all other essential features of an object, and without it there is no such type of objects. The definition is distinguished by its brevity, simple and unconditional universality - distribution over the entire defined type of objects. IN AND. Dahl defined footwear as "all kinds of footwear," explaining that footwear is divided into top and bottom. Subsequently, the definition of footwear was concretized. Today a well-known connoisseur of words would define shoes, apparently, more precisely - "all outer garments for the feet." Any final product

of footwear production from house slippers and sanitary slippers to super shoes and boots will fit without reservation. The main sign of the quality of footwear as a special product is the ability to be worn on the feet. To be or not to be a shoe is determined through the indicated sign. The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of the footwear - protective and functional, is laid out depending on the geographical environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality and much more. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". The main sign of the quality of footwear as a special product is the ability to be worn on the feet. To be or not to be a shoe is determined through the indicated sign. The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of the footwear - protective and functional, is laid out depending on the geographical environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality and much more. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". The main sign of the quality of footwear as a special product is the ability to be worn on the feet. To be or not to be a shoe is determined through the indicated sign. The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of the footwear - protective and functional, is laid out depending on the geographical environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality and much more. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of the footwear - protective and functional, is laid out depending on the

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geographical environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality and much more. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality".

The concept of "footwear quality" is much richer than the definition of "footwear quality". The concept of "quality" combines many essential properties, the content and scope of the concept of "quality" changes. To understand the quality of a product, the degree of manifestation of qualitative properties, their configuration, depending on the specificity of conditions, become significant. The characteristics of the quality of goods indirectly include the economic interests of the producer and the consumer, which are rarely in a state of consensus. The manufacturer, proceeding from his own considerations, forms an image of the quality of the product - note that such creativity is excluded by the definition of quality - instead of the required shoes, you cannot foist gloves on the buyer. The consumer has his own view of quality, and he is right in his own way. Shoes made from natural raw materials are undoubtedly of better quality, but also significantly more expensive. Seasonal footwear will have to be "stretched" for two or more seasons in order to save money for a new one, but the quality of natural raw materials will be lost by the second and next seasons, and a presentable look is guaranteed for no more than one season. Plus the cost of expensive maintenance, "whims" of the skin. Isn't it easier to give preference to inexpensive shoes made of artificial material, or combined raw materials in combination with it, which can be replaced at the end of the season with a new one, saving also on current care. The market mechanism that establishes the optimal ratio of price and quality is a delicate "piece" and presupposes a high level of market development, in particular, real competition and serious solvency of the majority of potential consumers. It should be noted that the high level of market development, in turn, is characterized by its segmentation. Market segmentation refers to activities aimed at identifying potential groups of consumers for specific types of goods. Segmentation focuses on differences in the behavior of different types of buyers (consumers) in their respective markets. At the same time, the target segment is understood as a homogeneous typical group of consumers with similar needs and habits in relation to certain types of goods. The result of segmentation is the specification of the types of consumers in a given market. For shoe companies, customer segmentation is the basis for adjusting the existing structure of the shoe assortment or for developing new models. Besides,

The domestic footwear industry has historically been focused on natural raw materials and, finding

themselves on a market, which was also abnormal, enterprises could not or did not want to rebuild their ideology in the hope that the state would joke and stop. The state, however, thought least of all about the producers. By letting go of prices, it opened the market to foreign merchants who found themselves with more adventurous brains. While Russian footwear manufacturers proclaimed the priority of high-quality footwear made from natural raw materials, which, by the way, never differ in special quality, except that it was really natural, the Varangians saddled the market, taking it with an affordable price, assortment, color range, aesthetic features of products. It is fair to say that neither the Chinese nor the Turks had any frank and large-scale conflicts with the requirements for the quality of shoes. There were mainly violations of economic and legal relations. During the years of transition to a market economy, Russian manufacturers have made plenty of mistakes, but it seems that they were first of all summed up by theoretical inconsistency, lack of flexibility and mobility of reasoning, conservatism and dogmatism, and professional consciousness. Now it has become obvious that a significant amount of normative and technical documentation (NTD) for footwear, materials and component parts is outdated and does not meet modern requirements. Meanwhile, the assessment of the quality and grade of footwear by the certification and trade inspection bodies is carried out according to the outdated NTD and according to the methodology that has developed in previous years. first of all, they were summed up by theoretical inconsistency, lack of flexibility and mobility of reasoning, conservatism and dogmatism, professional consciousness. Now it has become obvious that a significant amount of normative and technical documentation (NTD) for shoes, materials and component parts is outdated and does not meet modern requirements. Meanwhile, the assessment of the quality and grade of footwear by the certification and trade inspection bodies is carried out according to the outdated NTD and according to the methodology that has developed in previous years. first of all, they were summed up by theoretical inconsistency, lack of flexibility and mobility of reasoning, conservatism and dogmatism, professional consciousness. Now it has become obvious that a significant amount of normative and technical documentation (NTD) for footwear, materials and component parts is outdated and does not meet modern requirements. Meanwhile, the assessment of the quality and grade of footwear by the certification and trade inspection bodies is carried out according to the outdated NTD and according to the methodology that has developed in previous years.

Standardization and certification will only become a tool and means of ensuring the competitiveness of footwear when they meet the concept of a market economy, i.e. focus on the requests and needs of buyers. To improve (adjust or

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revise) the NTD for modern footwear, it is necessary to study consumer behavior in the footwear markets. A competitive advantage in the markets is given to those enterprises that study the peculiarities of the purchasing behavior of consumers of different categories, as well as the factors influencing the decision-making process on the choice of a particular market and on the purchase of appropriate footwear.

A well-thought-out system for managing the quality of consumer goods operated in the USSR. It was adapted to a centralized directive market and therefore was distinguished by a certain inertia, undemocratic character. It made no sense to extrapolate such a system to radically changed industrial relations, which was confirmed by practice. However, the attitude towards experience should not be formally negative. The new denies the old, but not the continuity in development. Even an abrupt form of change presupposes the interconnection of the discrete and the continuous. One must be able to draw lessons from the past, if only for the simple reason that the construction of the new is carried out from the elements that have developed in this past. More than one political leadership of the country turned out to be mediocre.

The doctrine of quality management includes the theory of quality, technical and economic developments that ensure high-quality production of products, and a system for monitoring the quality of goods. The very theoretical introduction to the doctrine of quality is also heterogeneous in structure. Its components are a clear definition of the quality of the product - it serves as a reference point in the corresponding coordinate system; a thoroughly thought-out content of the concept of quality in relation to a given type of goods, so that the entire range of quality properties of goods is visible; substantiation of the tactics of high-quality expansion in the market - determination of the configurations of the qualitative characteristics of commercial products. In the conditions of market dynamics, it is extremely important to respond in a timely manner to changes and adequately highlight the accents of intra-quality relations.

Quality is not the sum of the essential features of a product, but their combination based on a system-forming property - for footwear, a system-forming property, by definition, is considered "reliability" as "clothes for feet." In Soviet times, the economic interpretation of quality was one-sided, "stationary", which corresponded to the then market, the main pain of which was not quality, but quantity of goods. In the same footwear sector of the market, no small efforts were made to provide a vital assortment. An exception can be considered the activities of the then individual tailoring enterprises. Let us recall how our illegal immigrants and the first legal cooperators began during the perestroika period - with an assortment of models. The market changes perceptions of quality,

forces you to rebuild, but does not diminish the relevance of the development of the doctrine of quality in all its directions. More and more marketing specialists are showing a trend of increasing market interest in quality goods. This process is not explosive, on the contrary, it is slow - real interest must be supported by the ability to pay. It is hardly worth expecting that a potential shoe buyer will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest should rather be attributed not to quality, but to the state of quality. "The state of quality" is a very poorly developed concept in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it. More and more marketing specialists are showing a tendency of increasing market interest in quality goods. This process is not explosive, on the contrary, it is slow - real interest must be supported by the ability to pay. It is hardly worth expecting that a potential shoe buyer will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest should rather be attributed not to quality, but to the state of quality. "The state of quality" is a very poorly developed concept in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it. More and more marketing specialists are showing a trend of increasing market interest in quality goods. This process is not explosive, on the contrary, it is slow - real interest must be supported by the ability to pay. It is hardly worth expecting that a potential shoe buyer will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest should rather be attributed not to quality, but to the state of quality. "The state of quality" is a very poorly developed concept in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it. More and more marketing specialists are showing a trend of increasing market interest in quality goods. This process is not explosive, on the contrary, it is slow - real interest must be supported by the ability to pay. It is hardly worth expecting that a potential shoe buyer will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest should rather be attributed not to quality, but to the state of quality. "The state of quality" is a very poorly developed concept in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it. that a potential buyer of shoes will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest should rather be attributed not to quality, but to the state of quality. "The state of quality" is a very poorly developed concept in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it. that a potential buyer of shoes will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest should rather be attributed not to quality, but to the state of quality. "The state of quality" is a very poorly developed concept in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it.

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In general terms, the concept of "state of quality" or "quality state" is consonant with the concept of "quality level", but not identical to it. The concept of "quality level" serves to comprehend the formation of the concept. The concept of "qualitative state" characterizes the functional status of quality, the features of the configuration of its constituent properties.

Economy is a characteristic sphere of human activity. It is in it that the most representatively active nature of homo sapiens is expressed, aimed at transforming living conditions. The practical nature of the economy presupposes practical tools for managing its organization and development. This is formal logic, the task of which, as you know, is to define concepts and arrange them in the proper order. After that, the relay race of creativity passes to dialectical logic. Dialectical logic is designed to reveal the process of the development of concepts, their mutual transitions and transformations.

The history of economics unambiguously testifies to the fact that, with practical progress, the importance of theory increased, and not only of economic knowledge itself, since production and consumption of material goods includes the essential forces of man. Economic knowledge acquired a political meaning and required philosophical interpretation. The political aspects of economic theory, as well as its logical and philosophical analysis, increased along with social progress. Modern attempts to present economic theory outside politics and philosophy are nothing more than ordinary insanity. A truly democratic view of economics emphasizes its human and political dimensions. XX century confirmed the advantages of a socially oriented economy over abstract free competition and market self-regulation. The logic of the development of economic thinking also speaks in favor of the above. Initially, the development of the economy was associated exclusively with the development of production (A. Smith, D. Ricardo, K. Marx, J. Mill). Over time, the approach has changed dramatically and the idea of the need to look for the keys to economic success in the field of consumption dominates in modern political economy. Anyone who is able to manage the development of consumption will be able to control production as well.

At the level of direct subjects, the market creates the effect of "shortened knowledge". One gets the impression that that part of the theory is sufficient, which in the system of economic knowledge acts as certain, practical-oriented, calculation methods and behavior recommendations. This knowledge is actually important for developing entrepreneurial tactics. They constitute the foundations of practical politics, but they must be treated with due regard for their specificity, and we must not forget that they are not self-sufficient. In "practical" knowledge (F. Bacon called them more aptly "fruitful"), the logic of

theoretical analysis of reality is manifested - according to F. Bacon's classification - "luminous" knowledge. Quite often, in search of the reasons for practical gaps, the range of possible options is unjustifiably limited. Theoretical premises,

The market for an entrepreneur is like a minefield. He is not allowed to err any more than minerals. But there is a prospect to survive and succeed! You can adapt, following the prevailing ideas, or offer something original. In the latter case, turning to a high theory (ideology) is inevitable. The practicality of consciousness does not oppose theoretical reflections, on the contrary, it provides for them and depends on them. It has long been understood that the most practical is a well-tailored theory. The practice, conditioned by theoretical literacy, combines the novelty of the approach with the prospect of its development. Only in theory can one look for guarantees of practical effectiveness - "measure seven times (think thoroughly, suspension, calculate), then cut off (act)". Practical consciousness is limited to a conditional situation, therefore his experience and recommendations always exist in the form of standards. Standardization is a temporary, conditionally limited mechanism for managing the production situation. With a change in understanding and real state of affairs, standard attitudes also change.

The conditionally limited nature of standardization in no way means infringement of its significance. Truth is concrete. The concreteness of truth is objective, and this objective concreteness of truth must be expressed in a relatively stable measurable form. With the help of standardization and metrology, a practical concretization of true knowledge is achieved. Our trouble is that practical consciousness is not properly aware of the relativity of the expressiveness of the knowledge generated, its dependence on the level of economic development and on the economic situation.

Professional thinking, under the pressure of practical problems, spontaneously avoids "high" reflections, understanding them as a distraction from the real business. It turns out that "high" abstractions are the lot of philosophy. A specialist comes to the catwalk, gets acquainted with the trends of high fashion, thinks, weighs what and how he will embody in real production, and thinks about the philosophy of business is superfluous for himself, delegating responsibility to the side.

The advantages of the market have literally bewitched domestic reformers, depriving them of the ability to comprehensively and critically perceive economic reality. In essence, the market was reduced to the sanctity of private property, free competition and independence from the state. The market has turned from an economic event into a material one. Free manipulation of the most important concepts is the hallmark of our market specialists. Otherwise it is impossible to pass off wishful thinking.

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By sequestering the understanding of the market, "ultra market people" have sunk its spiritual component to the bottom as unnecessary. They forgot, in particular, to note that the entire past century in North America and Western Europe passed under the sign of an increase in interest in the philosophy and psychology of activity. It turns out that pragmatism has moved to the vanguard of the ideological support of democratic transformations in society by itself, in parallel with the market.

There are no ideal philosophical (as well as any other) systems. All ideas and systems of ideas are developed within specific historical conditions and are limitedly productive. But within the boundaries of the existing reality, they are quite effective and should be considered as necessary conditions for successful practical activity, to be an organic part of economic consciousness.

Relations on the market are really developing spontaneously, under the influence of poorly controlled factors, but the latter recognition does not mean the impossibility of including active mechanisms of influencing the market element, in order to give it stable development trends. The market did not limit the practical possibilities of the theory. The market demanded a new level of theoretical participation, exposing the weaknesses of purely economic knowledge.

Practical management of economic activity is based on the body of knowledge generated by economic theory. Economic theory, in turn, is based on a conceptual apparatus built in philosophical teachings. Philosophical teachings are heterogeneous. Their differences are quite significant, but for all the significance of the discrepancies in philosophical systems, they are built on a common system-forming factor - the interests of a person, due to which knowledge acquires expediency, a humanitarian meaning. The philosophy and psychology of business arm with the knowledge necessary for active activity in a difficult economic environment, lay the prerequisites for the directed organization of spontaneity in market relations.

When presenting the market, it is usually noted that the sustainability of its development is determined by the balance of supply and effective demand. There is a choice and there are financial resources - the market is working normally, tk. there are the required conditions for healthy economic relations. The market health formula is alarming in that it is hidden behind the concept of "supply" and "demand". According to the laws of economic freedom, production and consumption are formed on the conveyor belt of competitive relations. The main enemies of market health are monopoly and protectionism. Civil society and the state are obliged to neutralize everything that impedes the normal functioning of the market. No one is allowed to interfere in the very essence of the market, created by the interaction of the two flows

forming the market - supply and demand, for such interference is contrary to private property. Thus, one gets the impression that market principles are spontaneous. Extreme caution and utmost care must be exercised in assessing such an opinion. In normal - European, North American - capitalism, diseases are similar to those with which Russian abnormal (corrupt, oligarchic, gangster) capitalism suffers. One thing is declared, another is done. "We wanted the best, but it turned out as always" - a historical summary. One thing is declared, another is done. "We wanted the best, but it turned out as always" - a historical summary. One thing is declared, another is done. "We wanted the best, but it turned out as always" - a historical summary.

In practice, the state and civil society, through their institutions of influencing the mass consciousness, actively control and intervene in economic life, try to regulate and direct the development of the market. Mass media are in demand not so much for advertising as for squeezing consumer thinking. Forming a given way of thinking, loading consciousness according to a certain program, the market owners give its development a purposefulness and an organized character. In principle, such actions are not considered illegal, with the exception of private shares in conflict with the law.

Thoughts embodied in words, words realized in images, patterns that make people buy things - all these are also goods that are not alien to the market. The difference between knowledge, put on the market as a specific product, lies in the fact that they simultaneously fill the market, diversify offers and push market interest. Quite biblically it turns out: "First there was a word ...". The only difference is that the words on the market are human and they also contain human interests: private national, corporate. Ideological market dominance is the real path to practical dominance. The market is not an antagonist of philosophy, but a springboard for philosophical conquests. Practical life is blind without theory, just as theory is empty without practice. Surviving and gaining confidence in the market is given only to those who skillfully use the power of knowledge. The philosophy of the market is the study of the contradictions that drive them and the possibilities of their rational resolution. Market contradictions, starting with the contradictions contained in the product itself, and ending with the collision of the manufacturer with the consumer (seller-buyer), in the first approximation seem antagonistic. The analysis of market relations leads to the conclusion about their dialectical diversity.

The fundamental difference between dialectical contradictions is that they are relations between opposites, implying the interdependence of existence. No matter how sharp in the form of expression, dialectical opposites are, in essence, they are not viable individually. The existence of dialectical

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opposites is possible only through interaction. Consequently, the main contradictions of the market have rational ways of resolving and these ways are associated with the movement of concepts. It is necessary to achieve that concreteness of the content of concepts that corresponds to the historical definiteness of the economic situation. The concepts of "transitional economy", "developed economy" in theoretical and practical perspectives acquire meaning only in the case of concretization of those concepts on which their criteria are built.

The market opposes the interests of the seller and the buyer. The first seeks to make a profit, the second - to save on direct costs. What could induce them to compromise? The answer is simple - what is equally present in their market-divorced interests. The seller, if he is both a manufacturer, or is in a corporate relationship with a manufacturer, or is concerned about his own reputation, is interested in the quality of the product.

Interested in the quality of the product and the buyer exchanging funds for the required product. The quality of the goods is the core of the normal interaction between the seller and the buyer, since quality gives their relationship a trusting character and is a guarantee of the mutually beneficial relationship.

The nature of these relations is interesting: even at the end of the nineteenth century, in the United States, the so-called "consumer movement" was born. The various societies and associations of consumers created during this period already played a special role in protecting the rights of buyers. In 1890, the Buyers League was founded in New York, which, in addition to a purely educational influence on buyers, pursued goals of a social and economic nature. The League developed forms of certification of products released under favorable production conditions - the so-called labels (Label - a label attached to a product), which the League began to issue to firms that provided favorable working conditions and produced the highest quality goods. These firms were included in the so-called "White List".

In 1905, US President Theodore Roosevelt sent a message to Congress: "I recommend passing legislation to deal with the interstate trade in mislabeled and counterfeit food, drink, and drugs. Such a law would protect the interests of honest industrialists and merchants, and would also help protect the health of consumers. The trade in spoiled and falsified food that is harmful to health or misleading the buyer should be prohibited. "

In February 1936, the Consumer Union was created in the United States - a group of professional leaders, economists and lawyers drafted a charter and agreed that the main task of the organization would be "to provide consumers with information and advice about goods and services" and "to maintain a laboratory for research and tests ". The organization also took on the task of communicating the working

conditions under which these goods are produced and distributed.

By the end of the XX century, in the United States, the environmental movement has acquired a broad social base. It increasingly integrates the tasks of consumer protection, since for the population, the fight against environmental pollution and the reduction of environmental risk means health-free working and rest conditions, clean food and safe consumer goods. The activity of consumer organizations forces manufacturers not only to provide more truthful information about products and services, but also to offer their environmental programs.

Currently, consumer organizations in the United States are a powerful factor in regulating the quality of goods and services, and both manufacturers and trade and government agencies reckon with it.

The European Economic Community also has extensive experience in consumer protection. This experience seems to be very useful for countries in which, like in Russia, consumer protection legislation appeared only recently.

The first consumer protection organization was the Norwegian Consumer Council, a general consumer organization in Norway founded in 1953 to deal with a wide range of consumer issues. This includes both legal and economic issues as well as product and service oriented work. The Dutch Consumer Union was established in 1954. The Union is an independent organization that closely interacts with government agencies on economic, health, environmental and product safety issues. The main task of the Netherlands Consumer Union is to provide feedback to manufacturers of goods by studying the demand and wishes of consumers.

The 1957 Treaty of Rome (the treaty establishing the EEC) contained virtually no provisions that would directly relate to consumer protection. In the most general form, the need to ensure and protect such rights is formulated in Art. 2 of the Treaty, which proclaimed that the task of the Community is to create a common market, constant and uniform development, increasing stability, and a speedy rise in the standard of living. It took a long time for, under the influence of consumer organizations of the EEC member states, as well as in connection with the awareness of the importance of consumer protection as the weakest side in relations with entrepreneurs - manufacturers and sellers, first general policy documents of the EEC bodies in the field of consumer protection appeared, and then, and normative acts, clothed in the form of directives of the Council of the EEC.

The idea of consumer protection at the Community level, and not only at the national level of the member states, arose in 1961, when for the first time, four years after the conclusion of the Treaty establishing the EEC, representatives of national

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societies created a special body - the Advisory Committee on Consumer Protection. The formal consumer protection policy within the EEC was created concurrently with the adoption in 1975 of the first consumer protection action program. The basic principles and norms of the Treaty of Rome were supplemented by the provisions contained in the Single European Act, ratified by the parliaments of all member states and entered into force on July 1, 1987. The expansion of the EEC to a unified market without borders sets the task of improving national legislation in the direction of increasing the level of protection of the rights of its citizens,

In the Russian Federation, the legal basis for the formation and implementation of a targeted policy in the field of consumer protection was created with the entry into force on February 7, 1992 of the Law "On Protection of Consumer Rights". The law reflects the tendency to strengthen the legislative regulation of relations aimed at protecting the rights of citizens. The law enshrined the most important internationally recognized consumer rights, including the right to state and public protection of consumer rights and the right to associate in consumer organizations.

The consumer protection system being created in Russia today is a combination of federal executive bodies, local governments, public associations of consumers, whose powers in this area are specifically stipulated in the Law of the Russian Federation "On Protection of Consumer Rights". The elements that make up the system carry out the whole range of work on the formation and implementation of the national policy in the field of consumer protection at the national, regional and municipal levels. At the same time, it should be noted that these structures are far from being exhausted by the list of persons participating in the protection of consumer rights.

The main federal body for the protection of consumer rights is the Ministry for Antimonopoly Policy and Support of Entrepreneurship of the Russian Federation (MAP RF). The Ministry has a Consumer Rights Protection Department. MAP RF has territorial offices located in regional and regional centers. The MAP of Russia exercises state control over the observance of laws and other legal acts of the Russian Federation regulating relations in the field of consumer protection. The Ministry and its territorial bodies have the right, according to a certain procedure, to consider cases of violations of consumer rights, issue orders to eliminate these violations and impose fines on violators, sue in the interests of consumers, make decisions on the recall of goods that may be life-threatening and consumer health.

Time will tell whether this approach is good or not. One thing is clear - the protection of consumer rights protects not only the vital interests of the buyer, but equally protects the good name of the manufacturer and seller of quality goods, who prioritizes the release of products of proper quality,

thereby ensuring a reputation for being a reliable manufacturer.

In the regulatory market, product quality is the dominant feature of all relations in all sectors: goods, services, finance, labor. This alignment corresponds to a high level of purchasing power, sufficient to follow the socio-economic standards of the consumer and the recommendations of the product manufacturers. Unfortunately, the normal market is still exclusive. No more than 10% of the states of the modern world can unconditionally form a club of countries with a normal market economy. What can the rest who form a heterogeneous majority count on?

Strange as it may seem, but many of the majority of states that find themselves outside the market elite are also able to focus on quality in both production and consumption. True, this requires appropriate corrections in understanding the quality. Not manipulation of speculative quality - the substitution of concepts, namely, adjustments that do not distort the original concept of "quality". The concepts of quality that have developed outside the professional philosophical consciousness are very imperfect and simplified. It is necessary to overcome the defects in the understanding of quality and make full use of the reserves inherent in the concept of "quality" in order to develop an adequate economic assessment of the market paradigm. You will have to start with an elementary definition of quality and differentiation between the definition and the concept of "quality". After that, it is advisable to understand the development of the concept of "quality",

Any phenomenon is expressed in relation and is revealed through relations. Hence the term "phenomenon". Initially, we feel the object, it seems to be to us, and only when it turns out to be accessible (or, on the contrary, inaccessible) to perception, it is measured by us, characterized. Everything in the world is interconnected, therefore, everything must be determined through relationships. A unit relation appears as a property of an object. Every object has many properties, and they are not equivalent in relation to its existence. Some properties emphasize the individuality of the manifestation of an object, others determine its species.

Having lost the former, the object loses its individual specificity, while retaining its specific originality, the loss of the latter inevitably turns the object as such into nothing else, because it ceases to appear in its former form. According to the significance of the properties for the existence of an object, it is customary to divide them into essential and insignificant (accompanying, single). The totality of the essential properties of an object is entrenched in the concept of "quality". The object appears in quality - everything else in the object is determined in relation to its quality.

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The difference in value between a heavy piece (rook) and an easy piece (knight, bishop) in a chess game. "

The philosophical category "quality" has significantly expanded its area over the past hundred years. Above the ideological and methodological basis developed in philosophy, a specific superstructure has grown, adapting the philosophical interpretation of quality to the new topical solutions of our time. Special developments of the concept of quality cannot but carry the originality of interpretation and, naturally, differ somewhat from the basic interpretation. However, the essence of quality understanding is invariant. Otherwise, not understanding, but the concept itself, will change, and it will be no longer a matter of quality.

The most notable innovation in the non-philosophical transcription of quality concerns the relationship between quality and quantity, which, apparently, is associated with the substitution of the concept of "quality" with the concept of "quality state". "Quality" is revealed only through qualitative properties, as for the "qualitative state", it allows the use of quantitative equivalents. This, for example, explains technical approvals, certifications and other manufacturing specifications in the quality characteristics of products. There is no clarity in the differentiation of the concepts of "product quality" and "production quality". It is possible to produce high-quality products without modifying the assortment, which clearly dooms the manufacturer to a loss in a competitive environment. We must pay tribute to the market, which makes you care not about the plan, but about the sale of the goods.

Knowledge of the quality of objects is recorded in the forms of definition and concept. The definition allows us to single out its quintessence as an object, the feature that in our time is usually called system-forming - it groups around itself all other essential features of an object, and without it there is no such type of objects. The definition is characterized by brevity, simple and unconditional universality - distribution throughout the defined type of objects. IN AND. Dahl defined footwear as "all kinds of footwear," explaining that footwear is divided into top and bottom. Subsequently, the definition of footwear was concretized. Today a well-known connoisseur of words would define shoes, apparently, more precisely - "all outerwear for the feet." Any final product of footwear production from house slippers and sanitary slippers to super shoes and boots will fit without reservation. The main sign of the quality of footwear as a special product is the ability to be worn on the feet. To be or not to be a shoe is determined through the indicated sign. The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of footwear - protective and functional - is laid out depending on the geographic environment, meteorological conditions,

the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality, and many others. etc. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". The main sign of the quality of footwear as a special product is the ability to be worn on the feet. To be or not to be a shoe is determined through the indicated sign. The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of footwear - protective and functional - is laid out depending on the geographic environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality, and many others. etc. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". The main sign of the quality of footwear as a special product is the ability to be worn on the feet. To be or not to be a shoe is determined through the indicated sign. The variety of shoes is due to the solution of the following problems: for what and for whom to be? The basic purpose of footwear - protective and functional - is laid out depending on the geographical environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality, and many others. etc. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". for what and for whom to be? The basic purpose of footwear - protective and functional - is laid out depending on the geographic environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality, and many others. etc. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality". for what and for whom to be? The basic purpose of footwear - protective and functional - is laid out depending on the geographical environment, meteorological conditions, the level of being, material, workmanship, gender, professional occupation, age, social status, national characteristics, spirituality, and many others. etc. Thus, the basic property of footwear quality is overgrown with derivative characteristics, and grounds are formed for highlighting the content and scope of the concept of "footwear quality".

The concept of "footwear quality" is much richer than the definition of "footwear quality". The concept of "quality" combines many essential properties, the

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content and scope of the concept of "quality" change. To understand the quality of a product, the degree of manifestation of qualitative properties, their configuration, depending on the specificity of conditions, become significant. The characteristics of the quality of goods indirectly include the economic interests of the producer and the consumer, which are rarely in a state of consensus. The manufacturer, based on his own considerations, forms an image of the quality of the product. Note that such creativity is excluded by the definition of quality - instead of the required footwear, you cannot palm off the customer. The consumer has his own view of quality, and he is right in his own way. Shoes made from natural raw materials are undoubtedly of better quality, but also significantly more expensive. Seasonal footwear will have to be "stretched" for two or more seasons in order to save money for a new one, but the quality of natural raw materials will be lost by the second and next seasons, and a presentable look is guaranteed for no more than one season. Plus the cost of expensive maintenance, "whims" of the skin. Isn't it easier to give preference to inexpensive shoes made of artificial material, or combined raw materials in combination with it, which can be replaced at the end of the season with a new one, saving also on current care. The market mechanism that establishes the optimal ratio of price and quality is a delicate "piece" and presupposes a high level of market development, in particular, real competition and serious solvency of the majority of potential consumers. but the quality of natural raw materials will be lost by the second and next seasons, and a presentable look is guaranteed for no more than one season. Plus the cost of expensive maintenance, "whims" of the skin. Isn't it easier to give preference to inexpensive shoes made of artificial material, or combined raw materials in combination with it, which can be replaced at the end of the season with a new one, saving also on current care. The market mechanism that establishes the optimal ratio of price and quality is a delicate "piece" and presupposes a high level of market development, in particular, real competition and serious solvency of the majority of potential consumers. but the quality of natural raw materials will be lost by the second and next seasons, and a presentable look is guaranteed for no more than one season. Plus the cost of expensive maintenance, "whims" of the skin. Isn't it easier to give preference to inexpensive shoes made of artificial material, or combined raw materials in combination with it, which can be replaced at the end of the season with a new one, saving also on current care. The market mechanism that establishes the optimal ratio of price and quality is a delicate "piece" and presupposes a high level of market development, in particular, real competition and serious solvency of the majority of potential consumers. Isn't it easier to give preference to inexpensive shoes made of artificial material, or combined raw materials in combination with it, which

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It should be noted that the high level of market development, in turn, is characterized by its segmentation. Market segmentation refers to activities aimed at identifying potential groups of consumers for specific types of goods. Segmentation focuses on differences in the behavior of different types of buyers (consumers) in their respective markets. At the same time, the target segment is understood as a homogeneous typical group of consumers with similar needs and habits in relation to certain types of goods. The result of segmentation is the specification of the types of consumers in a given market. For shoe companies, customer segmentation is the basis for adjusting the existing structure of the shoe assortment or for developing new models. Besides,

The domestic footwear industry has historically been focused on natural raw materials and, finding themselves on a market, which was also abnormal, enterprises could not or did not want to rebuild their ideology in the hope that the state would joke and stop. The state, however, thought least of all about the producers. By letting go of prices, it opened the market to foreign merchants who found themselves with more adventurous brains. While Russian footwear manufacturers proclaimed the priority of high-quality footwear made from natural raw materials, which, by the way, never differ in special quality, except that it was really natural, the Varangians saddled the market, taking it with an affordable price, assortment, color range, aesthetic features of products. In fairness, it must be said that neither the Chinese nor the Turks had any frank and large-scale conflicts with the requirements for the quality of shoes. There were mainly violations of economic and legal relations. Over the years of transition to a market economy, Russian manufacturers have made plenty of mistakes, but it seems that they were first of all summed up by theoretical inconsistency, lack of flexibility and mobility of reasoning, conservatism and dogmatism of professional consciousness.

Now it has become obvious that a significant amount of normative and technical documentation

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(NTD) for shoes, materials and component parts is outdated and does not meet modern requirements. Meanwhile, the assessment of the quality and grade of footwear by certification and trade inspection bodies is carried out according to the outdated scientific and technical documentation and according to the methodology that has developed in previous years.

Standardization and certification will only become a tool and means of ensuring the competitiveness of footwear when they meet the concept of a market economy, i.e. focus on the requests and needs of buyers. To improve (adjust or revise) the NTD for modern footwear, it is necessary to study consumer behavior in the footwear markets. A competitive advantage in the markets is given to those enterprises that study the peculiarities of the purchasing behavior of consumers of different categories, as well as the factors influencing the decision-making process on the choice of a particular market and on the purchase of appropriate footwear.

A well-thought-out system for managing the quality of consumer goods operated in the USSR. It was adapted to the centralized directive market and therefore was distinguished by a certain inertia, undemocratic nature. It made no sense to extrapolate such a system to radically changed industrial relations, which was confirmed by practice. However, the attitude towards experience should not be formally negative. The new denies the old, but not the continuity in development. Even an abrupt form of change presupposes the interconnection of the discrete and the continuous. One must be able to draw lessons from the past, if only for the simple reason that the construction of the new is carried out from the elements that have developed in this past. More than one political leadership of the country turned out to be mediocre.

The doctrine of quality management includes the theory of quality, technical and economic developments that ensure high-quality production of products, and a system for monitoring the quality of goods. The very theoretical introduction to the doctrine of quality is also heterogeneous in structure. Its components are a clear definition of the quality of the product - it serves as a reference point in the corresponding coordinate system; a thoroughly thought-out content of the concept of quality in relation to a given type of goods, so that the entire range of quality properties of goods is visible; substantiation of the tactics of high-quality expansion in the market - determination of the configurations of the qualitative characteristics of commercial products. In the context of market dynamics, it is extremely important to respond in a timely manner to changes and adequately highlight the key points in quality relations.

In Soviet times, the economic interpretation of quality was one-sided, "stationary", which corresponded to the then market, the main pain of

which was not quality, but quantity of goods. In the same footwear sector of the market, considerable efforts have been made to provide a vital assortment. An exception can be considered the activities of the then individual tailoring enterprises. Let us recall how our illegal immigrants and the first legal cooperators began during the perestroika period - with an assortment of models. The market changes the idea of quality, forces to rebuild, but does not reduce the relevance of the development of the doctrine of quality in all its directions.

More and more marketing specialists are showing a tendency of increasing market interest in quality goods. This process is not explosive, on the contrary, it is slow - real interest must be supported by the ability to pay. It is hardly worth expecting that a potential shoe buyer will apply for a loan from a bank. Shoes of perfect quality are doomed to be an isolated phenomenon. The noted interest, rather, should be attributed not to quality, but to the state of quality. "The state of quality" is a concept that is very poorly developed in philosophy and special scientific and technical literature. It is hoped that the demand for the movement of the modern market will attract proper attention to it.

In general terms, the concept of "state of quality" or "quality state" is consonant with the concept of "quality level", but not identical to it. The concept of "quality level" serves to comprehend the formation of the concept. The concept of "qualitative state" characterizes the functional status of quality, the features of the configuration of its constituent properties.

"The future, in which there is nothing to do without quality, has already arrived." This is understandable: in market conditions, no investment will save an enterprise if it cannot ensure the competitiveness of its products. Quality is the foundation of competitiveness. It is quality that consumers prefer when choosing products. And it is the quality of products that is one of the most important criteria for the functioning of an enterprise in a relatively saturated market. The situation on the market for light industry goods has changed dramatically in recent years: "power" has passed into the hands of consumers. It is consumers who, by their choice, determine the "winners" in the intense competition.

With the constantly increasing number of qualitatively similar analogue products, advertising can be a decisive moment when choosing a product. At one time, V. Mayakovsky wrote: "Usually they think that it is necessary to advertise only rubbish - a good thing and so it will go. This is the most incorrect opinion. Advertising is the name of a thing. Advertising should remind endlessly of every, even wonderful thing."

The correct approach of the enterprise to the choice of the type, type of advertising, advertising

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medium when planning advertising activities will determine the degree of effectiveness of the funds spent on it.

The first and most important stage in planning an advertising company for an enterprise is a clear formulation of its goals, which may be as follows:

- bringing new types of goods to the market;
- increasing the market share of goods;
- formation of a group of adherents of the enterprise;
- increasing the prestige of the enterprise.

Each of the listed goals presupposes a completely different approach to the choice of the type of advertising, various advertising media and style incarnations.

Choosing an ad type is usually straightforward. There are four of them:

- advertising of goods (used, as a rule, to create primary demand);
- brand advertising (contributes to the formation of selective demand);
- advertising of a company (which can be patronage, calling for cooperation with a company);
- co-advertising (combines the advertising efforts of the manufacturer and the reseller).

It is more difficult to choose the type of advertising, since there are a lot of types. They can be classified according to certain criteria.

According to the method of delivering information, advertising is divided into:

- informational, used at the stage of product introduction into the market and informing consumers in detail about its types, prices, etc. ;
- exhortatory, aimed at increasing the volume of goods;
- reminiscent of, used at the stage of maturity of goods to maintain, revive damping demand.

According to the method of influence, advertising is divided into soft and hard. Soft pursues long-term goals - increasing the prestige of the enterprise. Tough advertising is close to price methods of stimulating the production of goods; it pursues short-term goals.

By the way of expression, advertising is:

- emotional, evoking pleasant associations, memories and disposing in favor of a particular product;
- rational, when scientific arguments are given in favor of the product;
- combined, combining rational and emotional principles.

The choice of the type of advertising by the way of expression mainly depends on the characteristics of the product and the psychotypical characteristics of the target segment. Let's look at the following example - an emotional advertisement is suitable for advertising an evening dress, creating a holiday atmosphere for which this product is intended. For workwear, it is more advisable to choose rational

advertising; for sports - it is possible to use combined advertising. Combinations of types of advertising can also be used: informative and emotional, tough and rational, etc. Not the last place is taken by media advertising, the main selection criteria for which are:

- the right choice of media;
- cost (this is sometimes a constraining factor);
- accessibility of the target audience (students and pensioners read different newspapers and magazines, watch different TV channels);

the specificity of the product (some types of goods need to be shown in action, in this case it is better to choose a TV advertisement. If you intend to advertise a seasonal collection of clothes that needs a long examination, then you should choose a magazine);

the specifics of the appeal (the need to bring a large amount of technical information forces you to choose a special magazine or newspaper; if it is necessary to ensure the urgency of delivering information, it is better to choose a radio or a weekly newspaper).

According to the types of information, newspapers can be divided into:

informational (mainly, there is information of a political, general nature, the share of advertising is small);

commercial (contain mainly information about business problems, quotes of exchange rates, stock quotes, prices and availability of goods in a particular region. The share of advertising is greater than in information publications);

advertising and commercial (contain mainly advertisements).

Each of these types of publications has its own groups of readers. The most massive is the first group, although the share, for example, of businessmen in relation to the total number of readers in them is small. The second group is the most read by large and medium-sized businessmen. The third group of publications is mainly met by business people engaged in small business, and the mass of the population in search of solutions to their problems (exchange, search for goods, etc.)

The given division is rather arbitrary, since a huge role is also played by the place of publication of the newspaper, its focus, its inherent style, etc.

The advantages of outdoor advertising include flexibility, high rate of repeat contacts, low price, lack of competition.

In this regard, I would like to note an interesting fact - men always pay attention to purple, because they associate it with the color of war, and women to yellow - for them it is the color of the sun.

Analysis of literary sources showed that in Russia the share of TV advertising in recent years was about 30-40% (for comparison, in Norway TV advertising is only 1.5%). There is an assumption that it will significantly decrease due to the new Federal

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Law "On Advertising", which came into force on July 1, 2006.

The new law more clearly, in comparison with the previous law of 18.07.95, defines the concepts of unfair and unreliable advertising (both are not allowed).

Advertising is considered unfair if it:

- contains incorrect comparisons of the advertised product with the products in circulation that are produced by other manufacturers or sold by other sellers;

- defames the honor, dignity or business reputation of a person, including a competitor;

- is an act of unfair competition under antitrust laws.

Advertising is recognized as unreliable if it contains information that does not correspond to reality, for example:

- on the advantages of the advertised product over the products in circulation that are produced by other manufacturers or sold by other sellers;

- about any characteristics of the product, including its nature, composition, method and date of manufacture, purpose, consumer properties, conditions of use of the product, its place of origin, availability of a certificate of conformity or declaration of conformity, marks of conformity and signs of circulation on the market, service life, product shelf life;

- about the cost or price of the goods, the procedure for paying for it, the amount of discounts, tariffs and other conditions for the purchase of goods;

- on the results of research and testing;

- the actual amount of demand for the advertised or other product;

- on the rules and timing of a promotional lottery, competition, game or other similar event;

- about the manufacturer or seller of the advertised product, etc.

In the light of the events of recent years, it should be noted that the new law does not allow the use of swear words, obscene and offensive images, comparisons and expressions in advertising, including in relation to gender, race, nationality, profession, social category, age, language a person and a citizen, official state symbols (flags, hymns, coats of arms), religious symbols, cultural heritage objects (historical and cultural monuments) of the peoples of Russia, as well as cultural heritage objects included in the World Heritage List.

The new law "On Advertising" significantly reduces the maximum daily amount of TV airtime allocated for advertising. Administrative fines for violation of advertising legislation have increased significantly.

To increase the competitiveness of light industry goods, enterprises producing it should not be afraid to use such a powerful weapon in the business world - advertising. The condition for the consumer to choose a product in a large assortment offered on the market is the coincidence of its technical parameters with the conditional characteristics of the predicted demand. From this point of view, the enterprise management strategy should be built on the principle of a "tracking system" with feedback, i.e. it must provide consumers with products that meet their specific requirements for quality and related service in its marketing, while monitoring the degree of such satisfaction at all times (Figure 23).

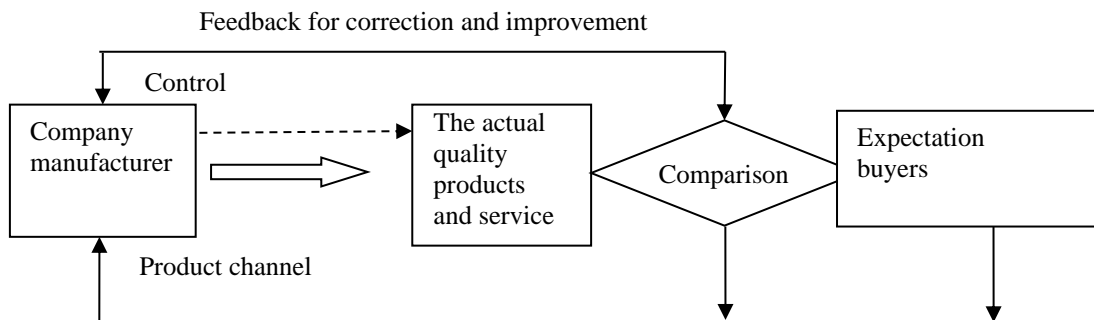


Figure 23 - Customer satisfaction system

Tracking the quality of goods and related services consists of two stages. At the first stage, the manufacturing company, through marketing, examines customer expectations in the quality of products and services for its promotion. Based on this information, functional specifications for new types of products and quality of service are determined, which will depend on the ability to define customer expectations and the ability to adapt production technologies to changing customer expectations.

The second stage is to periodically "measure" the mismatch between the actual and expected levels of product quality and related service. In accordance with the magnitude of the mismatch, the activities of the enterprise should be aimed at developing control actions on organizational and technological units in order to reduce the discrepancy and introduce new methods for assessing quality parameters.

The model for assessing product quality is a tuple (1):

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$$W = \langle X, P, A \rangle, \quad (1)$$

where X is the set of possible solutions (objects) such that $x \in X$ is an element of this set, specified on X by means of some rules of the technology of production and distribution of goods; P - a countable set of quality indicators and the corresponding measurement scales; A - an evaluation algorithm that implements the logic of comparative evaluation of alternatives in the form of "better or worse".

$$P(x) = (P_1(x), \dots, P_m(x))$$

Any solution $x \in X$ is represented by a vector in the m -dimensional space of quality indicators, defined as the Cartesian product $P = P_1 \times \dots \times P_m \subset R^m$, where P_j , ($j = \overline{1, m}$) - the set of admissible values of the j -th indicator, which is a subset of the set of real numbers R .

Product quality assessment consists in determining the degree of conformity of the assessed object with the goals of its functioning. The goal can be set indirectly - using the "standard" of quality. The standard of quality is the set $\{P_{jd}\}$ of basic values of quality indicators of production and sales of products, which to the greatest extent meet the expectations of consumers.

The numerical representation of the quality level can be represented by the tuple (2):

$$A = \langle \varphi, P, P_\delta \rangle, \quad (2)$$

where $\varphi: P \times P_\delta \rightarrow R$ - set mapping $P \times P_\delta \subset R^m$ to the set of real numbers R , i.e. A is a multidimensional

scale for assessing the level of quality. Whence it follows that $W = \langle X, P, P_\delta, \varphi \rangle$, for any $x \in X$ sets a number depending on the position of the point (vector) $P(x) = (P_1(x), \dots, P_m(x))$ in the space of quality indicators. When assessing the quality level, several types of scaling are used.

1. Scaling the relationship. Consists in determining the relative indicators of quality $\omega_j = P_j / P_{j\delta}$, which determine how many times the evaluated object is better or worse than the base one in terms of the j -th quality indicator ($j = \overline{1, m}$) ... The scaling operation is also a normalization operation.

2. Scaling the difference with normalization. It consists in representing the assessment of the quality level according to the j -th quality indicator in the form

$$\omega_j = (P_{j\delta} - P_j) / P_{j\delta},$$

where, expressed as a percentage, the coefficient ω_j shows how the evaluated object is better or worse than the base one. 3. Multidimensional scaling. Based on the definition of a generalized indicator $W(\omega)$, where $\omega = (\omega_1, \dots, \omega_m)$ is a vector of relative quality indicators. The generalized indicator characterizes the degree of conformity of an object to its purpose. Thus, we come to an algorithm for assessing the level of product and service quality in each specific case. The algorithm for a comprehensive assessment of the quality level is shown in Figure 24.



Figure 24 - Algorithm for a comprehensive assessment of the quality level of an object

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At the final stage, when making a decision, firstly, it is necessary to decide how acceptable the result is (whether the accuracy and reliability of the assessment is acceptable). If it does not meet the requirements, a decision may be made to re-evaluate, additional research to obtain new information, etc. If the result is sufficiently objective, appropriate decisions are made depending on the goals of the assessment. For example, if the purpose of assessing the quality of several possible product options is to select the one that best meets the needs of consumers, then the option that received the highest rating can be accepted for production.

To a large extent, the reason for the non-competitiveness of domestic footwear was the fallacy of the methodology for measuring and assessing its quality. The problem lies in a certain discrepancy between the assessment of the quality of shoes designed at the development stage, formed at the production stage and verified during the final control before implementation with the consumer quality assessment. The gap between the real quality and the requirements of consumers for it has a significant impact on consumer preferences, and, consequently, on competitiveness. The smaller the gap, the higher the competitiveness of the footwear. The difficulty lies in the fact that the consumer, when assessing the quality of shoes, is guided to a large extent not by the quality indicators regulated by regulatory documents, but by his own tastes and ideas about what should be the shoes. Moreover, sometimes the idea of quality among many consumers is superficial, at the level of mainly organoleptic indicators, which do not always fully and objectively characterize shoes.

Very often, the need to assess competitiveness arises even before the appearance of new products, i.e. at the design and development stage. Since the level of costs during the period of consumption and operation by more than 80% depends on the characteristics of the shoe, laid down at different stages of its development. At the stage of detailed design and development of a prototype, the designer can influence the reduction of no more than 15% of these costs, and when the product is put into production, this indicator can be changed within only 5%.

Therefore, at the pre-design stage of creating a new product, a multivariate forecast should be developed, which is information about the possible technical implementation and the timing of achieving the identified goal. In this regard, the task of studying the characteristics of consumer demand for footwear is the main one for improving the quality and competitiveness of products. It is necessary to establish what criteria the buyer evaluates the quality, because he will try to purchase shoes with the desired combination of properties.

In order to assess the significance of indicators of consumer quality of footwear at the stages of its design, production and sale, we used an expert method of personal assessments - ranking, which allows us to sufficiently take into account the opinion of both footwear manufacturers and potential consumers.

The experts are invited to rank the set of factors that determine the consumer quality of footwear. The original ranks are converted first like this:

$$R_j = \sum_{i=1}^m r_{ij}, \quad (3)$$

where R_j – the sum of the converted ranks for all experts for the factor j ; r_{ij} – the transformed rank assigned by the i -th expert to the j -th factor; m is the number of experts; n is the number of factors.

Then the weights of the factors are calculated:

$$W_{ij} = \frac{r_{ij}}{\sum_{i=1}^m r_{ij}}, \quad (4)$$

$$W_j = \frac{\sum_{i=1}^m W_{ij}}{\sum_{i=1}^m \sum_{j=1}^n W_{ij}}, \quad (5)$$

where W_j is the average weight of the j -th factor for all experts.

The group of experts, consisting of 100 people, during the survey was divided into two groups: consumers and manufacturers. A number of requirements were imposed on the candidacy of a survey participant from a group of manufacturers:

- special education;
- position held;
- seniority.

To search for experts, leading specialists of shoe enterprises in the cities of the Southern Federal District and the North Caucasus Federal District were involved: Shakhty, Rostov-on-Don, Krasnodar, Volgograd, Stavropol, Nalchik, etc. P (branch) DSTU in Shakhty

When questioning, the experts ranked the indicators according to the degree of importance, i.e. according to the degree of their influence on the quality of shoes. The object of the study was women's shoes - boots of the autumn-spring assortment. In the course of the survey, the experts were offered a questionnaire containing factors affecting the quality and competitive advantages of shoes at the stages of design, production and sale (Table 2).

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Table 2 - Questionnaire questionnaire

Factors	Rank
1	2
Shoe design stage	
X1 - compliance with fashion trends	
X2 - the shape of the toe	
X3 - heel shape	
X4 - heel height	
X5 - sole thickness	
X6 - construction of the shoe upper blank	
X7 - model design	
X8 - color scheme	
X9 - shoe flexibility	
Footwear production stage	
X1 - type of top material	
X2 - type of bottom material	
X3 - the quality of the connection of the upper parts	
X4 - the quality of workmanship of the shoe upper	
X5 - the stiffness of the toe	
X6 - back stiffness	
X7 - strength of fastening of parts of the bottom	
X8 - the quality of the bottom finish	
Shoe realization stage	
X1 - attractiveness of appearance	
X2 - product novelty	
X3 - weight of shoes	
X4 - price	
X5 - brand prestige	
X6 - advertising	
X7 - services	
X8 - packaging quality	

The respondents were asked to arrange the factors in descending order of their influence on the quality and competitiveness of footwear (to rank), i.e. the factor, which the expert considers the most important, gets a higher rank - 1, and the rest - according to the degree of decrease in their influence on the competitive advantages of shoes, i.e. 2, 3 places, etc. If the expert could not make a decision on assigning a place for two or several adjacent factors, then he assigned them the same rank.

The processing of the results of the expert survey was carried out on a PC using a special program "RANG". The distribution of the ranking results indicates that the opinions of consumers and manufacturers, who worked as experts, coincide on many points.

Significant quality indicators were established at the design stage: compliance with fashion trends - X1; toe shape - X2; heel shape - X3; heel height - X4; shoe upper blank design - X6; model design - X7. Less significant: color scheme - X8; flexibility of footwear - X9; sole thickness - X5. After statistical processing of the results of the expert survey, it turned out that all of the above factors remained significant.

At the production stage for producers and consumers, significant factors are: type of top material - X1; bottom material type - X2; the quality of the connection of the top parts - X3; workmanship of the shoe upper blank - X4; fastening strength of the bottom parts - X7; back stiffness - X6; bottom finish quality - X8.

At the stage of implementation, significant indicators of the quality of footwear for all experts are: attractiveness of appearance - X1; novelty of the product - X2; price - X4; weight of shoes - X3; brand prestige - X5. Less significant - advertising - X6; service services - X7; package quality - X8.

To predict the cost of quality, taking into account the requirements of consumers when developing a new range of shoes, according to the results of an expert survey at the design stage, it is necessary to determine the weights of all significant factors according to formula (1.5).

Suppose that the costs of improving the quality of one unit of production for each factor are known, which are determined by the vector:

$$p = (p_1, p_2, \dots, p_n) \dots \quad (6)$$

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Then you can determine the expected costs of changing the quality of the designed product:

$$M(X) = p_1w_1 + p_2w_2 + \dots + p_nw_n. \quad (7)$$

This method of estimating the expected costs can be used at the stages of production and sales of products. The studies carried out cover the entire range of purchasing and production requirements for footwear that affect its competitiveness, and also allow us to predict the costs of improving quality at all stages of the product life cycle and should be taken into account by manufacturers when forming the range of footwear.

In many industries, when preparing the mass production of new samples, it becomes necessary to compare them in order to decide on the sequence of production or to choose one of a number of designed ones, as well as for very effective advertising, presenting the customer with the technical advantages of the product. In ordinary practice, this problem is solved by expert assessment of the product by specialists using difficult to compare technical and economic indicators that have different levels of significance and dimension of measurement, for example, products have different weight in kilograms, cost in grams, air permeability dm³ / m²s. Finding the features of product evaluation is achieved through a complex compromise due to the loss of the specificity of each indicator, the introduction of criticized subjective coefficients of "importance", etc., which is difficult to substantiate and prove.

This part of the intellectual challenge can be more conclusively solved in a networked human-machine system for product evaluation. For example, such an assessment can be obtained in the control system for design training in light, food and other industries, by visualizing the total assessment of products. Then, control provision is reduced to the choice of such a trajectory in the multidimensional phase space of product properties, which best meets the criteria of the main function of a complex system (for example, conquering the product market, manufacturing and selling all products in a given time frame). In traditional systems analysis, in such

problems, a complex system is formalized by decomposing it into a selected number of subsystems. However, in this case, the links - the relations between the subsystems do not have a topology, they are formally separated. This can be compensated for by such a formalization method, in which connections will be revealed - relations using the mathematical apparatus of set theories and general topology, and in particular the model of the fluctuation capsule of parameters (3). The implementation of such a comparative analysis of a number of products with each other and identification of priority is relatively simple (Figure 10).

The entire information field is divided on a plane by four lines forming 8 vectors and 8 zones (there may be another number). Information about each of the eight properties selected in our example is plotted on the line. In this case, for the characteristics of footwear, demand - cost, weight and flexibility, vapor permeability and moisture capacity, aesthetic properties (points) - environmental (sanitary) pollution by non-natural materials. The obtained experimental numerical data are plotted on the rays of the graph, if available in natural units, for example, the cost in hryvnia, weight in grams, and demand and aesthetic properties in points assigned by specialists. Obtained in the form of a polygon, a visual visualization of a complex system allows the designer or buyer to make the right decision, according to a comparative assessment,

In addition to the visual, this figure also contains a number of other information. For example, the size of the areas of the figures enclosed between the rays, their sums reveal the advantage of the areas of "positive" indicators of high aesthetic properties and demand for flexible shoes over a product with a large weight, cost price, and less environmentally friendly artificial parts. So, in the example shown in Figure 3.10, N1 has an advantage in the combination of indicators of the two samples, which has a large total area in the "positive" sectors of properties. This is an effective technique of visual advertising that helps to choose a sample with higher "total" properties that are difficult to compare with each other.

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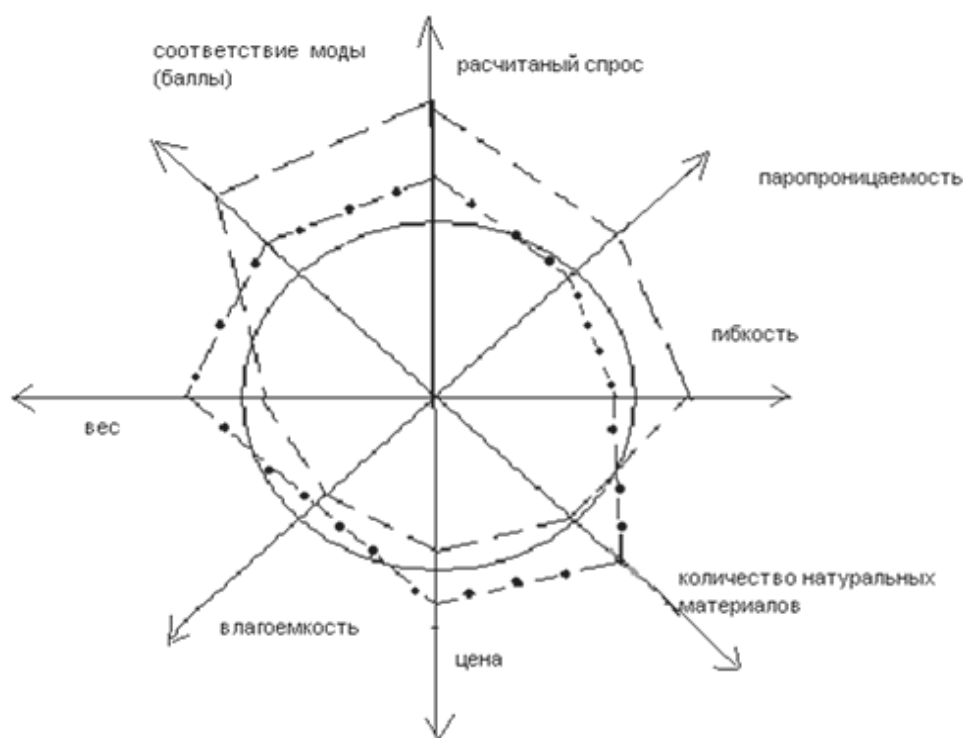


Figure 25. Total properties by combination of indicators of shoe samples

This method of choosing the "best" product is relatively simple and intuitive, which allows you to make the right decision. This method can be used for technical and business assessment of various products in industries - light, food, electronics, etc.

At the level of intersection of the circle and the axes, the values of eight normalized indicators (if any) or averages for the assortment in their units are put down, the data of each sample N1 ..., N2 ... etc. are connected by straight lines, plotted on the axes.

In modern conditions, with a general saturation of the market with consumer goods, the most acute problem is ensuring that the quality of the offered products meets consumer requirements. Among consumer requirements for footwear, the first place in terms of importance is put forward by the majority of the ergonomic group, defined by the concept of "comfort". Certification tests of footwear are based on the current regulatory documentation, which sets out technical requirements, methods of testing it to determine the main quality indicators. In support of the above, below are the quality indicators and test methods for their determination.

The quality of the declared models of everyday men's shoes was assessed in four groups: functional indicators (1), characterizing the durability of products; ergonomic indicators (2); aesthetic

indicators (3); indicators of the quality of packaging and labeling (4).

In the first group, there are singular indicators such as:

the strength of the thread fastening of the shoe upper blanks, N / cm with one line;

the strength of the thread fasteners of the shoe upper blanks, N / cm with two lines;

sole attachment strength, N / cm;

residual deformation of the toe cap, mm;

residual deformation of the backdrop, mm;

In the second group:

semi-pair weight, g;

flexibility of footwear, N / cm;

thermal resistance of the top of the shoe, m2 OC / W (for winter shoes);

thermal resistance of the bottom of the shoe, m2 OC / W (for winter shoes);

In the third group:

silhouette, points;

appearance, points;

interior decoration, points;

In the fourth group:

quality of marking, points;

quality of packaging, points.

The permissible values of the indicators, as well as their actual list, are established in accordance with GOST, indicated in Table 3.

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Table 3 - Quality indicators and test methods for their determination

Quality indicator name	Test Method (GOST, norm, etc.)
1. Shoes. Method for determining the total and permanent deformation of the toe and heel	GOST 9135-73
2. Shoes. Method for determining the strength of the attachment of soles chemical fastening methods in shoes	GOST 9292-82
3. Shoes. Method for determining the strength of thread seams top connections	GOST 9290-76
4. Shoes. Method for determining flexibility	GOST 9718-88
5. Shoes. Method for determining the strength of fastening parts of the bottom	GOST 9134-78
6. Shoes. Mass determination method	GOST 28735-90
7. Shoes. Method for determining the total heat shoe resistance	GOST 12.4.104-81
8. Shoes. Acceptance rules	GOST 9289-78
9. Shoes. Marking, packaging, transportation and storage	GOST 7296-81 GOST 16534-71
10. Shoes. Determination of grade	GOST 28371-89
11. The system of quality indicators. Shoes. Nomenclature of indicators	GOST 4.12-81
12. Shoes. Terms and Definitions	GOST 23251-83
13. Shoes. Methods for determining linear dimensions	GOST 9133-78
14. Shoe pads. Technical conditions	GOST 3927-88
15. Workshop on the technology of leather goods. Ed. V.L. Rayackas. M., 1981.	
16. System of product development and launching into production. Light industry products. Basic Provisions	GOST15.007-88
17. Casual footwear. Technical conditions	GOST 26167-84
18. Shoes. Strength standards	GOST 21463-87
19. Directory of the shoemaker. Technology. M.: Legprombytizdat, 1989.	

Let's turn to the second group of indicators. Obviously, such indicators do not provide an assessment of the complex characteristics of shoes (comfort), which are of interest to the consumer, most of which are established empirically. Comfort depends on numerous factors, but the most important are the design characteristics of the shoe models and the properties of the materials used. The prospect of assessing the quality of footwear and the development of methods for assessing the quality of footwear should be associated with the use of CAD. Thus, the physical and mechanical properties of materials determine the forceful interaction of the foot with the shoe, protect the foot from the external environment and determine its microclimate. In this formulation of the question, the method of automated assessment of the comfort of shoes by indicators of the physical and

mechanical properties of packages of upper materials, developed at the Russian State University named after A.N. Kosygin.

The technique is implemented within the framework of the complex, the software operation scheme of which is shown in Figure 11.

Consequently, along with the identified groups of indicators, it seems appropriate to include one more group "Comfort", the criteria of which, in our opinion, are the temperature and relative humidity of the inner space, the pressure of the shoe upper on the foot. Factors affecting the magnitude of shoe pressure on the foot are elongation, relative humidity and stiffness of material packages, for which we have established variation levels and rational values based on the operating conditions and production of products.

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The created instrumental system implements the methods of automated assessment of the comfort of shoes and the formation of the most rational upper packages in terms of the physical and mechanical properties of materials and an express method for

selecting a shoe design of a certain level of quality and purpose. The practical significance of the system lies in the reduction of the subjective factor in the selection, collection and ordering.

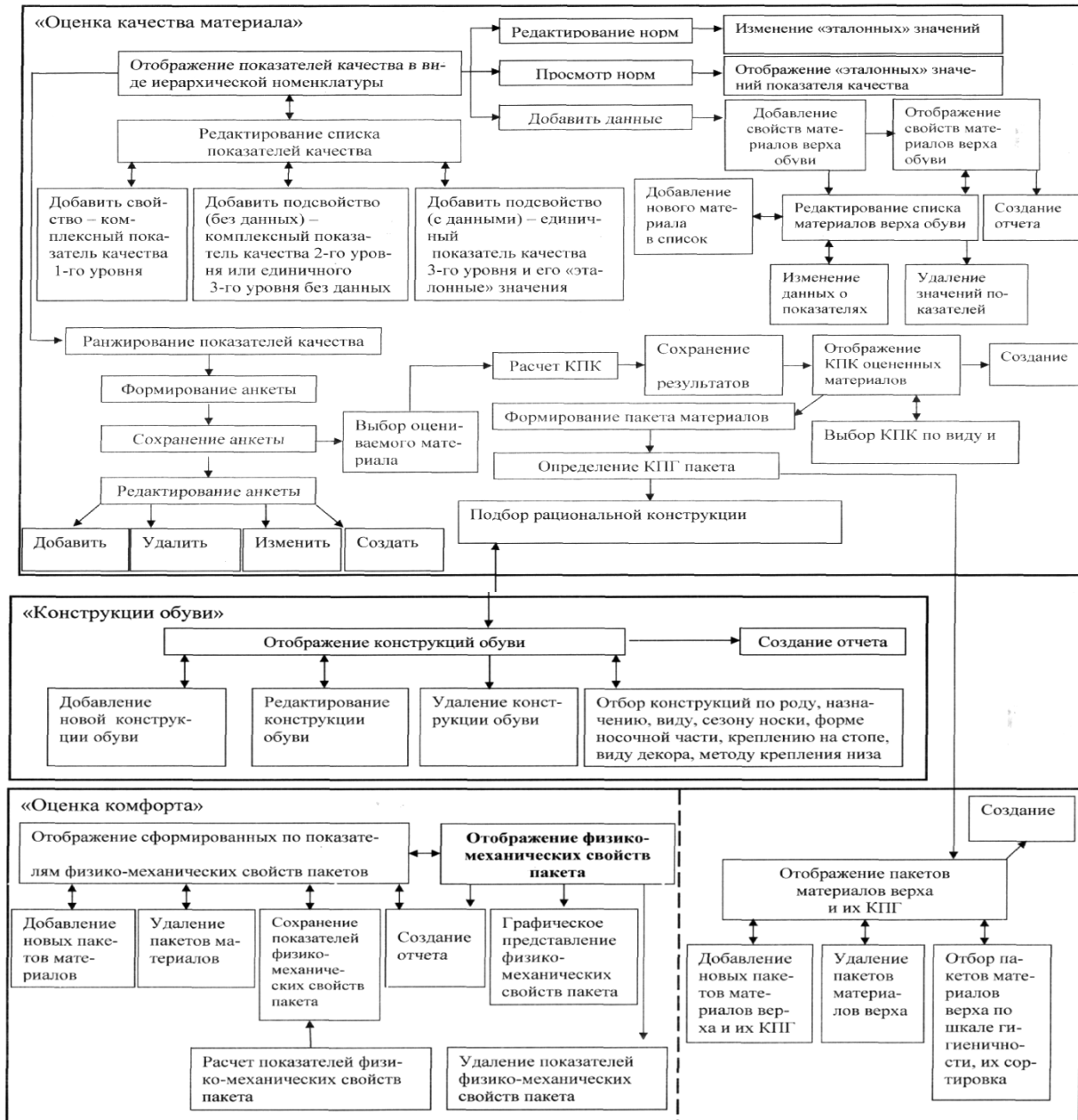


Figure 26. - Scheme of the software of empirical indicators for assessing the quality of products.

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

The crux of the matter is that statistics are a pure operator and statistical data, therefore, are in absolute

dependence on the chosen conceptual description of the process. Statistical results are always correct because are obtained by using a proven mathematical apparatus, but correctness and truth are "two big differences."

For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical

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actions for correctness. Certification is required not only for physical and software products. Sending knowledge must also be certified, otherwise defects in initial judgments will migrate into inferential knowledge. And no technology will correct the inherent disadvantage.

In the ideology of production, especially the production of goods for direct consumption, the concept of "quality" should be a system-forming factor. We foresee the objection: "What's the point in quality if the quality criteria limit the quantity and the assortment of goods will suffer from the priority of quality characteristics, the price will rise?" And we have an answer to our opponents. If the quality of the product is not ensured, then no amount will correct the situation. It will be necessary either to agree with the obvious (for professionals) deception of the consumer, or to sacrifice professional competence and deliberately go to lower quality requirements, allowing an essentially low-quality product to enter the market. As for the assortment, its dependence on product quality requirements is relatively arbitrary and mediated. The assortment is "tied" to the technical state of production, technology and professionalism of developers. The more visible the features of a civilized market are, the more is the issue of quality. Moreover, the problem of quality has moved from the sphere of theoretical relevance to the level of practical relevance. Let's try to substantiate this shift in relation to Russian reality. The positive shift towards an increase in the purchasing power of Russians over the past 5 years is undeniable. Official inflation statistics are clearly crafty, but even having increased it by a factor of 0.5 and obtained a real average annual rate of 15–20%, we will have no choice but to state an increase in the welfare of most of our fellow citizens in the context of a certain growth of the economy as a whole. The intensity of the dynamics is low, but the fact itself is obvious. But how fair is it to talk about "welfare"? Money is just an exchange equivalent. Making more money doesn't necessarily make you heal better. The money should be exchanged for the required goods. And here the quality problem grows to its full extent. Having earned money, you can easily spend it "imperceptibly", i.e. to acquire not a product, but a "phantom of the product".

"Product phantom" is a non-specific concept for a special system of knowledge. Nevertheless, it is necessary to get used to it as a theoretical expression of the realities of an undeveloped commodity market. Profiting from the "white" and "gray" "spots" of the ideology of quality, which is in an extremely neglected state, the "black" manufacturers of substandard consumer goods, together with sympathetic service officials responsible for the quality of products, flooded the market with substandard products. The international quality control system ISO-9000 is more reminiscent of the newest phenomenon of the famous Potemkin villages.

Only what is clearly spelled out can be effectively controlled. Any incomplete description is a gate for semi-legal penetration into the fields of hunting for a consumer. ISO-9000 is advisable to use not as a management tool, but as a tool for the prevention of quality violations. Thus, the circle is closed, for violation presupposes quality, namely, we did not define quality as it should. In the system of special knowledge, which is the ideology of production, "quality" is replaced by a "state of quality", which in turn is reduced to quantitative parameters. Discrete expressions give quantitative characteristics - this is how another derived concept appears. Only this time not from the fundamental concept of "quality", but from its derivative - from the concept of "state of quality". The militant activity of striving to describe quality in terms of quantity is surprising. Since the time of Hegel, who argued that quality is the main thing in the definition of a phenomenon, since quality is that, losing that, it ceases to be itself, almost two hundred years have passed. It would be time to learn a simple truth: quality is determined not through quantity, but through properties. With the help of quantitative measurements, we need to determine the "measure" - "qualitative" and "state of quality" (the level of expression of quality). Practice rarely corrects errors in theory, on the contrary, it usually hides them up to a certain point in development. Defects of theory appear in a crude form in difficult socio-economic circumstances, in times of political uncertainty.

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

Promotional claim: "the customer is always right" is a lie! Only the legal order that determines the nature of relations in the market for goods is always right. Themselves, these relations are built depending on the interpretation of the quality of goods and the conformity of quality to price. Whatever one may say, everything is one, you will have to revolve around the problem of quality and its two aspects of expression: theoretical and practical.

In theoretical terms, one should strictly adhere to the fundamental postulate: quality is an association of properties that characterize the structural and functional uniqueness not of a single phenomenon, but of a certain set of phenomena united by the general laws of formation and change, therefore, quality can be determined only through the presence of corresponding properties. In view of the fact that of the qualitative properties only aesthetic (design) are available for direct assessment, a comprehensive

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certification of the product is required, more precisely, the product presented for transfer to the market.

Moreover, the study of the product for quality that meets the interests of the consumer should not be reduced to technical and materials science expertise. A social, psychological, medical and regional studies resume is required.

Consider this statement using shoes as an example. Shoes, along with clothing, are goods that depend on national and historical characteristics. Can you recommend shoes for sale on the market that do not take into account the specifics of the geographic, climatic and national mentality? Apparently, it is possible to admit such products to the market, but only in limited quantities, for variety and expansion of consumer choice. And the point here is not "leavened patriotism." Nature, nutrition, traditions affect the anthropometric characteristics of the population: configuration and proportions of the foot, lower leg, etc. Shoes designed without taking into account national characteristics - anatomical, physiological, will inevitably contribute to the development of leg deformities. Shoes will lose their presentation faster, the consumer is constantly experiencing discomfort,

Already now, China has "thrown" such a number of shoes on the market that the entire population of the earth (\approx 6.5 billion people) can be "a la Chine". Chinese manufacturers are guided by their own interests: to create jobs in the country and ensure product sales. They offer shoes that are designed and made without taking into account the national specifics of the consumer countries. Today, Chinese footwear is a serious competitor not only to our domestic manufacturer, but also to such countries - legislators of footwear fashion as Italy, France, USA, Czech Republic, etc. For the fifth consecutive year, the Italian footwear sector has seen a significant decline in production. The activity of this segment of the domestic market is declining, and the demand for Italian products in the foreign and domestic markets is low. Given the excess of the euro over the dollar, the competition between Chinese goods is becoming even more serious in the national Italian market, especially after the abolition of sales quotas from January 1, 2004. The volume of footwear production in 2020 decreased by 9.7% compared to the same period last year. In terms of price differentials, the supply of products declined in absolute prices by about 8.4%. In 2016–2018 Italian production fell by almost one and a half times to 281 million pairs, which had a negative impact on the level of employment. The volume of production of leather footwear decreased by 8.9%, slippers - by 23%, rubber shoes - by 32%, canvas shoes - by 40%. On the contrary, Italy consistently imports about 150 million Chinese footwear annually. The Italian manufacturer is losing its position in the international markets of the USA, Germany and France. Growth of the euro against the dollar, as well as the redistribution of the market in favor of the Asian

manufacturer negatively affects the Italian manufacturer. According to the Italian Chamber of Commerce, more than 600 companies, including footwear manufacturers, have closed in the period until 2020. The only market segment in which Italian footwear manufacturers hold a leading position is the production of luxury fashion footwear for the international markets.

Thus, over the past 10 years, the number of footwear manufacturing enterprises in the Czech Republic has decreased from 120 to 55. But this number may also decrease due to the lifting of restrictions on the import of footwear from China. If at the end of the twentieth century, Czech shoe factories produced about 70 million pairs of shoes, then last year this number was approximately 5.5 million. In 2020, about 50 million pairs of shoes were imported to the Czech Republic, of which 35 million pairs of shoes were from Chinese manufacturers ... The average purchase price of one pair of Chinese footwear is only 54 kroons - a cost that is unrealistic for Czech companies. "Nobody buys our products, because we are not able to compete with Asian products in terms of cost, despite the fact that our shoes are much better in quality. Unfortunately, the Czech buyer prefers cheaper goods, although he knows that in time they will last much less than our high-quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association, whose company has been manufacturing and selling footwear for children, women and men since 1998. As a result, Czech manufacturers are losing positions in their own market. The situation is complicated by the fact that. The European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese footwear. They can be returned only if the entire industry is under threat, and on a European scale. US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of American industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the United States. quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association, whose firm has been manufacturing and selling footwear for children, women and men since 1998. As a result, Czech manufacturers are losing positions in their own market. The situation is complicated by the fact that. The European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese shoes. They can be returned only if the entire industry is under threat, and on a European scale. US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of American industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the United States. quality footwear," says Lubomir Chlumsky, a

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But we still have to go the way traversed by Western countries that produce footwear. Russia's accession to the WTO has opened market boundaries for many others who want to sell low-quality goods as soon as possible. Moreover, today Russia, in contrast to its western neighbors, faces the fatal problem of the expansion of "gray" imports, which has arisen due to imperfect customs legislation and the spontaneous development of "shuttle trade". As the plenipotentiary of the President of the Russian Federation in the Siberian Federal District stated in one of his interviews, the annual volume of "gray imports of Chinese goods" to Russia reaches \$ 6 billion. conclusions on the quality of raw materials, related materials,

The peculiarities of the national attitude towards shoes are quantifiable. Products can be easily measured for compliance with certain requirements, but it must be borne in mind that the property itself is assessed only by the formula "is or not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence, in order to know how stable and expressed this property is. The absence of at least one of the quality properties of the product, or the lack of expression mean only one thing - the product should not be a commodity. In exceptional cases, it is deemed to be conditionally admitted for sale on the national market. The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding sector of the domestic economy, historically adapted to the specifics of the conditions of national development and the peculiarities of anthropometric

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measurements. The situation is aggravated by the fact that Russia, which has been recognized as a country with a market economy, has no right to disturb the order in the relationship between political and market structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market should be carried out in accordance with the recommendations and traditions of the world community. Chinese, Turkish, partly Eastern European footwear manufacturers flooded our market and took a stable position on it, thanks to consumer demand for their products. A buyer with limited financial resources is attracted by the price, design, advertising support, assortment, seller's interest, cultural service. A consumer who is not experienced in professional "secrets" judges the quality by its appearance and service packaging. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only the property is displayed that is beneficial to the seller, since it really is a representation at the appropriate level of consumer interest. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only the property is displayed that is beneficial to the seller, since it really is a representation at the appropriate level of consumer interest. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only the property is displayed that is beneficial to the seller, since it really is a representation at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market trick. The unsatisfactory state of mass consumer culture, the elimination of the controlling state structures, their lack of initiative, and somewhere a direct interest in preserving the current disorder allow manipulating public consciousness, controlling the actions of buyers. The occupation of the Russian market is, of course, a temporary phenomenon, due to economic stagnation, limited effective demand of the bulk of the population, and the lack of an effective and consistent policy in the development of national production. However, the obvious conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than

something temporary. So that the temporary phenomenon does not "stagnate" it is necessary to change the conditions that gave rise to it. Opportunities are available. First of all, it is necessary to understand the theory, which is guided in practical actions. Underestimation of theory naturally leads to miscalculations in practice. In our case, this underestimation seems to be planned. Otherwise, how to explain that with the generally accepted definition of quality through the association of the fundamental properties of an object, only "horns and legs" remain from the quality criterion in regulatory documents, i.e. separate signs. To some extent, the theory of quality itself is "to blame" for the theoretical uncertainty and one-sidedness. The quality of natural phenomena differs from the quality of artificially created products. Natural phenomena are of natural origin, and all their properties are spontaneous. The quality of natural phenomena does not include their relationship to human needs. It makes no sense to divide mushrooms into edible and poisonous by quality. The quality of mushrooms is different, and this is another that determines their place in biological taxonomy. Trees are conventionally divided into beautiful and ugly, valuable and weedy. This opposition has nothing to do with quality. Artificial products, on the other hand, are characterized primarily by their conformity to our needs. Consumer properties are included in the quality system of artificial products, as well as natural ones. And they do not just turn on, but in terms of importance they are ahead of the natural ones. The quality of footwear is due to the totality of consumer characteristics. It is not essential, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer. The buyer does not care, with the price balance, shoes are made of natural or artificial material. It is important for him that his requirements for her are guaranteed.

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

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

Unfortunately, today the domestic contribution to the development of policies aimed at improving the

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quality of footwear, and, in fact, at ensuring consumer rights, is extremely incomprehensible. One gets the impression that the producers' aspirations are completely detached from the interests of the country that gave them citizenship. According to the theory of marginal utility and consumer choice, approved by international practice, the buyer prefers the product that most closely matches his personal idea of utility within the limits of his financial capabilities. The task of the state is to create the necessary legislative prerequisites for protecting the interests of its citizens and to develop a reliable control mechanism. At the same time, the state is obliged to understand that the consciousness of consumers, as a rule, is amateurish. The consumer does not have enough professional culture for comprehensive orientation in terms of choosing a behavior option. Therefore, the state or those organizations to which the right of protection has been delegated must provide consumers with a sufficient amount of information about the consumer properties of the product. Instead, the buyer is offered, at best, a minimum set of material science and technological characteristics, which is a gross violation of consumer rights. The product characteristic should include, along with the static data, the details of the dynamic (behavioral) plan. For example, describe the properties of a product in the same way as reputable pharmaceutical companies do, reporting the main properties, indications, contraindications, age recommendations, functional warnings, methods of use, storage conditions, recommended service life. There is already experience with this approach in other industries. The level of development of information technologies allows today to create entire communication systems for product support, built on the basis of the CALS concept, which is widely used to improve management efficiency and reduce the cost of information interaction in the processes of ordering, production, supply and operation of goods. The basis for using this concept is the natural need for the organization of a "single information space" that ensures the prompt exchange of data between manufacturers and consumers throughout the entire "life cycle" of a product: from marketing to disposal. We do not see anything of the kind in actions aimed at improving the quality of footwear production. There is not even a desire to change the informational situation that developed at a time when the assortment and quantity of goods were limited. To confirm what has been said, let us turn to the conclusions of specialists: "when certifying serially produced products by experts of the OS (certification body), the state of production is assessed directly at the enterprise or according to the submitted documents (in absentia (!) (Technical description of a specific type of product, flow diagram, material, components products with sanitary and epidemiological conclusions for component materials and footwear,

which confirm the safety for consumer health, basic and auxiliary materials used in footwear). : the strength of the sole attachment; fastening strength of the heel; the strength of the thread seams of the shoe upper blank. When certifying children's footwear, the construction of the upper part of the footwear and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-4390-87. " "To operate in the lower end of the price range, an enterprise must produce footwear models that are affordable because of the low price and have basically only a basic set in accordance with the national standard."

What are the conclusions?

First, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. The shoe manufacturers and their supervisors learned the first commandment of Hippocrates firmly, but did not advance further. In this situation, it is unlikely that it will be possible to restrain the siege of competitors for a long time.

Secondly, basic properties should not be equated with qualities. The properties of the properties can be only in the production cycle due to its differentiation into technological operations. But in this case, it is advisable to put the quality in quotation marks, emphasizing the conventionality of the use of the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore it is impossible to pull out the properties that form the association as production needs and pass them off as quality.

Thirdly, it is high time to define the basic properties conventionally, not being limited to the suggestions of hygienists and epidemiologists. A lot of valuable information can be gleaned from the research of gerontologists, geriatricians, regional experts, valeologists, and pediatricians.

Fourthly, how long will there be practically no aesthetic properties in the basic characteristics, even if in a conspiratorial form.

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

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

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The inefficiency of the system of state control over quality is not in its status, but in its functioning. Uncleanliness and unprofessionalism of officials do not allow state structures to function fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average there are 2% of certification refusals per year. While more than 30% of products are rejected directly in the trade. In the European Union, \approx 4% of the product range is subject to mandatory certification, not because European officials are liberals. The reason is hidden in the orders and traditions of the production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably comes with costs. To move along with all the general system, it is not enough to dress, put on shoes, like everyone else, and get in line. As long as the authorities and producers will portray market relations, the mass consumer will have to pay, because the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate.

According to Russian official regulations, until recently 70–80% of the product range require state quality certification. Critics reject this practice and suggest borrowing from Western European experience. They are not embarrassed by the fact that the share of illegal and semi-legal business in Russia is estimated at 40–60%; even now, if necessary, to centrally check for quality 70–80% of the range of goods, less than 40% of certified goods are already on the market. Critics defend the interests of not clear which producers. Who will defend consumer rights?

Officials, or maybe judges, are only independent by definition. Only human rights public organizations remain, which exist today and not tomorrow.

The motives for improving quality are directly related to economic factors. This means that quality management has the ultimate goal of achieving economic benefits, i.e. focused on making a profit for the enterprise. In modern conditions, the economically successful activity of a commodity producer is ensured by the release of products that meet the following requirements:

- fully meets the needs of consumers;
- meets the requirements of safety and environmental protection;
- meets the current standards and specifications;
- offered to the consumer at competitive prices;
- is cost effective to manufacture.

The management of the competitiveness of footwear at the footwear enterprises of the Southern Federal District and the North Caucasus Federal District is associated with a frequent change of assortment and an increase in the influence of regional socio-economic factors. Increasing the competitiveness of footwear is possible only through the development of new models based on marketing information and in-depth study of the preferences of specific groups of buyers, accelerating the process of changing the assortment while maintaining or increasing the efficiency of the production system.

Footwear manufacturers on the territory of the Southern Federal District and the North Caucasus Federal District occupy a significant part of the domestic footwear production, namely, more than 30%. Despite the large share in the production of footwear in the Southern Federal District and the North Caucasus Federal District, the demand for footwear is satisfied only by 19.6%, the rest is imported from the near or far abroad. These imports are often contraband. It is the import of cheap footwear that is the most serious problem for domestic footwear enterprises. Another problem for the enterprises of the Southern Federal District and the North Caucasus Federal District is the lack of high-quality raw materials and components for the production of footwear, as a result of which the products of footwear factories in the South of Russia lose the price competition of cheap imported footwear.

In addition, the shoe companies of the Southern Federal District and the North Caucasus Federal District are of the same type in the same color scheme. Of course, labor costs for women's and men's shoes are not comparable. Therefore, about 3% of women's footwear is produced in the Southern Federal District and the North Caucasus Federal District, children's footwear - 15%, and special footwear - 40%. Such a small volume of women's footwear production is due to the fact that competition on the women's footwear market is much sharper, and in this segment, footwear

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producers from the Southern Federal District and the North Caucasus Federal District immediately face Moscow-Chinese manufacturers, who today "hold" most of the women's footwear market. But, unfortunately, footwear producers do not pay attention to the fact that there is no footwear for elderly consumers in the women's footwear market, which is not dealt with by Chinese footwear manufacturers, i.e. there is a niche for manufacturers. The situation with the production of children's footwear by the majority of shoe enterprises in the Southern Federal District and the North Caucasus Federal District remains more problematic. what is connected with the abolition of subsidies for its production from the federal budget; with imperfect taxation of children's assortment and the lack of the required volume and style of pads for its production. In the consumer market of the Southern Federal District and the North Caucasus Federal District, domestic manufacturers for children were ousted by foreign suppliers who can afford to transfer shoes for sale on the condition of payment after their actual sale. However, this product, for the most part, does not have conformity and hygiene certificates. Imported footwear is imported in the most "popular", "average" sizes and is not intended for children, so at the moment children and their parents are forced to satisfy this need with affordable imported adult products. with imperfect taxation of children's assortment and the lack of the required volume and style of pads for its production. In the consumer market of the Southern Federal District and the North Caucasus Federal District for children, domestic manufacturers were ousted by foreign suppliers, who can afford to transfer shoes for sale on the condition of payment after their actual sale. However, this product, for the most part, does not have conformity and hygiene certificates. Imported footwear is imported in the most "popular", "average" sizes and is not intended for children, so at the moment children and their parents are forced to satisfy this need with affordable imported adult products. with imperfect taxation of children's assortment and the lack of the required volume and style of pads for its production. In the consumer market of the Southern Federal District and the North Caucasus Federal District, domestic manufacturers for children were ousted by foreign suppliers who can afford to transfer shoes for sale on the condition of payment after their actual sale. However, this product, for the most part, does not have conformity and hygiene certificates. Imported footwear is imported in the most "popular", "average" sizes and is not intended for children, so at the moment children and their parents are forced to satisfy this need with affordable imported adult products. In the consumer market of the Southern Federal District and the North Caucasus Federal District for children, domestic manufacturers were ousted by foreign suppliers, who can afford to transfer shoes for sale on the condition

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Providing children with properly selected, physiologically sound footwear is one of the main tasks for domestic manufacturers, including enterprises in the Southern Federal District.

The situation in the Southern Federal District and the North Caucasus Federal District calls for the development of a set of measures of regional significance aimed at improving the socio - economic situation in the Southern Federal District and the North Caucasus Federal District. The growth in purchasing power for high-quality footwear in the mid-price consumer segment determines the economic feasibility of designing shoe industry enterprises. Organization of the production of footwear in a wide range will make it possible to turn the subsidized regions of the Southern Federal District and the North Caucasus Federal District into self-supporting ones, increasing the level of income of the population; stimulates the creation of new jobs; will ensure the development of small business and the maintenance of legal private entrepreneurial activity; will create the basis for getting out of the shadow of a significant part of the turnover of the real sector of the economy in order to form the regional budget, since

The main stage of the restructuring should be an increase in the technical level of production at shoe factories and the competitiveness of products, ensuring the introduction of innovative products, high technologies, replacing certain types of imported footwear with domestic ones; its entry into the Russian and world markets. For this, measures are needed to modernize and reconstruct existing shoe industries and create new ones, strengthen control and introduce modern quality management systems; certification of products and production facilities themselves, development of a dealer and distribution network; pursuing an active marketing policy, expanding the practice of leasing innovation schemes.

To revive the production of children's shoes in the Southern Federal District and the North Caucasus

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Federal District, first of all, organizational and financial support is needed for shoe enterprises at the level of the government of the Russian Federation, as well as regional and local bodies, namely:

- in the form of VAT reduction;
- providing an unlimited loan;
- term loans at preferential interest with deferred payments for 3 or more years;
- in the form of supporting shoe enterprises in providing high-quality and affordable shoe materials (natural, artificial and textile).

In addition, enterprises should be allowed to direct their balance sheet profit to replenish working capital to provide them with high-quality and affordable shoe materials for the production of children's shoes on the conditions provided for financing construction, i.e. tax-free. A government order for children's footwear is also possible with an advance payment. Local authorities need to take a differentiated approach to establishing the structure and size of local taxes, i.e. reduce their value in the production of children's shoes. Particular attention should be paid to creating the opportunity to purchase footwear for large and low-income families through targeted compensation, the organization of special departments, sale at discounted prices, on credit and payment in installments.

As the world experience shows, leadership in the competitive struggle is achieved by the one who is most competent in the assortment policy, is fluent in the methods of its implementation and can manage it as efficiently as possible. The forecast of the trend in the development of the assortment should show such a trajectory of the development of the process, which makes it possible to ensure the achievement of the planned correspondence of the product supply by the enterprise to the changing assortment structure of demand in the market in the future. Formation on the basis of planning a product range is a continuous process that continues throughout the entire life cycle of a product, from the moment the idea of creating it was conceived and ending with withdrawal from the product program. To ensure the competitiveness of the products of the footwear enterprises of the Southern Federal District from the standpoint of their quality and demand,

In the Southern Federal District and the North Caucasus Federal District, there are all the necessary conditions for creating a shoe cluster:

educational institutions have survived and are functioning, which continue to train highly qualified personnel not only for shoe enterprises, but also for related industries;

the regions of the Southern Federal District are characterized by the presence of a large number of unemployed people (unemployed), the percentage of unemployed among women is especially high, which requires the creation of new jobs, to reduce social tension in these regions;

the possibility of producing shoes in a wide range, not only by type, but also by fastening methods, including for children, taking into account the national characteristics living in these regions;

the traditions of footwear producers that have developed in these regions are still alive, where 35% of all footwear made in Russia in 2007 is still produced;

geographical and transport proximity to Western Europe, where shoe companies are faced with an even tougher choice: moving production to China, India, Taiwan or to Eastern Europe. As a result, there are significant chances for investment and technological partnerships within the cluster with Western European footwear manufacturers;

positive experience in the development of Gloria Jeans: 12 factories producing 20 million jeans annually under the Gloria Jeans and Gee Jay brands. Leadership of a Russian company in the CIS market in a non-traditional niche for the Russian light industry - the denim segment;

the potential for the development of the raw material base through the implementation of the program for the development of the livestock of cattle and pigs;

availability of local manufacturers of certain types of components (sole, heel), incl. corresponding to European standards.

increasing the efficiency and productivity of enterprises, more precise coordination in work;

increased attention to achieving business goals and meeting customer expectations;

achieving and maintaining the conformity of the quality of products and services of the enterprise to the established requirements of consumers;

achieving customer satisfaction that the required quality is provided and maintained;

maintaining the confidence of existing and potential customers in the capabilities of the enterprise;

opening up new market opportunities and maintaining the conquered sales markets;

certification and registration of quality systems;

the ability to compete in this field with larger enterprises (i.e. the ability to offer or maintain reasonable prices).

Conclusion

1. An assortment policy has been developed for the formation of competitive men's, women's and children's shoes, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic characteristics of the regions of the Southern Federal District and the North Caucasus Federal District, the production of which using modern innovative technological processes, as well as for meeting the demand of the elite consumer, using manual labor, create the basis

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for satisfying the demand for footwear for the buyer in these regions.

2. Innovative technological processes have been developed for the production of men's, women's and children's shoes using modern technological equipment with advanced nanotechnology, which form the basis for reducing the cost of shoes and providing it with an increase in competitiveness with the products of leading foreign companies, with the possibility of a wide-range production of shoes not only by type, but also according to the fastening methods, which guarantees its demand in full.

3. The layouts of technological equipment are proposed, on the basis of which it is possible to form a technological process for the production of men's and children's, as well as women's shoes with an optimal capacity from the production area and the form of production organization.

4. Software has been developed for calculating cash flows from the operating activities of shoe enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their development, which are aimed at accelerating turnover of products and reduction of losses, which guarantees enterprises to obtain stable TEP and prevents them from bankruptcy.

5. Software has been developed for the formation of the technological process of assembling footwear and determining the cost of producing an assortment of footwear. A computer simulation model has been implemented that describes the dynamics of the shoe assembly process. The proposed methodology and the software implemented on this basis can reduce the duration of the technological preparation of production and increase, due to the rationalization of the technological process, the specific consumer effect of shoes.

6. Comprehensive indicators of the effectiveness of innovative technological processes of shoe manufacturing have been calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective has been selected; the possibilities of streamlining the flow are identified, allowing to exclude bottlenecks, to minimize equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of the calculations for assessing the effectiveness of technological processes by methods of target programming for various technological and

organizational solutions is confirmed by calculations of indicators of economic efficiency: cost, profit and profitability, etc.

7. The proposed technique allows to reduce the duration of technological preparation of production and reduce the time of expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the research is expressed in the intellectualization of the technologist's labor with a reduction in the time spent on developing the range of manufactured shoes and assessing the efficiency of technological processes in comparison with a typical economic calculation of the total cost of making shoes.

8. The analysis of the influence of the forms of organization of production and manufacturing technology on the cost of footwear on the example of the technological process of manufacturing children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual calculation items as a whole and other technical and economic indicators to prevent enterprises from bankruptcy.

9. An effective solution has been developed to manage the competitiveness of shoe industry enterprises formed into a cluster, through the use of an innovative technological process for the entire product range of the shoe cluster, equipped with universal, highly efficient and multifunctional equipment.

10. Recommendations have been developed to ensure regulatory documentation for the formation of quality and confirmation of footwear conformity within the framework of the Customs Union, which will allow preparing certificates of conformity and declarations of conformity of the Customs Union for the entire range of footwear cluster.

11. Proposals for the creation of a testing laboratory within the cluster were substantiated, in which it is planned to test shoes to verify their compliance with the quality and safety indicators established in regulatory documents.

12. The role and main tasks of the metrological service have been formulated, its organizational structure has been developed.

13. Measures have been developed for testing and assessing the quality and safety of footwear.

Operating and newly created enterprises and firms in the South of Russia, using the proposed measures, will be able to produce competitive footwear in the required volume to meet the demand of various groups of the population with a certain level of income and social security.

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SERIAL CONNECTION OF NTC THERMISTORS

Abstract: A working mathematical model of a technical system has been reached. The technical system provides for the serial connection of negative temperature coefficient thermistors. The built mathematical model possesses the properties of fullness, adequacy, productivity and economy to a sufficient degree. The use of such a model reduces the time and costs spent on research and makes efficient use of the mathematical modelling capabilities.

Key words: NTC thermistor, working mathematical model, properties of mathematical models, principles of mathematical modeling.

Language: English

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Introduction

Extensive educational and scientific literature is devoted to the consideration of technical characteristics of negative temperature coefficient thermistors, the basic principles of their operation, and the methods of designing circuits with said thermistors. There are numerous examples of successful practical use of such equipment in various fields of human activity.

The purpose of this work is to build a working mathematical model of a technical system using a unified approach. This technical system provides for serial connection of negative temperature coefficient thermistors.

The dependence of the resistance R of such a thermistor on its temperature T is usually described in an expression (for an example, see [1; 2]), which takes the following form

$$R(T) = r e^{\beta(T^{-1} - T_0^{-1})},$$

where r is the thermistor's resistance at $T = T_0$; β is the coefficient constant for the given thermistor. However, within a relatively narrow temperature range, it can be assumed that

$$R(T) = \frac{r}{1 + \beta(T - T_0)T_0^{-2}}.$$

A unified approach to building a working mathematical model that has necessary properties for a specific study is described in [3; 4]. Some properties of mathematical models are formulated, for instance, in [5; 6]. An example of building a mathematical model with the necessary properties for a study is presented in [7]; some of the results of this study were published in [8–10]. The particular features of using a unified approach to building mathematical models are described, for example, in [11; 12].

Problem statement

The serial connection of n thermistors is discussed below. The i -th thermistor shall be considered a body with high thermal conductivity, whose temperature T_i at the initial time point t_0 is equal to T_0 , while $T_i \leq T_1$, $i = 1, 2, \dots, n$. Convective heat exchange occurs with the environment, the temperature of which is equal to T_0 on the surface of the thermistor area S_i , and the heat transfer

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coefficient is known and equal to α_i . For a relatively narrow temperature range from T_0 to T_1 , it is considered that

$$R_i(T_i) = \frac{r_i}{1 + \beta_i(T_i - T_0)T_0^{-2}},$$

$$C_i(T_i) = c_i[1 + \gamma_i(T_i - T_0)],$$

where $R_i(T_i)$ and $C_i(T_i)$ are the resistance and total heat capacity of the i -th thermistor; r_i and c_i are the resistance and total heat capacity of the i -th thermistor at $T_i = T_0$; β_i and γ_i are positive constants. The electrical potential difference at the poles of the i -th element is

$$U_i = \frac{r_i I}{1 + \beta_i(T_i - T_0)T_0^{-2}}, \quad (1)$$

where I is the direct electric current intensity flowing through the thermistors.

The electrical potential difference

$$U = \sum_{i=1}^n U_i \quad (2)$$

is of interest in the study. Let us design a working mathematical model of the object of study that has sufficient properties of fullness, adequacy, productivity and economy.

Problem solution

The results obtained in [13] are to be used in order to solve the problem. These results allow us to build a hierarchy of mathematical models of this object of study and determine the conditions under which it is possible to find the desired value U with a relative error of no more than the given value δ_0 .

If the differences $T_i - T_0$ are small enough, then according to (1), the desired value is obtained using the formula

$$U_0 = \sum_{i=1}^n r_i I. \quad (3)$$

Conditions under which the obtained formula is applicable are to be determined. A steady-state heat exchange process is considered for this reason. In this case, according to the calculations in [13], the steady-state value U_i is determined using the formula

$$U_i^* = \frac{2r_i I}{1 + \sqrt{1 + 4\beta_i r_i I^2 \alpha_i^{-1} S_i^{-1} T_0^{-2}}},$$

and for the given temperature range

$$\frac{r_i I^2}{\alpha_i S_i (T_1 - T_0)} \leq 1 + \beta_i (T_1 - T_0) T_0^{-2}, \quad (4)$$

then the steady-state value of the sought value is equal to

$$U_* = \sum_{i=1}^n U_i^*. \quad (5)$$

The relative error of the value U_0 is

$$\delta(U_0) = \left| \frac{U - U_0}{U} \right| = \frac{U_0}{U} - 1 \leq \frac{U_0}{U_*} - 1.$$

In the event of inequation

$$\frac{U_0}{U_*} - 1 \leq \delta_0$$

formula (3) can be used with a relative error of no more than δ_0 to find the desired value. Consequently, in the event of inequation

$$U_0 \leq (1 + \delta_0) U_* \quad (6)$$

the mathematical model (3) possesses the properties of fullness, adequacy, productivity and economy to a sufficient degree.

Then let us define the conditions under which mathematical model (5) can be applied. The unsteady-state heat exchange process is considered for this reason. In this case, according to the results from [13], we obtain a Cauchy problem

$$\frac{c_i r_i I T_0^2}{\beta_i U_i^2} \frac{dU_i}{dt} = \frac{\alpha_i S_i r_i I T_0^2 - \alpha_i S_i U_i T_0^2 - \beta_i I U_i^2}{\gamma_i r_i I T_0^2 - \gamma_i U_i T_0^2 + \beta_i U_i},$$

$$U_i(t_0) = r_i I, \quad (7)$$

where $i = 1, 2, \dots, n$, and we can find the time point

$$t_i = t_0 + \frac{c_i}{\alpha_i S_i} \left[\frac{\gamma_i T_0^2}{\beta_i} \left(\frac{U_i^*}{r_i I} - 1 + \delta_0 \right) \frac{r_i I}{U_i^*} + \left(\frac{r_i I}{2r_i I - U_i^*} + \frac{\gamma_i T_0^2}{\beta_i} \frac{r_i I - U_i^*}{2r_i I - U_i^*} \frac{r_i I}{U_i^*} - 1 \right) \times \right. \\ \left. \times \ln \left(2 - \frac{U_i^*}{r_i I} - \delta_0 \right) - \left(\frac{r_i I}{2r_i I - U_i^*} + \frac{\gamma_i T_0^2}{\beta_i} \frac{r_i I - U_i^*}{2r_i I - U_i^*} \frac{r_i I}{U_i^*} \right) \ln \left(\frac{r_i I}{r_i I - U_i^*} \delta_0 \right) \right],$$

for which

$$U_i(t_i) = \frac{U_i^*}{1 - \delta_0}.$$

It is obvious that at $t \geq t_i$

$$\delta(U_i^*) = \left| \frac{U_i - U_i^*}{U_i} \right| = 1 - \frac{U_i^*}{U_i} \leq \delta_0,$$

and the value U_i^* can be considered equal to $U_i(t)$ with a relative error of no more than δ_0 . If $t_* = \max_{1 \leq i \leq n} t_i$, then it is easy to show that at $t \geq t_*$

$$\delta(U_*) = \left| \frac{U - U_*}{U} \right| = \frac{\sum_{i=1}^n (U_i - U_i^*)}{\sum_{i=1}^n U_i} \leq \delta_0.$$

Consequently, formula (5) can be used to find the desired value with a relative error of no more than δ_0 .

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If condition (6) is not met, then mathematical model (5) at $t \geq t_*$ possesses the properties of fullness, adequacy, productivity and economy to a sufficient degree.

The development of a new mathematical model in the event of the formation of a hierarchy of mathematical models of the object of study might lead to the clarification of the previously determined conditions for the applicability of the built mathematical models. Indeed, it is possible to clarify the condition of applicability of formula (3) using the mathematical model (2), (7). For this we need to calculate the time point

$$t_i = t_0 + \frac{c_i}{\alpha_i S_i} \left[\left(\frac{\gamma_i T_0^2}{\beta_i} \frac{r_i I - U_i^*}{2r_i I - U_i^*} \frac{r_i I}{U_i^*} + \frac{r_i I}{2r_i I - U_i^*} - 1 \right) \ln \left(1 + \frac{U_i^*}{r_i I} \delta_0 \right) - \frac{\gamma_i T_0^2}{\beta_i} \delta_0 - \left(\frac{\gamma_i T_0^2}{\beta_i} \frac{r_i I - U_i^*}{2r_i I - U_i^*} \frac{r_i I}{U_i^*} + \frac{r_i I}{2r_i I - U_i^*} \right) \ln \left(1 - \frac{U_i^*}{r_i I - U_i^*} \delta_0 \right) \right],$$

for which

$$U_i(t_i) = \frac{r_i I}{1 + \delta_0}.$$

It is obvious that at $t \leq t_i$

$$\delta(r_i I) = \left| \frac{U_i - r_i I}{U_i} \right| = \frac{r_i I}{U_i} - 1 \leq \delta_0,$$

and the value $r_i I$ can be considered equal to $U_i(t)$ with a relative error of no more than δ_0 . If

$t^* = \min_{1 \leq i \leq n} t_i$, then it is easy to show that at $t \leq t^*$

$$\delta(U_0) = \left| \frac{U - U_0}{U} \right| = \frac{\sum_{i=1}^n (r_i I - U_i)}{\sum_{i=1}^n U_i} \leq \delta_0.$$

Consequently, formula (3) can be used to find the desired value with a relative error of no more than δ_0 .

If condition (6) is met or $t \leq t^*$, then the mathematical model (3) possesses the properties of fullness, adequacy, productivity and economy to a sufficient degree.

Results

The following statements, which make it possible to identify a working mathematical model of the object of study, are valid in case of inequation (4).

Statement 1. If condition (6) is met or $t \leq t^*$, then the mathematical model (3) is considered as working.

Statement 2. If condition (6) is not met, then the mathematical model (5) at $t \geq t_*$ is selected as working.

Statement 3. If the inequation (6) does not hold, while the time interval from t^* to t_* is of interest, then the mathematical model (2), (7) is considered as working.

Conclusion

Thus, a unified approach was used to formulate the statements that allow us to define a mathematical model of a technical system. They allow a working mathematical model of a technical system to be established that provides for serial connection of negative temperature coefficient thermistor thermistors. The built mathematical model possesses the properties of fullness, adequacy, productivity and economy to a sufficient degree.

The use of such a mathematical model not only reduces the time and costs spent on conducting research, but also facilitates the rational use of mathematical modeling capabilities.

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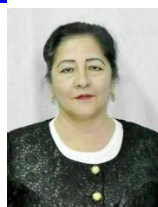
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THE STUDY OF GENDER CHARACTERISTICS IN UZBEK LINGUISTICS

Abstract: This article discusses the importance of gender features in the Uzbek language in linguopersonology and the essence of this concept, its classification, as well as the study of this issue in Uzbek and world linguistics. Linguopersonology focuses on the characteristics of a person's speech, the internal and external factors that affect a person's speech, the importance of studying a person's speech, and its impact on linguistic development.

Key words: language, linguopersonology, linguistic.

Language: English

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Introduction

It is known that in linguistics, the gender problem is studied in different aspects. Gender is the difference between men and women in general content. The speech behavior of both sexes in world linguistics is revealed by the German scholar Joul Oates in his book *Women, Men and Language*, which also reveals the differences between the speech of women and men [1]. It takes more negative and positive connotations in women and men and compares them in terms of gender. It takes more negative and positive connotations in both women and men and compares them in terms of gender.

Main part:

The conversation between the men will focus on political issues, world news, sports and cars. Also, their speeches reflect more restraint, composure, and leadership in their psyche. In women's speech, there are more topics such as complaining, sadness, household, family. While women sometimes express their joy through high levels of emotion and various nonverbal events (such as screaming, clapping. Such situations are mostly found in girls), men calmly express their joy. But anger, which is a negative trait of a person, is more pronounced in men than in

women. While women express their anger with silence, while men often express their anger through shouting, swearing, and other non-verbal incidents [2].

A specific aspect of women's and men's speech is that curses and insults are more common among women over 40 years of age when comparing curses and insults in terms of age.

For example,

— Ўғлим, ҳали сан эшитдингми, йўқми ҳайтовур биз санинг устингдан бир иш қилиб қўйдиқ...

Отабек маълумки, уларнинг «қилиб қўйган ёки қилмоқчи бўлган ишларини» албатта билар эди. Шундоқ ҳам бўлса билмаганга солинди:

— Ақлик кишиларнинг ўғуллари устидан қилган ишлари албатта номаъқул бўлмас, — деди.

Ҳожи ўглининг бу жавобидан ерга қаради ва нима деб давом қилишни билмай қолди.

Истеҳзо аралаш хотинига қараб олди. Яна орага жимжитлик кирди. Бу сўзсизлик маъносига Ўзбек ойим тушуна олмаган эди. Бир оз қараб ўлтургач, юраги қайнаб кеткандек бўлди:

— Биз санинг учун Олим понсадбошининг қизига унашиб қўйдиқ... Энди сан билан тўй маслаҳатини қилишмоқчи эдик...

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Отабек онасига бир оғиз сўз демай, маънолик қилиб отасига қараб олди. Ҳожи уятликсумон «шундоғ» деб қўйди.

— Сизларни ранжитиб бўлса ҳам бир мартаба уйланган эдим-ку? Энди...

— Сан уйлансанг биз ранжирмидик? — деди кулиб Ҳожи.

— Ранжимасаларингиз...

Ҳожи тузукланиб ўлтуриб олди:

— Бу ранжидан эмас, ҳожатдан ўғлим.

— Нима ҳожат?

— Ҳасаналининг сўзига қараганда, қайин отанг қизини Тошкандга юбормас экан. Ўғил ўсдириб катта қилган онангнинг бўлса олдига келин қўйгуси келадир...

Отабек онасига қаради:

— Бу кунгача келинсиз ҳам яшаб келдингиз, бундан кейин ҳам шусиз туриб бўларди-ку, — деди.

Ўзбек ойим маргилонлик томонидан сихрланган ўғлига қарши қизишиб кетди. Бир йиллардан бери ичига йиғиб келган кинасини тўкиб берди:

— Ман сани бу умид билан боқиб катта қилмаган эдим... Сан бизнинг наслимизни кўтариш ўрнига, ерга уриб булгадинг. Биз сани Маргилон андисига бунчалик муккадан кетишингни ўйламаган эдик, адабсиз... ўзингга қолса шу маргилонликни хотинга ҳисоблаб кетаберар экансан-да, уятсиз!..

Отабек ҳам қизишди:

— Хотин бўлмаса нима, ахир?!

— Қошиқ, кўзлик бир анди!

— Анди деганингиз нима ўзи?

Юсуфбек Ҳожи ўғлини босиш ўрнига жавоб бер, дегандек қилиб илжайган ҳолда хотинига қаради. Ўзбек ойим «анди» маъносини билдириб, андиларнинг сихрини рад қилиш учун бир оз мутилиқиб қийналди:

— Анди... анди... ўзи хитойми, нима бало... ўзи қалмоқдан тарқаган бўладир... Тушунмаган бўлсанг, лўлиларнинг бир тойифаси...

Бу жавобга Юсуфбек Ҳожи ўзини хаҳолаб кулишдан тўхтата олмаганидек, Отабек ҳам кулиб юборди. Хотинининг тирноқ остидан кир излаб ва даъвосининг исботи учун гўлдирашидан ортиқча кулиб кайфланган Юсуфбек Ҳожи кўзига чиққан ёшларни артар экан, жиддият билан ўғлига деди:

— Ўғлим, сан онангнинг гапига аччиғланма. Ул ҳар нарса деса фақат Маргилондан уйланганинга қаршилигидан айтадир. Аммо менадан сўрасанг, Маргилондаги на қудамиз ва на келинимизни ҳеч бир важҳ билан камсита олмайман, балки бизга қуда бўлмоқ-қа энг мувофиқ кишилар эди, балли ўғлим, дейман. Саннинг тиниб-тинчишинг, ўсиб-унишинг учун қувонмаган ота-она соғқа ҳисобланмайдир. Сан бунга яхши ишон. Аммо бизнинг ҳозирги баъзи бир раъйларимиз санга ётишиб келмас экан, бунга

ҳаққинг ҳам бор, лекин иккинчи тарафдан бизни ҳам ҳақсиз ташлаб қўйма. Ўғлим, бизнинг сандан бошқа умид нишонимиз, ҳаёт қувончимиз йўқ. Дунёда кўриб ўтатурган барча орзумиз, ҳавасимиз фақат сангагина қараб қолган. Биз ҳудои таолога минглаб шукур айтамиким, сан бошқаларнинг фарзандидек эслик-хушлик бўлдинг; кишилардек сен билан ифтихор қилолмасақ-да, сан орқалик хижолат чекмасимизга ишондик. Айниқса онангнинг санинг туфайли кечиратурган умидлари тобора ортиб борди. Бу кун онанг санинг олдинга тиз чўкиб ва онанг кўнгли учун мен ҳам орага тушиб сандан сўраймиз: сан ўз хоҳишинг йўлида уйланган экансан, рафиқанг санга муборак бўлсин. Эслилик даъвосида юрган ота-онанг тилаги албатта шундан бошқа бўлмас. Шу билан бирга са-нинг сабаби вужудинг бўлган бир киши ўз ҳаёти ичига боласи орқалиқ бир орзу-ҳавас кечирмакчи... Унинг бу орзусига ҳақ берасанми, йўқми яна ихтиёр ўзингда...

Ҳожининг бу сўзи Ўзбек ойимга нечоғлиқ ёққан бўлса, Отабекни шу қадар ерга қаратқан эди. Ҳожи ўзидан ошириб сўзлаган бу сўзларини шу гап билан тамомлади:

— Билган топиб сўзлар, билмаган қоғиб, деганларидек, онангнинг айтмакчи бўлган сўзи фақат шу эди. Бояги гаплари бўлса ўз ҳаққини ҳимоя йўлида унинг пописаларигина бўлиб, менадан ҳам кўра онангнинг феълини ўзинг яхши биласан...

Отабек ҳамон сукутда, Ўзбек ойим бўлса боши билан «шундоғ» ишорасини берар эди.

Юсуфбек Ҳожи юқорида ўткан гапларни қуруқ ва асоссиз сўзламаган, балки шу турмушининг руқн ва асосини бир даража айтиб ўткан, Отабек эса бунини шу муҳитнинг бир ўғли бўлиб эшиткан эди. Тўғриси ҳам ул дадаси томонидан сўзланган ҳалиги қонунга қарши чиқиш учун лозим бўлган кучка молик эмас; бас, кучсизликнинг натижаси эса сукут эди. Ул бир томондан шундай орзу-ҳавас учун бола ўсдирган ота-онани мукофотландирмакчи ва отаси айткан хижолат чекдирмайтурган ўғуллардан бўлмоқ-чи эди эрса ҳам, иккинчи ёқдан ўзини асир эткан шаҳло кўзлар унга нафратланиб қарагандек бўлурлар, гўёки вафосиз, ваъдасиз, деб қичқирарлар эди. Тўғриси ҳам уни ота-она мукофотига қарши оёқландирмоқчи бўлган нарса ҳалиги кўзларгина, аммо унинг бу исённамо ҳаракатидан бошқа унсурлар қидириши ва чиқариши ўринсиз тушар эди. Ота-она орзусини ифо этишидан бир сония ҳам ўзининг кўз ўнгидан хаёли кетмаган анув илоҳий муҳаббат учун ҳеч бир турлик камчилик келмасига ишонса ҳам ҳозир унинг юрагини бошқа бир ҳаққат тирнай бошлаган ва виждонини фақат шу масала-гина ўраб олган эди. Отабекча энг нозик саналган бу масала қарошидаги жавоб кутиб ўлтургучиларни ниҳоят зериктирди.

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— Бизни кутдирма, ўғлим.

Отабек мағлуб бир боқиси билан бу сўзни айтқучи отасига қаради ва ялинчоқ бир оҳангда жавоб берди:

— Мен сизларнинг орзуларингизни бажаришига— агар хурсандчилигингиз шу билан бўлса— ҳар вақт ҳозирман. Аммо бир бечорага кўра-била туриб жабр ҳам хиёнат...

Ҳожи ўғлининг мақсадига дарров тушуна олмади ва сўради:

— Кимга, хотининггами?

— Йўқ, сизнинг оладирган келиннгизга. Ўғлингиз-нинг вужуди билан орзуингизни қондириши осон бўлса ҳам келиннгиз қаршиида мени бир жонсиз ҳайкал ўрнида тасаввур қилиннгиз.

Юсуфбек ҳожи ялт этиб хотинига қаради. Ўзбек ойимнинг бўлса оладирган келинига эътимоди юқорилигидан ўйлаб-нетиб турмади:

— Майли, болам; буёқни ҳозир сан ўйламай қўй,— деди.

Отабек бир оғиз сўз айтмай сукут қилди, Юсуфбек ҳожининг эса ўғлининг сўзини тўғрилигига, кейиндан юз кўрсататурган кўнгилисиз ишларга ақли етса ҳам, аммо бир мулоҳаза юзасидан истиқболнинг қоронги ишларини ҳозир унча мулоҳаза қилиб кўрмади:

— Жуда тўғри айтасан, ўғлим; бироқ онангнинг бир мулоҳазасизлигига бошдаёқ мен лабимни тишлаб қолган эдим. Ҳозирда ҳам шу ҳолда қолмоққа мажбурман, — деди ва: — Биз ҳозир анди-шанинг бандаси, мен эмас онанг биравни ишондириб қўйган: бизнинг оиладан лафсизлик чиқиши менга маъқул кўринмайди.

Отабек ота-она орзусига ўз таъбирича жонсиз ҳайкал бўлиб ризолик берди. Аммо ўз ризолигининг шартини қилиб тўйдан илгари Маргилон бориб келишни ва бир даража уларга айтиб ўтишни, шундан сўнг тўй бошлашни аҳд қилди. Ишнинг енгил кўчишига сўйинган она Отабек-нинг бу шартига лом демасдан кўнди ва орзулик тўйни тез бошлаш учун ўғлини

Маргилон кетмакка қистай бошлади.

"Son, have you heard the number yet? We've done something about you ..."

It is known that Otabek knew what they were doing or trying to do. However, it was added to the ignorant:

"The deeds of the wise men against their sons will not go unnoticed," he said.

Haji looked at the ground at his son's answer and did not know what to say.

The mockery looked at his mixed wife. There was silence again. My Uzbek mother could not understand the meaning of this wordlessness. After looking at it for a while, his heart seemed to boil:

"We're engaged to you, the daughter of the Scholar Ponsadboshi ... Now we're going to have a wedding consultation with San ..."

Otabek didn't say a word to his mother, but looked at his father meaningfully. Haji shamelessly said, "That's right."

"I was married once, even if it offended you." Now ...

"Didn't we get upset if you got married?" Said the pilgrim, laughing.

"If you don't mind ..."

Haji calmed down and sat down:

"It's not out of resentment, it's out of necessity, son."

"What do you need?"

- According to Hasanali, your father-in-law will not send his daughter to Tashkent. Your mother, who raised a son, wants to put a bride in front of him ...

Otabek looked at his mother:

"To this day you have lived without a bride, and you would have lived without it," he said.

An Uzbek mother became envious of her son, who was bewitched by Margilan. He poured out the movie he had been collecting for years:

"I didn't raise you with that hope ... Instead of raising our offspring, you hit the ground and polluted it." We didn't expect you to be so devoted to the Margilan oath, rude ... even if you consider this Margilan as your wife, it's a shame! ..

Otabek also got hot:

"What if he doesn't have a wife?"

"It's an oath!"

"What do you mean, Andy?"

Yusufbek Haji looked at his wife with a smile, as if to answer instead of pressing his son. The Uzbek mother said, "Andy," and struggled a little to deny the magic of the Andes:

"Andi ... andi ... is he Chinese, what's the matter ... he'll be left behind ... If you don't understand, a group of gypsies ..."

Just as Yusufbek Haji could not stop laughing at this answer, Otabek laughed as well. Yusufbek Haji, who was overjoyed at his wife's search for dirt under his fingernails and overjoyed at his muttering to prove his claim, said to his son seriously, wiping the tears from his eyes:

"Son, don't be angry with your mother." He says everything only because he is against marrying from Margilan. But if you ask me, I will not insult our godmother or daughter-in-law in Margilan in any way, but I would say that they were the most suitable people for us to marry, my dear son. A parent who is not happy for your well-being and growth is not healthy. San believes this well. But as long as some of our current opinions don't lie to you, you have a right to it, but on the other hand, don't leave us unjust either. My son, we have no other hope, no joy in life. All our dreams and desires that we see in the world are focused only on the sangha. We thank God a

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thousand times that you have become like a child of others; Although we cannot be proud of you as people, we believe that we will not be embarrassed by you. Especially your mother's hopes for forgiveness because of the number have increased. On this day, your mother will kneel before you, and for your mother's sake, I will intercede and ask you: if you are married in your own way, may your wife be blessed. The wish of your parents, who are in a claim of remembrance, will certainly be no different. At the same time, the reason for sa is that a person who has a body wants to have a dream in his life through a child ... It is up to you to decide whether to grant his dream or not ...

The Uzbek mother liked Haji's words as much as he liked Otabek. Haji ended his exaggerated remarks with the following:

"That's all your mother wanted to say, as they say, knowingly, unknowingly." The only thing he said was that he was defending his rights, and you know your mother's actions better than I do ...

Otabek was still silent, and my Uzbek mother was nodding her head.

Haji Yusufbek did not say the above in a dry and unfounded way, but to some extent he mentioned the pillars and foundations of this marriage, and Otabek had heard it as a son of this environment. It is true that he does not have the power to oppose the law spoken by his father; so the result of weakness was silence. On the one hand, he wanted to reward the parents who raised the child for such a dream, and on the other hand, he wanted to be one of the sons who would not be embarrassed by his father. It is true that the only thing that tried to turn him against the parental award was his eyes, but it would be inappropriate to look for and exclude other elements from his rebellious action. Although he believed that there would be no shortage of divine love, which he had never imagined for a second before expressing his parents' dream, now another truth was beginning to scratch his heart and his conscience was only about it. Otabekcha was finally bored by those sitting in the waiting room for an answer to this most sensitive issue.

"Don't wait for us, son."

Otabek looked at his father, who said this with a defeated look, and replied in a naked tone:

"I'm always here to make your dreams come true - if you're happy with that." But according to a poor man, the oppression is also a betrayal ...

Haji could not immediately understand his son's purpose and asked:

"To whom, your wife?"

"No, to your bride." Imagine me instead of a lifeless statue in front of your bride, even though it is easy to fulfill your dream with your son's body.

Yusufbek Haji glared at his wife. The Uzbek mother's confidence in her daughter-in-law was high:

"All right, boy;" Don't worry about the paint now. '

Otabek was silent without saying a word, and although Yusufbek Haji understood the truth of his son's words and the misfortunes that would follow, he did not think much about the dark deeds of the future.

"You're quite right, son;" but at the beginning of one of your mother's negligences I had bitten my lip. I have to stay the same now, 'he said,' and we are now slaves of the oath.

Otabek agreed to his parents' dream as a lifeless statue. But on the condition of his consent, he decided to go to Margilan before the wedding and tell them to some extent, and then to start the wedding. The mother, who was relieved by the easy transfer of work, agreed to Otabek's condition without hesitation and asked her son to start the dream wedding quickly.

Margilan began to push to leave [3].

Of course, it is relative to say that men speak calmly and calmly, while women complain that they complain. In distinguishing such cases, it is also necessary to take into account the social status of the individual, as mentioned above. For example, the conversation of an educated, educated teacher woman is different from the speech of an ordinary housewife [4].

Given the purpose of gender research to define the subject of linguistic activity as a person with a social biological status, it can be argued that it is an integral part of sociolinguistics. According to sociologists, gender can be applied from a social point of view in cases where society is divided into men and women. Social factors such as category, age, race, and origin constitute the expression and experience of a particular gender content [5]. From a terminological point of view, the concept of gender was formed in the process of theoretical development of feminism, directly in the process of gender research. Gender research is one of the youngest and most promising research areas in the world. It covers areas such as law, family relationships, health, literature, culture, and more.

The term gender is a set of behaviors and attitudes that are understood in any society in relation to the individual, both male and female. The study of man and his speech is also an important object at the center of gender orientation [6].

Gender linguistics examines the problems associated with the role of a person of the same sex in social processes or other aspects of life. The gender approach is based not on biological or physical differences between men and women, but on the cultural and social significance defined by that society. Gender inequality is identified in the gender analysis of social relations.

The essence of the concept of "gender" is formed, first of all, by means of social gender, social practice, which is integrated in the social modeling or organization of gender. Gender is the cultural mask of

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social gender, our perceptions of gender within our own socio-cultural perceptions [7]

Despite the diversity of existing approaches and perspectives on gender determination, two concepts can be distinguished. Gender Social Structure Theory and Gender System Theory.

“The study of the application of gender parameters in linguistics has also proven to be important in the study of constructive principles of linguistics specific to women or men. The main purpose of genealogical research in linguistics is to identify the types and causes of the phenomenon of "linguistic asymmetry" [8] in the form of differentiation of written or oral speech, which is specific to women's and men's speech, as well as in the style of both sexes. There are a variety of peculiarities, from oral speech to written person speech. When examining the structure of a person's speech, differences in phonetic, lexical-phraseological,

stylistic, and other types of women's and men's speech become apparent [9]. It is necessary to identify individual features in the speech of women or men, their linguistic activity, to conduct effective analysis and research in this regard.

Experts rightly point out that when any type of human speech is studied from a genealogical point of view, it is possible to determine the social, ethnocultural reasons for the choice of language units made by the author [10]

Gender features of speech in Uzbek, which are specific only to women, may be specific to both sexes in some foreign languages. Proof of this will be the responsibility of future researchers studying the gender characteristics of the Uzbek language. There is no doubt that the effective use of comparative analysis methods in the study of gender characteristics in linguistics will give the expected results.

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HIDDEN PRAGMALINGUISTICS - PRAGMATIC POTENTIAL

Abstract: This article discusses the pragmatic potential, illusory power and pragmatic paradox of hidden pragmalinguistics and the speech approach of communication participants based on hidden pragmalinguistics.

Key words: hidden pragmalinguistics, semiotics, semantics, syntactics, pragmatic, langua, speech, character, a pragmatic paradox, object, subject, addressee.

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СКРЫТАЯ ПРАГМАЛИНГВИСТИКА - ПРАГМАТИЧЕСКИЙ ПОТЕНЦИАЛ

Аннотация: В данной статье рассматриваются прагматический потенциал, иллюзорная сила и прагматический парадокс скрытой прагмалингвистики и речевой подход участников коммуникации, основанный на скрытой прагмалингвистике.

Ключевые слова: скрытая прагмалингвистика, семиотика, семантика, синтактика, прагматика, тил, прагматический парадокс, объект, субъект, адресат.

Введение

Прагматический мир языка имеет разные законы и характеристики. К ним относятся прагматические парадоксы, прагмалингвистические ложные законы и скрытые прагмалингвистические явления. Каковы возможности прагматики? На каких законах основана прагматика? Эти вопросы приводят нас к определению концепции прагматического парадокса. Парадокс - греч. *paradoxos* - означает неожиданное, странное, принятую многими традиционную мысль, неожиданную мысль, дискуссию, которая находится в резком противоречии с ее содержанием или формой опыта. Любой парадокс представляется отрицанием той или иной идеи, которая считается «абсолютно правильной». Сам термин парадокс также изначально использовался в античной философии для выражения любой странной, оригинальной идеи. В логике парадоксы иногда возникают при мышлении в соответствии с правилами формальной логики. В логике уместно знать, что парадоксы — это отступление от

реальности. Поэтому антиномия, апория, противоречие также могут быть названы синонимами парадокса. Логические парадоксы обычно встречаются в теориях, которые не полностью основаны на логике. Основной причиной возникновения парадокса в научной дискуссии является тот факт, что процесс человеческого познания имеет сложный диалектический характер, и в этом случае форма и содержание находятся в противоречии друг с другом. Не существует универсального способа преодоления парадоксов. Есть только один способ преодолеть некоторые парадоксы в логике и математике. «Логический парадокс, правило типов, закон логики, закон достоверности, дифференциация дедукции, индукция и гипотетический умственный вывод, модальная логика — все эти темы обсуждаются в рамках закона знаков».

Человеческое Я всегда является высшей стадией личности. Это проблема прагматики и философии. Логическая фраза Декарта «Я думаю, короче говоря, я строю» относится к вопросам,

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которые еще не решены. Французский логик Ф. Реканати использует понятие «прагматический парадокс». «Различая «Логический парадокс» и «Семантический парадокс» от «Прагматического парадокса», Ф. Реканати предполагает понимание: «Я» человека всегда есть высшая ступень личности. Это проблема прагматики и философии. Логическая фраза Декарта «Я думаю, короче говоря, я строю» относится к вопросам, которые еще не решены. Французский логик Ф. Реканати использует понятие «прагматический парадокс». Различение «логического парадокса» и «смыслового парадокса» от «прагматического парадокса» Ф. Реканати предполагает понимание: хотя сам речевой акт не говорит «я не думаю, я не думаю» или «я не говорю», будет рассмотрено. В противовес логико-смысловому парадоксу ученый ввел понимание противоречия, возникающего в результате действия речи или мысли. Если содержанием речевого акта является отрицательное высказывание, оно будет сказано потому, что оно продумано, даже если оно означает высказывание «я думаю, что не знаю» или «я не говорю». С этой точки зрения дискурс имеет строго логическую основу; «Я» и другие субъекты, говорящие в акте речи, а именно все другие «я», требуют предпосылки. Тогда, возможно, прагматический парадокс: «Я был прав...» (прошедшее время); Звучит как «Я прав...» (настоящее время). В этом случае можно сказать, что здесь возникает логическая ошибка. Иррациональность в точности прагматична. Таким образом, речь имеет по крайней мере одно прочное логическое основание и несостоятельное базовое предположение. Существование «Я» определяется самим субъектом речи. Все остальные «я» говорящего требуют иных допущений, что фактически приводит к прагматическим парадоксам типа «я считал, что был прав». В первую очередь репрезентируется «Я» человека, создающего текст.

Для Декарта, как сказано выше, мыслящий человек утверждается своим сознанием. А это означает начало новой философии - чего-то гораздо более серьезного. Этот новый принцип проявляется как «я говорю, значит, я творю». Принцип утверждает человеческое мышление. Еще раз можно констатировать, что современная семиотика уже не является законом познания и уже не законом искусства. Но хорошо, что прагматика как семиотическая часть раскрывает семиотический порядок, динамику персонажа в тексте, становление дискурса, основное субъектное «Я» определяет и раскрывает рукотворный текст. «Я» — главный маг дискурса. Хотя эти события заканчиваются словами

простого оратора, прагматика рассматривает человека как автора событий. Прагматика живет своими идеями, концепциями, решенными и нерешенными вопросами. Вышеупомянутые вопросы, с другой стороны, показывают, что пики прагматизма еще не достигнуты¹. Прагматика смогла показать знак парадокса в логике и математике в речи. Прагматический парадокс представляет собой два разных проявления теории речи:

1. Прагматический парадокс — это возникновение события, которое не может произойти. Например: три ученика с одинаковым именем в одном классе. Это невозможно, но это действительно может быть.

2. Из прагматического парадокса понимается, что «определенно верно», т. е. если рассматривать примеры:

- У умышленно отсталого человека рот высоко поднят.
- Если два барана поплывут, то доля волка будет целой.
- Человек, который боится правды, прячется в убежище лжи.

• Невежество не страшно, страшно невежде учить разуму. (О. Хошимов.) Такие утверждения в нашей речи, не требующие доказательств, соответствуют этому закону. Этот тип прагматического парадокса является признаком превосходства мысли и установки говорящего в речевом акте, а при прагматическом подходе разговор подтверждает его заинтересованность и гегемонию в общении. В нашей речи мы можем найти невероятное количество примеров подобных проявлений прагматического парадокса. По существу, прагматический парадокс показывает утверждение речи говорящего и определяет, в каком случае речь заканчивается и в каком направлении она обращена.

Прагмалингвистический анализ позволяет за взаимодействием адресата и адресата скрыть сообщение о своих целях и задачах, отношении адресата к информатору, возможности интерпретации текста, интеллектуальное, эмоциональное взаимодействие адресата. Человеческое «я» может быть выражено в терминах пространства и времени без имплицитного и эксплицитного. «Через прагмалингвистику мы идем по стопам Ю.С.Степанова и понимаем поле понятий, отношения слушателя и ученика, сущность и выражение эмоций», — сказала Г. Г. Матвеева. Связь может быть прямой или косвенной, опосредованной и скрытой. Если отправитель выбирает языковые единицы на пути своей цели,

¹ Степанов Ю. Семиотика. Күрсатилган манба. -Б.35.

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то этот выбор определяет получатель сообщения, при котором говорящий стремится говорить правильно и открыто выражаться. Если языковая особенность не понятна отправителю сообщения, то речь происходит со скрытым намерением в тайных отношениях. Дифференциальное отношение речи как явной, так и скрытой — понятной и непонятной — определяет развитие современной прагмалингвистики в двух разных направлениях. Это функциональная и скрытая прагмалингвистика.

С точки зрения функциональной прагмалингвистики исследователи считают, что разговорная речь проявляется в разных аспектах. Например, рождение факторов речи диктора, возникновение условий продуктивного речевого акта, внедрение коммуникативной речи, восприятие закономерностей, введение активной речи, воздействие интерпретации диктора на адресата, точку зрения адресата и другие изучаются. Иными словами, объекты функциональной прагмалингвистики изучаются в разных аспектах речевой деятельности. В функциональной прагмалингвистике речевая деятельность видится деятельностью текстотворца. Выбор всех языковых единиц внутри языкового уровня в зависимости от мотивации и влияния принимающей аудитории выражается в соблюдении условий конкретного речевого акта. Как и во всех других видах деятельности, в речевую деятельность включается отдельный речевой акт.

О функциональной прагма-лингвистике На сегодняшний день практически все исследования по прагмалингвистике изучены и прокомментированы. Однако, поскольку четкой разработки в узбекской лингвистике о латентной прагмалингвистике почти нет, мы ее рассматриваем. Каков статус участников коммуникации на основе латентной прагмалингвистики? Какова роль участников скрытой прагмалингвистики в речевом акте в отличие от прагмалингвистики функциональной? В основе скрытой прагмалингвистики лежит вербальный подход участников коммуникации. При анализе речевого подхода речевая актуализация учитывает разные специфические речевые ситуации реальных людей. Вербальный подход исследует точки, относящиеся к сфере психолингвистической и социолингвистической коммуникации. Социолингвистика есть процесс оптимального варианта речевого подхода, ясного социального рождения речи. Причина повышенного интереса психолингвистики к человеку, являющемуся носителем языка, заключается в том, что этот человек ищет языковую интерпретацию как подход к языку. Это неузнаваемо ясная речевая ситуация, которая возникает у говорящего внезапно, автоматически.

Это часто понимается в контексте. Подразумеваемый скрытый контент является переносимым. Мы также можем видеть это в следующем анализе микротекста: «... Мы познакомились с Ульфатом на свадьбе и начали сплетничать. Хозяин вошел в комнату, приготовленную для нас. Наверху стола хангома начала нагреваться. В частности, двое наших друзей начали шутить и разговаривать друг с другом. Затем одного из двоих позвали говорить. Как только мой брат заговорил, свет погас. Естественно, в комнате также потемнело. Тогда наш второй спутник, который тусовался с ним, засмеялся и сказал:

«Послушайте, речь Джалиля заставила нас помрачнеть».

Фраза «в голове темная» имеет в нашей речи другое значение. В этом предложении жест поведения Джалиля, появившегося перед микрофоном, чтобы поздравить жениха, связан с выключением лампы, открывающей темноту для сидящих в комнате людей. Хотя Джалиль не имел никакого отношения к состоянию гаснущей лампы, мастерство оратора, его отношение формировалось тайной прагматикой под легкой смех. Он связан с лингвистической прагматикой по эксплицитному или имплицитному способу выражения отношения и иллюстративной цели. Например:

— Саодат, — сказал я.

Она посмотрела ...

— Вы слышали, — сказал я. Не желая слишком смущать его, я направился к двери и сказал: - Можно? Я попросил. Вместо ответа:

— Ты будешь есть суп? она сказала. Это был его второй вид «да». (А.Кодирий). В этом тексте Мастер Алим говорит Саодат: «Мы помолвлены с тобой, не так ли?» Саодат по-своему реагирует на акт допроса. Вместо ответа «да» Саодат спросила: «Ты будешь есть суп?» с вопросом показывает, что мастер ближе к Алим, и таким образом понимается знак «согласия». — Ты будешь есть суп? чувство доброты, о котором идет речь, тайным образом выражает склонность девушки и создает такой речевой процесс, потому что писателю кажется, что смысл вопроса понят больше, чем однозначный ответ «да». Таким образом, согласия передается через скрытую прагмалингвистику. Лингвистическая прагматика имеет дело со скрытым согласием знака «согласие» и установки говорящего в данном тексте, занимается стилистикой. Однако во многих случаях лингвистический прагматизм смешивают с семантическими проблемами.

В тайной прагмалингвистике тайно даются цели, причины и следствия, задачи. Говорящий точно знает, какую позицию он занимает по отношению к слушающему, направляя его к своей цели:

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"...Если вы спросите нас о ситуации, альхамдулиллах, мы будем спокойны и умиротворены. Я дал вам книгу, которую вы просили. Привет от Мамы, я сократил письмо, сказав, что ты прочтешь вечное слово от шейха Са'ди, Рано» (А. Кадири). В пьесе изобретательность Рано заключается в том, что он мастерски скрывает свое истинное предназначение в форме игры слов. В латентной прагмалингвистике речевой подход имеет свои возможности при латентном влиянии речевой стратегии.

Прагматический потенциал наблюдается и в выражении закона прагмалингвистической лжи в речевом акте. Из закона прагматической языковой лжи мы понимаем важнейшие из следующих работ: ложные конституциональные критерии, функции и структура анализа лжи, условия построения и правила ложного речевого акта, классификация ложного речевого акта. Ложный речевой акт - появление речевой деятельности, ее использование в анализе в целом, в совокупности с другими, характеризуется следующими категориями: отправитель, получатель, цель, контекст, сообщение и т.д. Некоторые элементы вообще составляют внутреннюю структуру ложного утверждения, общую структуру лжи в ее отношении. Когда говорящий эффективно и сознательно передает свою цель слушателю-получателю, он пытается обмануть несколькими фактами и дает ложное сообщение:

В Судный день Лягушка-соловей,
Тростник превращается в гору.
Жуки будут вдовами,
Воры охраняют площадь. (М.Юсуф.)

Ложные сообщения передаются в разных формах высказывания с использованием вербальных или невербальных символов. Получатель лжи должен будет принять приукрашенное сообщение на случай, если отправитель планирует. Отправитель также должен верить, что получатель определил, что сообщение, которое он или она хочет, является эффективным, то есть эффективным и полезным. Если определить функцию ложного высказывания, то в основе такого анализа лежит понимание элементов воздействия речевой манипуляции, силы ее воздействия на отправителя и достигнутой цели на получателя. Основным моментом структуры ложного речевого акта является умножение модели воздействия, включающей два компонента: пропозициональный показатель - служит суждением, а показатель иллюзии - признак - служит показателем поставленной задачи. «Поэтому структурная классификация ложного речевого акта основывается на логике и следует общим условиям и правилам речевого акта», — говорит классический закон Дж. Серле. Любой

характер можно рассматривать и изучать с точки зрения психологического, биологического, социологического приложения. Символ представляет своего интерпретатора. Но он не считается денотатом, лишь на высшей ступени отношения персонажа к интерпретатору он становится оформлением самого предмета. Когда это происходит, знак приобретает индивидуальное и социальное диагностическое значение и становится новым знаком на более высокой стадии семиозиса.

Синтаксические и смысловые утверждения могут быть замаскированы, замаскированы. Подобное прагматическое утверждение можно маскировать, скрывая его истинную природу. Здесь она становится квазипрагматичной: возникает особая форма лжи о вещах, то есть о персонажах. Сокрытие под шаблоном не только не показывает одну вещь другой, но изменение внешнего вида речи представляет собой прагматическое изменение; цели, выражение формы, агрессивная активность личности и сокрытие целей социальных групп: «Гюльшан Агача задумалась, как будто не понимая предназначения своей матери: "Я не поняла вашей мысли, госпожа Айим ханум..." Гульшан склонила голову." (А.Кодирий.) По-видимому, говорящий пытается убедить кого-то в том, что он сам не понимает, что он ничего не знает, чтобы скрыть свое истинное предназначение. При этом его различные действия пригодятся. В этом случае, без использования реального персонажа, настоящий персонаж может быть скрыт под любым другим персонажем. Термин «истина» является семиотическим термином и используется имплицитно, когда это невозможно. В таких случаях истина неявно отражается. В очень агрессивных отношениях правда проявляется явно и выявляется истинное намерение адресата. Так часто бывает в произведениях искусства:

«Амир Султан Жондор!» — сказал он. Если глумптица уйдет от меня - тебе повезло! Но если корона в моих руках краем неба... помни: я повешу тебя на виселице и подожду тебя!- сказал Мирзо Улугбек и повернул голову своего коня назад, не дожидаясь ответа Амира Жондора. (Одил Якубов.)

Истина — очень прагматичный термин, и ее внешний вид меняется, когда формируется форма. Отношения между адресантом и адресатом основаны на эмпирических и прагматических факторах, и степень, в которой они скрывают правду, ощущается или иногда открыто признается посредством мудрой интуиции. Например:

Я думаю о тебе этим утром,
Мама, я не могу пойти, даже если пропущу.
В городе так светло ночью,

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Я не могу никому навредить. (Мухаммад Юсуф.)

Эта внутренняя или внешняя речь, высказываемая говорящим, представляет собой открытое признание чувства долга, тоски, одиночества перед матерью. Игра слов прагматики понимается подтекстом слова, т. е. сублимацией.

В какой-то момент собрались учителя и ученики. Разговор начался. Учителя по очереди говорили. Он давал советы и наставления ученикам. Наступило некоторое молчание, когда был задан вопрос. Учителя уважали друг друга и смотрели на старшего. Тогда один из молодых студентов сказал:

— Вот и ответ на этот вопрос, — строго сказал он. Кто-то из прохожих тихо прошептал:

— Дурак, ты думаешь, что никто другой не знает этого ответа?

Тут старый учитель услышал это и спокойно улыбнулся:

“Это литература, да, это... литература”

“Это Адабиёт,... нечего...нечего...это адаби ёт!”

Видимо, такой прагматичный подход к языку показывает, кто будет решать речевой акт. Как человек создает новости с помощью языка, так и прагматика формирует свой потенциал с помощью возможностей речи. Человеческая природа действительно изменчива. Прагмалингвистические законы устанавливают отношения между двумя людьми. Беспрецедентное появление и постоянное изменение этой теории дают новую основу для исследований.

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“TUMARIS”

Abstract: The Karakalpak State Musical Theatre named after Berdakh staged K.Zaretdinov's 2-act historical opera "Tumaris". This theatre opened its first season with the performance of K. Auezov "On the Way to Wish", and since then on the stage of the theatre appeared hundreds of classical and modern works of various genres on various topics.

Key words: theatre, actress, performance, scene, orchestra, role, drama.

Language: English

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Introduction

On the stage of the theatre, the performance staged by the well-known director, People's Artists of Uzbekistan Toresh Allanazarov, Quvvatboy Abdiraymov, Nazhimatdin Ansatbaev, is still captivating the audience.

This theatrical stage has produced such talented people as Shamurat Utemuratov, Dosbergen Ranov, Jalgas Sultabaev, Marjan Khalmuratova, Mirzagul Sapaeva. Therefore, today we can say that the creators of our theatre have risen to a professional level, have a high reputation among 37 theaters in Uzbekistan and keep pace with the times.

In the years since the independence of our country, great changes have taken place in our art. Deeply meaningful, universal works have been created, each of which serves as an ideological tool to lead young people to a brighter future.

Proof of this is the staging of operas and ballets on the stage. The birth of composer K.Zaretdinov's opera "Tumaris", written on the historical theme after the opera "Ajiniyaz" by composer N.Muhammedov and the ballet "Ayjamal", was a great turning point in Karakalpak art. The reason is that the audience was in dire need of such works at the present time. The staging of an opera on the stage of a musical theatre is

a great achievement because the cast for the opera is selected only by angry professional voices. In opera, the author's idea is conveyed to the audience only through music. This is why opera is a heavy genre. Nevertheless, the theatre's approach to this genre is a great success.

Composer Kurbanboy Zaretdinov has been working on this work for many years. The reason is that creating the image of the historical figure Tumaris with the language of music requires great creative ability from the composer. The music created by the composer to the sounds of Tumaris - metzso soprano, Sparganis-tenor, Kir-bas-baritone, Elogasy-bariton-bas, askarboshi-baritone, Atkoschi-tenor helps to reveal the inner world of images. Massagets are a place of nomadic peoples located between the rivers Oks (Amudarya) and Yaksart (Syrdarya) two and a half thousand years ago. The Massagets, who lived in the swampy meadows of the two rivers that flow into the Oceania (Aral Sea), are now known as the ancestors of the Karakalpaks. Interesting facts have been written about the brave female king of the Massagets, Tumaris (Tumiris), about their heroic wars against the Persians, by Geradot, the father of history, and other earlier authors. Jahongir Shah, the founder of the ancient Persian kingdom, was called "King

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Kaykhusrav" in Eastern legends. This historical event is taken as the main theme in the opera and all the events are built on this historical truth. When the overture is performed and the curtain is opened, a wide field of karakalpak appears on the stage.

In it, deer roam the vast desert. In the distance you can see Shilpik fortress. These decorations, created by the artist, Honored Artist of Karakalpakstan, laureate of the Berdakh State Prize Barliqboy Aitmuratov, take our imagination to the distant past, to the time when our ancestors lived. Every decoration created by the artist seems to reflect the spirit of that time.

After the overture, Sparganis actor Abat Qalliev (tenor), son of Tumaris, will appear on the stage. A small group of soldiers led by him invaded the resting place of King Cyrus (B. Uzokberganov). some go to sleep. Waiting for the Massagets to get drunk, the king's troops slowly came, disarmed one end, tied their feet and took them prisoner. Kir (B.Uzokberganov) enters the stage with a fanfare in a solemn round, rejoices in the realization of his trick, starts the victory game and sits drunk.

Sparganis comes to his senses and speaks boldly to the king without telling him he has been deceived. Soloist Abat Qalliev, who played the role of Sparganis, not only paid attention to the rhythms of the sound, but also managed to reveal the inner feelings of the hero of the nation. Sparganis admits his guilt, decides that death is better for the enemy than a century, and takes the dagger of the soldier standing next to him and kills himself. At the same time, Sparganis (A. Qalliev), who is living his last minutes, looks like lightning and his face turns red.

Every part of the soloist's body trembles as if wounded, his lips tremble, his eyes rise to the blue, and in a bitter voice, as if interrupted by the roar of thunder, they throw insulting stones at the enemy's seedbed. Kir (B.Uzokberganov) is amazed by the hero's courage, and after a while he regains consciousness. Botir's horse-

“Ботирнинг танасин етказ!Онасига,
Ҳам айтиб бор, дуои салом,
Сифинсин Куёш худойига,
Урушмоқ учун бизлар билан!”
The Persians continue to enjoy the game.

In the second picture, the tribe of massagets. Funeral of Sparganis. At the coffin of the hero stands Tumaris mother actress E.Aytniyazova (metso soprano) in a black dress, all mourning. Sparganis's last words, "Sorry mother, be brave," resounded in Tumaris' ears as a leitmotif. The great aria of Tumaris tells that his only son was deceived and killed himself without being captured by the enemy. The Massagets themselves are in great grief, comforting their king, the mother who has lost her child.

El aksakal (artist D.Khojamberganov) says that it is necessary to fight against the enemy who came to the country with evil, to protect the homeland. Tumaris (actress E. Aytniyazova) gradually regained consciousness:

“Киндик қоним томган далам,
Она юртнинг тупроги
Бевафолик этсам сенга
Кўзимни куш чўқисин”

The idea is supported by all the people. The people go to bury the young hero with a sad song. Tumaris (actress E.Aytniyazova) will be left alone on stage. His grassy gaze, his aching heart, change the image altogether throughout the single scene.

From the third picture, the massagets gather upstairs to consult before the fight. The young girls dance and recite purkhans. Tumaris (actress E.Aytniyazova), according to the ancient traditions of the Massagets, takes off her aribe and throws it into the fire, which means that all the people must go to war to defend the country against the enemy. Calling the commander:

«Жаҳонгир шоҳ қайт райингдан
Нима етмайди қўрк худодан,
Ер юзига сиғмайсанми?
Тўқилмасин умуман қон»

sends a message to the embassy. Massagets prepare for war. In the fourth picture, after Tumaris's ambassadors do not return by agreement from King Cyrus, the massacres come to the battlefield waiting for the dawn to break the place where the umbilical cord blood was shed, to protect the people from the evil enemy, to worship the Sun God before the great struggle.

The Massagets strengthened their king and all the people went to war with the uranium "Akcholpon". The music of war shows that the battle is going on brutally. The massaget soldiers led by Tumaris win. Cyrus brings the king's head to Tumaris.

«Лабзимни солиб эсга,
Тўйдирайин қонга энди,
Тўйимсиз қўзингни сенинг»

he throws the king's head into a mesh full of blood. All the people sing the anthem in honor of the brave king Tumaris.

This is how the historical story of Tumaris, the brave daughter of the Karakalpak people, ends.

The work of the People's Artist of Uzbekistan and Karakalpakstan, laureate of the Berdakh State Prize Quvvatboy Abdiraymov, composer, Honored Artist of Uzbekistan and Karakalpakstan Kurbanboy Zaretdinov, theater actors, as well as the theatre team deserves special attention in staging this work. We can

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say with confidence that Karakalpak art has reached another high peak through this work. We are certainly pleased that our people live, work and create in an independent homeland, and we can proudly say that.

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ABOUT PREFIXES, BORROWED FROM PERSIAN-TAJIK LANGUAGE TO UZBEK

Abstract: This scientific article is devoted to the study of borrowing words from Persian-Tajik language to Uzbek with prefix "no-". The article discusses the scientific views of Uzbek linguists on the semantics of the word, the transition of lexical units from one language to another, the lexical and grammatical meaning of words, common words used in Uzbek and Tajik languages, their meanings, some semantic changes in Uzbek. In this regard, the article discusses some prefixes and suffixes from Persian-Tajik to Uzbek, many of which play an important role in Uzbek word formation.

Key words: Persian-Tajik words, lexic layer of Uzbek language, prefixes, suffixes, noun, adjective, verb, adverb.

Language: English

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Introduction

In the IX-X centuries the Persian-Tajik language and the local Tajik language had a strong influence on the Uzbek language. This influence is especially strong in the XI-XII centuries. By this time, Persian literary language was suppressing and pushing out Arabic, which was the language of the state, literature and religion at that time.

The main part

It is known, that in the Uzbek language there are semantic, phonetic, syntactic-lexical, affixation and compositional methods of word formation. The affixation method of word formation is a method that is actively used in the Uzbek language [2,367]. The task of creating a lexeme in the Uzbek language is also performed by the Tajik verb base. Forming a lexeme by adding a verb base to lexemes in the categories of noun, adjective, number is called lexeme formation (compound lexeme) in Tajik [3,264].

New words, Persian suffixes, phrases, and even word-formative suffixes entered the lexical layer of the Uzbek language. Such words were, at first, abstract, and then many of them, like their own layered words, adapted to our language and became inseparable.

As the linguist G.Muhammadjanova rightly noted: "During the historical development, even some Persian-Tajik words squeezed out the ancient Turkic words from the general or neutral lexicon, and some of them in the modern Uzbek language are only stylistically limited vocabulary"[5,12].

Persian-Tajik words occupy a significant place in the lexicon of modern Uzbek. In terms of quantity, it is second only to Uzbek words. This is not in vain, of course. In fact, Uzbeks and Tajiks have lived in the same area since ancient times, as neighbors, mixed, and in close contact with each other in all areas of economics, so many words from the Tajik language entered and assimilated into the Uzbek language.

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Persian-Tajik accents are the most necessary and frequently used words for everyday life.

Persian-Tajik words differ from words in other languages by some phonetic features. For example, the sound *j* is specific to the Tajik language and has entered our language in the form of words such as *gijda, mujda*. -**and** (*farzand-child, monand*), -**xt** (*baxt – happiness, taxt - throne, daraxt - tree, karaxt - cedar, poytaxt - capital*), -**sht** (*gosht-meat, musht-fist, dasht - steppe, gisht- brick*), -**mon** (*armon-hope, darmon - medicine, qahramon-hero*), -**bar-** (*barno-beautiful, barpo-build*), -**barbod-fail**, -**dar-** (*darbon-guard, oliy talim dargohi-educational institute, darbadar – street to street, darrov-immediately*) also distinguish Persian-Tajik words from other [7,33].

Word-forming suffixes are added mainly after the stem and the base. Prefixes added before the stem are not specific to the Uzbek language. However, prefixes are involved in the construction of a number of words belonging to the category of adjectives. For example, *badavlat - rich, serhosil - fertile, nohaq - unjust*. One of the important conditions in word formation in the morphological method is the connection between the word and the new construction. For example, the parts formed by the stems and adjectives in the words *oshpaz - cooker, gulzor – flower garden: osh-oshpaz, gul-gulzor* are interconnected in terms of meaning.

A number of prefixes and suffixes have been learned from Persian-Tajik to Uzbek: prefixes *be-, ba-, no-, ham-, bar-, kam-, khush-*; suffixes *-kor-, -zor, -khor, -parvar, -bop, -boz, -doz, -namo, -paz, -furush* and others. They were first used in Persian-Tajik words, and later became one of the word-forming affixes of the Uzbek language, participating in the formation of new words, thus further enriching the vocabulary of the Uzbek language [9,45].

In this article, we will talk about the prefix *no-*. The prefix *no-* is a Persian prefix meaning "not, no". The explanatory dictionary of the Uzbek language defines the *no-prefix* as follows: it means that there is no sign or feature that is understood from the core, that is, there is no such sign-feature, for example: *noaniq - indefinite, noiloj – impossible, nopok – filthy* [4,45].

These prefixes can be divided into the following groups:

1) *no +* at word group. Such assimilations are formed as a result of the addition of a *no-prefix* before words belonging to the noun category, which creates an adjective:

The word *noiloj* in the example below belongs to the category of *ravish*. In this sentence, the word "unwilling" refers to the state of a person:

"I had to drive the car, and I could feel the snow on my eyelids" (O. Hoshimov, World Affairs) [8,21].

2) The past tense of the verb *no+*. In this group, the prefix *no-* can be added to the past tense of the verb to form a verb or adjective. Including:

the word *نابود - nobud* - is translated in Persian as non-existent, extinct. The bud part of this word is the modern basis of the verb *budan - to be*. The verb to perish is *نابود شدن* from the Persian word *نابود*, which has the following meanings:

to perish, to die. *Many members of the organization were killed during the war.* (S.Ahmad, Hukum).

The verb to destroy *نابود کردن*. A. In Rubinchik's Persian-Russian dictionary, "to destroy, to kill"[6.595]. In addition to the meanings of the verb "to kill, to destroy", the five-volume explanatory dictionary of the Uzbek language also includes the meanings of "invalidate, dismiss"[4,45].

Noshud in Persian means *impossible, unrealistic, unreal*. In the Uzbek language, he can't do anything, he can't do anything; *epsiz, lapashang, lavang* have meanings. The word is formed by adding the prefix *no-* *sho'd* to the past tense of the verb to be from **sho'dan** -: *Can't you find a place in such a big place and put your hand on your nose?* (Oybek, Selected Works)[4,64].

3) *no+* adjective phrase. This prefix is added before the words belonging to the category of adjectives, indicating the negative feature of a person or thing:

Nobop - ناباب - the word *nobop* is appropriate in Persian, not appropriate; naughty; have the same meaning as *invalid*. In Uzbek, the word has the following meanings:

"Dexkon aka, be careful, your car is bad," said Yulchi, shaking his head"[4,45].

4) The present tense basis of the verb *no+*. In words belonging to this group, the *no-prefix* can be added to the present tense base of the verb to form a verb or adjective. For example:

The word *nogiron – nogiro* *ناگیرا* *disabled-nagyra* means *disabled* in Persian does not have the ability to influence. When this word was introduced into Uzbek, an *n* letter was added at the end of the word. In the Persian language, the word is derived from the addition of the affix *o*, which is the present participle of the verb *گرفتن gereftan - to receive*. The result is a word that means *giron* *گیرا - can, hold, hold*. From the point of view of Persian grammar, adjectives formed as a result of the addition of the affix *o* to the base of the present tense can perform the grammatical function performed by the horse [1,207]. The word *nogiron - disabled* is a word of the adjective category formed by the addition of the *no-prefix* before the word "gyro", which means "disabled": *Polatjon sighed at the disabled man's leg.* (S.Ahmad. Dear fields).

The word is also in a figurative sense: For example: People with disabilities – those who think wrongly, who do not have the right opinion: *"Among the young people there are lazy, spiritually disabled, ungrateful"* (from the newspaper). *Notavon - ناتوان empty, weak, feeble; poor, destitute, destitute.* The

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Uzbek word for ability is the modern base of the verb *tavonestan* توانستن, formed by adding the prefix *no-*, and belongs to the category of adjectives. The following explanations are given to the word *notavon* in the five-volume explanatory dictionary of the Uzbek language:

A bad heart. This expression refers to a person who wants something higher than himself, who wants something better, or who does something unworthy of himself. For example: "Well, I'm sorry, when such a heroic young man was standing, he would hit my *Shakirvoy on the head,*" said Father Zakir. (A.Muhiddin, Zebo's love)[4,62].

Also, the word **noyob** - ناياب "rare" is an assimilation of the category of adjectives, which is widely used in the Uzbek language. The present participle of the verb يافتن to find is formed by adding the prefix *no-* before the part of the verb ياب *yob*. In the Uzbek language, the word has such meanings as precious, priceless. The following example has the same meaning:

"My mother prays for a long time, as if she has something unique" (O. Hoshimov, World Affairs) [8,7].

4) *no* + past participle. Such words are formed as a result of the addition of a prefix *no-* to the past tense of adjectives of Persian verbs. The word *norasi* is derived from *rasidan* - رسيدن is made by adding a *no-* prefix to the past participle *rasida*.

"A man who has no pity for a crying homeless man?" (O. Hoshimov, World Affairs)[8,21].

"Girls like poplars, young women like nobles, homeless children cried out to God" (O. Hoshimov, World Affairs).

The word is also used in a figurative sense, meaning young, immature: Every leaf, every twig, a homeless horn, a bearmon that pleases in the spring. [4.59]

5) *no* + modern adjective. Such words are formed as a result of the addition of a *no-* prefix to the modern adjectives of the verb, and they perform a function peculiar to the horse.

The present tense stem of the verb نارسا is formed by adding the affix *o* to the رس *ras*, which is a modern adjective. This word is perfect, not complete; unsatisfactory; has translations such as adult, immature. The Uzbek dictionary also has the following meanings:

a) *Raso*, complete, not idol; not complete, incomplete

b) Mentally and physically immature or defective; imperfect.

When you think about it, you work from the beginning to the end.

With untiring hard work (Habibi). [4.59]

In Persian, the word also has portable meanings, such as immature, unripe, which are synonymous with the above meanings: *sedo-ye noraso- unripe, unripe sound*. [6,605]

The word *noravo* is one of the assimilations made in this way. *Raftan* is a word that performs the grammatical function of a horse by adding a *no-* prefix to the present base of the verb to go and a suffix *o* to the end of the stem to form a modern adjective. This word is unseen; unworthy, impossible, unworthy.

In Persian the word *noravo* also has unfounded meanings: *Ezhorot-e u noravo bud-* His statements were baseless. [6,605]

6) *no* + *ba* (*be* - Persian prefix) + *at*. Words formed in this way are unproductive and produce quality. For example:

nobakor - useless; evil, battol; immoral; idle.

This word belongs to the category of adjectives, which is formed by the addition of the word *kor-* ish to the preposition *be*, which represents the suffix of the directional suffix after the *no-* prefix. 1) A person with bad manners, behavior, and demeanor.

There are such assimilations that the Persian *no-* prefix is also added to the Arabic words. An example of this is the famous Uzbek writer Utkir Hoshimov's "World Affairs"

"They don't want to see each other, they are very ignorant" (O. Hoshimov, World Affairs) [8,7].

"But at that time I still considered my mother unfair (O. Hoshimov, World Affairs) [8,21].

Conclusion

In conclusion, a number of prefixes and suffixes have been learned from Persian-Tajik to Uzbek. They have made a worthy contribution to the further enrichment of lexical treasury of the Uzbek language. Prefixes added before the stem are not specific to the Uzbek language. However, prefixes are involved in the construction of a number of words belonging to the category of adjectives.

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PHRASEOLOGICAL UNITS EXPRESSING OLD AGE OF A HUMAN BEING IN THE ENGLISH AND RUSSIAN LANGUAGES

Abstract: The article is devoted to the semantic study of phraseological units which are directed to describe one of the phases in human's life both in the English and Russian languages. The research concerns similar and distinctive peculiarities of expressing old age by using phraseological units from comparative aspect.

Key words: phraseological unit, nomination of the old age, phraseological-semantic group, inner form, seme, literal meaning, transferred meaning, pejorative and meliorative lexis.

Language: English

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Introduction

According to the researchers of linguistics linguocultural specifics and apparent reflection of centuries-old experience of a certain nation is expressively demonstrated in the phraseological fund of its language. The concept of "senility" is considered to be an integral constituent of the concept of "age" which is of great importance to the representative of any linguoculture as far as it refers to such universal categories as "time" and "development".

Generally, the concepts connotative with the age have a wide functional potential since they belong to the number of basic concepts in the picture of the world of many linguocultures and have considerable evaluative opportunities. Physiological changes occurring in a human body during the phase of aging incidental to all human beings. Associations related to the period of aging are always emotional and picturesque

According to Wikipedia senility is a period of human's life lasting from the loss of the fertility to the death. Its specific features include intense decline,

mentality and decrement of body functions. Senility is divided into several shorter periods of human's life : advanced age, senile age and the age of longevity. [Wikipedia 1] The same source notes that advanced age is 55/60-75 years old, whereas senile age is 75-90 years old. Long-living people are said to be those at the age of 90 years and even older. [Wikipedia 2]

The main part

The objective of the following article is to define universal and unique in the fragment of the language picture of the world formed on the basis of phraseological units being studied in the Russian and English languages. Phraseological units in both English and Russian languages referred to the phraseosemantic group with the meaning meaning "old age" were exposed to the detailed analysis. According to the meaning these language units were classified into two groups: those with integral seme and the ones having differential seme. Besides that, all the units were ranked by the stages of the following age period: expressing advanced age, senile age and

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the age of long-livers. It was revealed that in both the languages there are two types of phraseological units – the units which have only integral seme of age, particularly old age, in their seme structure and the units having both integral and differential semes of various age-related signs demonstrating appearance, physical state, character and behavior of old people.

On the basis of the data derived as a part of the study of lexicographical sources it can be concluded that the concept “old age” in the English language has much more diverse and extensive hermeneutic layer than the same concept in the Russian language. As a result of systemic analysis 123 phraseological denotations of old age and old person were found out in English, which is considerably more than in Russian.

The analysis results demonstrated that dimensional and temporal extension is peculiar to the phenomenon of “old age” in both English and Russian languages. Onset of old age in the Russian language is described with the help of such lexemes as year, summer, century, age which are stated in 16 phraseological units: выйти из годов (лет); с лет вышедши; из лет вон; на склоне лет; в годах; на закате лет (дней); на старости лет; быть в возрасте; быть в годах (летах); приходить в возраст; годы ушли (уходят, кончились); арёдовы веки жить; мафусаилов век жить; идти под гору; отжить свой век; глубокая старость.

The similar phraseological units were revealed in the English language: to be getting old; as old as Methuselah; as old as Adam; as old as the hills; one’s day has gone; one’s race is run; decline into the vale of years; in the days of old; ripe old age; decline of life; evening of life; the afternoon of the life; the end of the chapter; autumn or winter of one’s years; advanced age; make old bones.

All the above-mentioned expressions have integral semantics of “getting old”, “growing old”, “to be old”

Temporal sign in Russian phraseological units is conveyed in two ways: through such nouns as century, year, age and by means of the verbs with the meaning “to overcome a certain age barrier” like “get out”, “come”, “leave”, “become obsolete” as well as the adverbs of the same semantics “off”.

Dimensional features of old age are reflected in singular expressions like “great age” in Russian and “decline into the vale of years” in English, where it is possible to observe concealed assimilation of the phenomenon “old age” to the vale i.e. physical space which has a particular extension.

Getting old a human being falls out of the flow of active social life because of his social and physical deficiency, which can be seen in the following expressions: на покой уйти; ехать с ярмарки; выйти в тираж; мало, на что годиться; сходить со сцены; уйти на заслуженный отдых.

In the English language there is a group of phraseological units including such expressions: have served one’s time; retire from the scene; take a back number (seat); be on the shelf; miss one’s market; not worth an old song; be over the hill.

Phraseological unit “not worth an old song” is associated with something useless, inapplicable, old “like an old song”. Such expressions as retire from the scene; take a back number; be on the shelf; have served one’s time mean «getting old, become incapable, retired”.

In both the languages old age is imagined not only as a final stage of social activity of a human being but also as a submortem period of life – дышать на ладан; глядеть в гроб (могилу); стоять одной ногой в гробу (могиле); доживать последние дни; дни сочтены; много не надышит; with one foot in the grave; be near one’s end; at the death’s door; be on one’s last legs.

Physical disability and irreversible senile changes of the body appear in the following phraseological units: выживать из памяти; выживать из ума; песок сыпется; еле-еле душа в теле; ноги не держат; на последнем издыхании; впасть в детство; впасть в маразм; согнуться под тяжестью лет; be in one’s dotage; be not going strong; the sands are running out; on the brink of geezerhood; to have toys in the attic; to loose one’s marbles.

In the following phraseosemantic group it is possible to retrace conceptual signs describing somatic features peculiar to the old age in the order of their arising.

In Russian linguoculture:

1) to be physically feeble, to become decrepit, to become ill;

2) to lose mental endowments, to dement;

3) to lose memory.

In English linguoculture:

1) to lose mental endowments, to dement ;

2) to be physically feeble, to become decrepit, to become ill.

In Russian linguoculture physical disability is considered to be the main somatic sign of old age, whereas the loss of mental endowments and dementation are more often mentioned in English phraseological units.

In both the English and Russian languages there are not so many thematic groups of phraseological units having the sema “external signs of old age : убеленный сединой; седой как лунь; дожить до седин; потрепанный жизнью; быть не первой молодости; grey hairs; white as snow; be no chicken; no spring chicken; long in the tooth; show one’s years.

The basic sign peculiar to the appearance of an old person in English and Russian linguocultures proved to be “grey hair”.

In Russian there is a singular expression describing behaviour specific to the old age: тряхнуть

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старинной – «пуститься в зрелые годы на затеи молодости». The group of expressive nominations of old age is of high interest due to the fact that it includes evaluation, national and cultural stereotypes and traditional images about old age in both linguocultures: чужой век заедать (заживать); вторая молодость; бремя лет; на том свете прогулы ставить; пора расцвета миновала; лучшие годы позади; песенка спета; почтенный возраст; green old age; venerable age; geezerhood; great age; the good old days; gold age; an Indian summer; second childhood; the burden of the years; old age is not for sissies; be past one's prime.

Based on the meaning of the phraseological units belonging to this thematic group the following national Russian stereotypes specific to the old age according to their rank of significance were found out:

1) senility is a period of the end of well-being;

2) senility is burden;

3) senility is a heavy burden, a period of revitalization, a period of honour and respect.

On the other hand, in English linguoculture significant national stereotypes turned to be antithetical:

1) senility is a period of meridian and well-being;

2) senility is a period of the loss of mental endowments and dementation, the time of the end of well-being;

3) senility is a heavy burden, a period of honour and respect.

It is necessary to note that most of the phraseological denotations of an old person (total 36 units in Russian and 33 units in English) belong to pejorative lexics for they have more negative stylistic connotation which varies from ironic to disparaging and in some cases even tough. In both the linguocultures educed groups of phraseological units denoting old people to express cognitive signs reflecting negative attitude to the person include nominations of animals, fish, inanimated things which highlight national and cultural specifics of rapport in English and Russian linguocultural community. Hereby, phraselological denotations of old people can be served as a peculiar cultural sign indicating the standards and stereotypes existing in the society. It is known that in the semantics of any language there is a

reflection of both the universal element of cultures and the specifics of the culture of a particular nation.

According to Mechkovskaya N.B., the universal semantic element is specified by the singleness of the vision of the world by people of different cultures [10, с. 51]. For English and Russian pictures of the world the universal is considered to be awareness of senility as a temporal and dimensional phenomenon, a submortem stage, a period of withering and decay, this can be seen in the following units: стоять одной ногой в могиле - with one foot in the grave; из него песок сыпется - the sands are running out. In both the linguocultures there is a series of denotations of an old person having negative connotation, in other words, reflecting in its semantics personality traits and samples of the behavior of old people which are disapproved by the society. Personal features of old people like grouchiness and quarrelsomeness as well as their striving to behave like the young are criticized in either society. However, alongside with the universal semantic element in each language there is a so called culture-specific lexics which denotes ethnospecific phenomena of the culture. National and cultural identity of the lexics appears not only in the occurrence of specific expressions but also in the absence of the adequate words for implications expressed in other languages, that is in the occurrence of lacunes. The lacunes caused either by the absence of the denotatum in one of the languages or by the fact that in one of the languages it does not matter to differ the meaning which is separated and specified in the other one. Thus, Russian phraseological unit “мышинный жеребчик” is appropriate to the English “sugar daddy, old goat, dirty old man”. In Russian there is no equivalent to the English phraseological unit “mutton dressed as lamb”.

Conclusion

Thereby, the results of the study demonstrated that senility can be associated with both pejorative and meliorative evaluation and evoke various emotions represented in a wide range of emotive labels of connotative meaning of the phraseological units. Moreover, both the English and Russian languages have separate subgroups of phraseological units which do not exist semantically in the other language.

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CREATIVE LABORATORY OF THE POET (ON THE EXAMPLE OF POETRY J.XOSHNIYAZOV, B.NURNAZAROVA, A.AJINYAZOV, G.MATYAKUBOVA)

Abstract: The article discusses the creative laboratory of poets in Karakalpak literature and their patterns. The style features of each poet are marked. The article is devoted to one of the actual problems of Karakalpak literary studies. The author identified the search for poets and writers J.Xoshniyazov, K.Mambetova, Z.Bekbergenova, B.Nurnazarova, A.Azhiniyazov and artistic features of the genre of poetry and prose. The author gives interpretation of images in works. Also we are talking about studying the creative laboratory of poets and prose. The definition of the individual style of the poet and prose plains is of great importance. The article has advanced the current problem of literary studies. The author has reached scientific and practical conclusions on the problem extended. Appropriate conclusions about heroes and their images. This article marks the contribution of poets and writers in the development of Karakalpak poetry and prose. As a result of the creative talent of poets and writers to disclose the actions of the heroes and their images, they are proved on the examples of using the artistic image tool. The article is important in the disclosure of the new faces of the creativity of poets and writers J.Xoshniyazov, K.Mambetova, Z.Bekbergenova, B.Nurnazarova, A.Azhiniyazov. An overview of the work devoted to the study of the creative laboratory is given.

Key words: Fiction, creative laboratory, poet, prose, culture, poetry, prose, style, plot, inspiration, life experience, poetics, composition.

Language: Russian

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ТВОРЧЕСКАЯ ЛАБОРАТОРИЯ ПОЭТА (НА ПРИМЕРЕ ПОЭЗИИ Ж.ХОШНИЯЗОВА, Б.НУРНАЗАРОВОЙ, А.АЖИНИЯЗОВА, Г.МАТЯКУБОВОЙ)

Аннотация: В статье рассмотрены творческая лаборатория поэтов в каракалпакской литературе и их закономерности. Отмечены стилевые особенности каждого поэта. Статья посвящена одной из актуальных проблем каракалпакского литературоведения. Автором определены искания поэтов и прозаиков Ж.Хошниязова, К.Мамбетова, З.Бекберженовой, Б.Нурназаровой, А.Ажиязова и художественные особенности жанра поэзии и прозы. Автор дает интерпретацию изображениям в произведениях. Также речь идет об изучении творческой лаборатории поэтов и прозаиков. Определение индивидуального стиля поэта и прозаиков имеет большое значение. Статья выдвинула вперед актуальную проблему литературоведения. Автор достиг научно-практических выводов по выдвинутой проблеме. Сделаны соответствующие выводы о героях и их образах. В данной статье отмечается вклад поэтов и прозаиков в развитие каракалпакской поэзии и прозы. В результате творческого таланта поэтов и прозаиков для раскрытия действий героев и их образов, доказаны на примерах способы использования средства художественного изображения. Статья имеет важное значение при раскрытии новых граней творчества

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поэтов и прозаиков Ж.Хошниязова, К.Мамбетова, З.Бекбергеновой, Б.Нурназаровой, А.Ажинязова. Дается обзор работ, посвященных исследованию творческой лаборатории.

Ключевые слова: Художественная литература, творческая лаборатория, поэт, прозаик, культура, поэзия, проза, стиль, сюжет, вдохновение, жизненный опыт, поэтика, композиция.

Введение

Возрастающую роль в воспитании людей, создании атмосферы нравственного здоровья общества и его духовном развитии играет художественная литература, в частности, поэзия и проза. В каракалпакской литературе в разные времена создали свои неповторимые произведения И.Юсупов, Т.Каипбергенов, Т.Жумамуратов, М.Сейтниязов, Г.Есемуратова, Ш.Сеитов, Ж.Хошниязов, Х.Давлетназаров, Ж.Избасканов, К.Каримом, А.Ажинязов, Г.Матякубова, А.Абдиев, Б.Генжемуратов, Б.Нурназарова, Н.Тлеуова, М.Жуманазарова, Г.Давлетова и другие.

Творческая лаборатория каракалпакских поэтов и прозаиков в монографическом плане мало исследована. В мировом, русской и татарской литературе много трудов посвященных изучению творческой лаборатории поэтов и писателей. Т.Н.Александрова в своей диссертации «Творческая лаборатория Л.Н.Толстого. Источники, образ и прообраз, литературные связи» отметила некоторые закономерности художественного творчества [1;267]. Действительно, в творчестве каждого писателя или поэта жизненный опыт, наблюдательность и вдохновение имеют своеобразные различия. Поэтому сами творцы пишут о создании своих творениях. Таковы труды Т.Каипбергенова, И.Юсупова, К.Мамбетова, Ш.Сеитова, К.Камалова, К.Рахманова, А.Пахратдинова и других. Например, в своих книгах, (в частности, «Из юрты в мир», «Зеница око» -так называется книга о творческой лаборатории писателя) народного писателя Каракалпакстана Т.Каипбергенова подробно написаны о процессе создания исторической трилогии «Дастан о каракалпаках» («Сказание о Маман бие», «Обездоленные» и «Непонятные»). Писатель остановился на фактах, как он работал над романами, над образами, подлинно действующих и вымышленных [3,370-374]. Прежде всего, он опирался на народные устные легенды. Каракалпакские легенды малоисследованы и имеют некоторые варианты. Легенда, фольклорно-мифологический образ притягательны для художника и с поэтической и с философской стороны. В преданиях-опыт народа и метафора жизни. Такая метафора наглядна. Она способна выразить большое в малом. Иногда сам факт из жизни одной личности разукрашивается или друг-друга отрицает. Сам как начинающий историк-исследователь по крупницам собирал факты, сопоставил, критически относился на

некоторым фактам, и конечно некоторые недостающие факты с помощью художественной фантазии сам домысливал. В создании образа Мамана, Айдоса и Ерназара это подтверждается. И конечно, Хивинские хроники, научные труды академика С.Камалова были использованы для создания эпопеи [3; 99] В своих статьях «Как я стал литературоведом и писателем» и «18 вопросов» К.Мамбетов писал о созидательном труде над историческими романами «Бозатау» и «Разоренный народ». Особое внимание обратит то, что писатель использует научные труды о Ногайлинском периоде [5; 33-45] К.Рахманов называл статью о своей творческой лаборатории «Вдохновение присуще только некоторым людям». [8; 74-77] «Талант и судьба»-так называлась статья о творческой лаборатории Ш.Сеитова. В этой статье прозаик и поэт ответил вопросам журналиста. [3; 99] В произведении «Об истории создании одной книги» ученый и писатель А.Пахратдинов пишет о трудностях писателя [7; 43-54] Жизненный опыт всегда помогает писателю или поэту. Известный поэт М.Сейтниязов в свое время писал, что «Поэзия связана с духовным миром человека. Человечество не может жить без поэзии.» [9; 66]. В каракалпакском литературоведении монография З.Бекбергеновой «Писатель и мастерство» была посвящена к изучению творчества писательницы Г.Есемуратовой [2; 120].

В каракалпакской литературе особое место занимает творчество доктора филологических наук, знаменитого поэта, прозаика, переводчика, общественного деятеля Ж.Хошниязова. Большой общественный резонанс вызвали его стихи и поэмы. Его поэма «Повесть о разлуке» ставила читательское призвание. По справедливому мнению литературоведов и языковедов, художественные произведения Ж.Хошниязова пронизаны сыновней любовью к родному краю, сильным, искренним, уважительным отношением к землякам, независимо от их национальности. В творческой лаборатории поэта сильно отличаются некоторые закономерности. По рукописным вариантам стихов можно описать как он работал над текстом, переписал, заново зачеркнул и тогда ли. К сожалению, художественное творчество, особенно его творческая лаборатория, этого самобытного художника каракалпакского края всё ещё не до конца осмыслено исследователями [18;115-117]. Имеются лишь отдельные статьи, опубликованные в научных сборниках и журналах. Народный поэт

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Каракалпакстана Ж.Хошаниязов как автор книг «Степи мои, предки мои», «Зеленый сезон», «Солнце», «Между сезонами», «Сильный дождь» известен далеко за пределами республики [11; 100]. В его произведениях отличается сильное влияние каракалпакского фольклора, древних тюркских памятников, орхоно-енисейских. В циклах стихотворений «Воспевая человеческое имя», в частности, в стихотворении «Нет рога у царя Александра» поэт создал образы легендарного царя Александра Македонского. В поэме «Повесть о разлуке» в традиции устного народного творчества поэт воспекает человеческую жизнь, поэтический дар. В поэме «Дочь соседа» раскрыты думы поэта о судьбе сиротской, своеобразии добрососедских отношений нашего народа, о мире, о дружбе. Некоторые крупные произведения создались на основе народных преданий «Кольцо Сулайманшаха», «Совет», «Ты должник отца» и «Самый дорогой». Автор иногда сразу находит рифму, содержание и стихотворение легко пишется, иногда долгими мучительными исканиями придется заново писать, зачеркнуть. Таковы закономерности творческого процесса. Любимый жанр Ж.Хошаниязова – цикл стихотворения. В каждом стихотворении поэт сказал свое слово и образно выражается. Таковы циклы «Старость мое призвание», «Внук мое счастье», «Цветы независимости», «Почему весна такая морозная», «Воспевая имя человеческое», «Запоздалые путники» и тогда ли. Рождение цикла связано с исследовательской деятельностью ученого, с экспедициями, с широтой думы. Например, цикл «Между реками Жайхун и Сайхун» автор пишет о судьбе своего народа, об исторических памятниках Шылпык, Топрак-кала, Назлымзан-сулу (красавица Назлымхан), Аспабарак. Острота постановки социально-гуманистических проблем века, настойчивость призыва к взаимопониманию и миролюбию, против насилия над природой, человеком и обществом, пафос ответственности, гуманизма – все это мотивы, подхваченные поэзией. Иногда в начале стихотворения мы найдем некоторые комментированные, некоторые строки поэтов и другие. Таковы стихотворения «Девушка осталась одна» где автор пишет о первой любви, «Между реками Жайхуном и Сайхуном» и другие. Каракалпаки древний тюркоязычный народ, это удивительный своеобразный народ, создавший специфическую культуру, в которую естественно органично вплетаясь, вошли все отбыта, нравов, обычаев, уклада и понимания жизни до характера, строя мышления языка и литературы. У каракалпаков имеется богатое народно – эпическое творчество, характеризуемое не только жанровым разнообразием, но и особым зрелым качеством, что является результатом многовековой

импровизаторской деятельности народных сказителей (жрау, баксы, кыссахан). Фольклор каракалпакского народа имеет и национальный, и древний характер, он является частью общемировой цивилизации. Каракалпакский народ создал и пронес в памяти через годы прекрасные творения фольклора: героических эпосов, заговоров, песен, загадок, состязаний, сказаний, легенд и волшебных сказок. Героический эпос «Алпамыс» занимает очень видное место и является одним из древнейших памятников эпического репертуара каракалпаков. Бытование вариантов и версий эпоса «Алпамыс» говорит о том, что произведение имело большое значение в словесно-поэтическом искусстве, в целом в духовной жизни народа. Каракалпакский народный эпос «Алпамыс», будучи древним по происхождению, вравшим архаичные реалии, представляет ценный памятник духовности и многовековой творческой деятельности народа. Эпическое произведение до сих пор хранится в народной памяти, исполнительской практике и является бесценным отражением духовной картины мира каракалпакского народа. Свою силу литература получает, проникая в глубины народной жизни. У каждого народа существуют разные художественные версии эпоса «Алпамыс» [13; 144]. Каракалпакские певцы-жрау исполняли на свадьбах, на праздниках этот эпос в течение многих годов. В творчестве поэта главные герои этого эпоса – Гулпаршын и Алпамыс действуют постоянно. Они символизируют настоящую и прекрасную, и в то же время легендарную любовь. В поэме «Повесть о разлуке» [11; 24-56] поэт творит образы истинных любящих. Поэт своеобразным голосом исполняет своих стихотворений. В творчестве каждого народа есть определенные образы-символы, которые являются частью его национальной картины мира. Важную идейно-художественную функцию играют образы степи и реки, морей и гор в литературе о Каракалпакстане. Просторные степи, величественная гора Каратау, река Амударья, Аральское море и дикая природа при Аралья в творчестве художника в первую очередь выступают символическим воплощением крепкой воли, неиссякаемой силы, векового могущества и ассоциируются с воинственным и свободолюбивым характером каракалпакского народа, особым гостеприимством, с щедростью нации, наследника Жиренше-шешена, степного оратора Демосфена.

Рано ушедшая из жизни поэтесса Б.Нурназарова выпустила книгу «Ласточка», «Я тороплюсь к утрам», «К бесконечностям» и другие. [6, 65] Она была супругой поэта Ж.Утениязова, имела 4 дочери и сына. При жизни она работала в Каракалпакском телевидении, была автором содержательных программ «Наследие»,

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«О далеких родственниках». Она везде не оставляла свои блокноты и тетради. Собственноручно написала некоторые стихи, заново написала, вычеркнула написанные и в процессе создания стихов она всегда думала, эмоционально возбужденная она после замучилась, страдала. Об этом ее состоянии вспоминает ее наследник, сын-Пулат Утениязов. Ее творческая лаборатория весьма своеобразна. Молодой поэт Аскербай Ажинязов вел скиталический образ жизни, иногда целыми днями работал над произведениями, несмотря на ночь. Об этом вспоминает его племянница-наследница З.Бекбергена, доктор филологических наук. Весьма своеобразно работала над произведениями поэтесса

Г.Матякубова. Она долгие годы была и общественным деятелем и редактором разных газет. Это оставляло отпечаток в стихах.

Таким образом, творческая лаборатория каждого поэта отличается своеобразием. В каждом стихотворении чувствуется художественные искания автора. В разные времена поэты творили свои произведения. В советское время была цензура строгая. За поэму «Родина» М.Сеитниязов был преследован долгие годы. Поэтому его некоторые стихотворения носят пессимистический характер, отчаяния поэта. Таким образом, творческая лаборатория каждого поэта представляет огромное значение для литературы.

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THE CONSTRAINTS OF AGRICULTURAL CREDIT AND GOVERNMENT POLICY STRATEGY

Abstract: *Inadequate loan availability in agriculture is also a result of issues with agricultural sector actors (particularly farmers) and financial institutions. Farmers continue to face barriers to credit (accessibility and unbankability) and the limited financial institutions that provide loans to agriculture. As a result, the government must implement a policy aimed at expanding the agricultural industry, particularly in light of farmer access to finance limits. Because agriculture is a high-risk business, formal institutions are less interested in funding it due to high transaction costs, asymmetric knowledge, low profitability, and a lack of collateral. Additionally, farmer education is relatively low. Additionally, due to unpredictable production and uncontrolled pricing risk, the majority of banks are unable to finance agriculture. While the farmers' constraints in obtaining formal loans are complex, they should include collateral, expensive payment delay fees, extensive distances, and a lack of information regarding capital.*

Key words: *agriculture, credit, government subsidies, government policy, bank loans, credits, agriculture behavior.*

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Introduction

According to data from the Central Bureau of Statistics (BPS, 2017), agriculture is the second most influential sector of economic growth, after the processing industry. The agricultural industry as a whole contributed 13.92 percent to GDP in the second quarter of 2017, up from 13.59 percent in the first quarter. Comparing the current quarter to the previous quarter (q to q), the agriculture sector grew at the fastest rate, at 8.44 percent. This growth is a result of increased output of a variety of plantation crops, including coffee and sugar cane, as well as greater horticulture. According to data from the Indonesian Banking Statistics, credit distribution to agriculture, hunting, and forestry totaled Rp278 trillion (6.45 percent) in January 2017, while credit to the fishery sector totaled just Rp9.14 trillion (0.21 percent). NPLs reached Rp6.04 trillion (2.17 percent) and Rp384 billion (4.21 percent) in both sectors, respectively. Bank credit totaled Rp4,313 trillion as of January 2017. The agriculture industry continues to

receive very little credit from the Bank in comparison to other sectors. This is because credit risk in the agricultural industry is particularly high, as it is inextricably linked to nature. So that banks maintain a prudent attitude toward public finances and ensure that the credit extended does not become a credit problem (non-performing loan / NPL). Inadequate loan availability in agriculture is also a result of issues with agricultural sector actors (particularly farmers) and financial institutions. Farmers continue to face barriers to credit (accessibility and unbankability) and the limited financial institutions that provide loans to agriculture. As a result, the government must implement a policy aimed at expanding the agricultural industry, particularly in light of farmer access to finance limits.

Literature Review

The Constraints of Agricultural Credit

Credit restrictions in agriculture According to Minh Chau Tran et al. (2016), there are certain barriers

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to agricultural credit access. Agricultural credit issues will be determined by a region's or country's economic situation. Credit as a critical source of income for agricultural households to increase their wellbeing and productivity. However, it is nearly identical to the incidence in many other developing countries, particularly among rural Vietnamese farming households. Credit to formal financial institutions is excluded due to high transaction costs and information asymmetries, a lack of guarantees, lax credit contract enforcement, and underdevelopment of insurance services, which render formal financial managers incapable of serving the market [2]. Another barrier to loan access is the disparate treatment in terms of credit availability. The distinguishing factors are the head of household's characteristics (age, sex, and education), household characteristics (factors relating to physical capital, human capital, social capital, and the economy), and geographical factors (distance to markets or formal lenders increases household transaction costs, the viability of local credit institutions, and the development of local production).

The impact of financial limits on agricultural behavior in CEE transition countries is examined by Pavel Ciaian et al. (2012). According to the theoretical model, more access to credit can result in increased productivity, agricultural output, and input utilization. Eliminating agricultural financial limits promotes the usage of all inputs [3]. Increased access to credit, on the other hand, may result in restricted credit input replacement to provide infinite input if it is asymmetrically constrained. The results of empirical testing on the hypothesis indicate that credit is restricted on farms in CEE. Access to credit boosts TFP by up to 1.9 percent with an additional EUR 1,000 in credit. Agriculture in CEE is principally constrained by credit for variable inputs and capital investments, which grow by 2.3 and 29 percent for 1,000 EUR of extra credit, respectively. Land and labor, on the other hand, are not credit-restricted. This could be explained by the relative amount of land and the high rate of agricultural worker employment in the CEE transition countries, particularly in Poland, Slovenia, and the Baltic states. Thus, the findings indicated that agriculture may handle land financing and workforce issues more effectively than input and investment variables. Family farms rely heavily on their own labor, which eliminates the need for pre-financing. Family labor can overcome credit constraints by deferring household consumption until the last period of production sales revenue collection (after harvest at the end of the season). Comparable to land. Agriculture can leverage the rental market to increase land utilization. The difficulties encountered in certain developing countries' agricultural lending policies are comparable to those encountered in Indonesia. According to Farida Siregar et al. (2015), the KUR Program was introduced by the government to achieve inclusive funding, particularly for micro

companies, through formal bank loans. 46.7 percent of 332 respondents from home micro firms had access to KUR, while the remainder did not use it to fund their operations. The findings of this study suggest a crucial determining element affecting home micro firms' access to KUR. Gender is a significant factor in determining access to KUR in home micro enterprises, with men having a greater likelihood of accessing KUR than women. Property and property ownership in the husband's name minimize the involvement of the wife in obtaining a loan. Women have minimal involvement with formal institutions and sign loan contracts as a result of their lack of expertise or education level. Their extended business tenure and access to alternate finance sources both work against their access to KUR. The primary reason is that capital requirements are met without requiring banks to provide KUR access. Another scenario is that if households suffer difficulties owing to micromarketing constraints and poor economies of scale, KUR is not the best answer.

Credit limits will undoubtedly have an effect on farmers' productive activities and welfare levels. In a paper titled "Agricultural production, credit, and farm size in Ghana: a case study of Ghana," Mamudu Abunga Akudugu (2016) explored the relationship between agricultural productivity and credit. In general, the findings indicate both formal and informal credits have a large positive effect on agricultural productivity. Formal credit has a less impact on agricultural output than informal credit. Although the size of the land is not found to be a linearly significant predictor of farm household agricultural productivity, the quadratic term is. The study's findings suggest that efforts to boost agricultural productivity in Africa in general, and Ghana in particular, should focus on determining the optimal size of agricultural land for farmers, taking into account the context in which farmers operate, in order to produce at an optimal pareto level. Thus, governmental initiatives aimed at enhancing agricultural output in Africa, and particularly in Ghana, should be proportional to the area of land owned by farmers. This is to ensure that farmers operate within the economically viable range of farm sizes. Additionally, pre-harvest contracts designed to simulate market access have a negligible influence on agricultural productivity. This shows that measures targeted at increasing agricultural production should avoid focusing exclusively on pre-harvest market contracts, as this may result in a loss of productivity.

Government Policy on Agricultural Credit

Education, caste, size, and occupation in the delta and non-delta portions of Andhra Pradesh's Nellore district [6].

Tuhin Narayan Roy (2017) attempted to quantitatively analyze the current state of agricultural loan availability to small and marginal farmers in

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India, as well as their performance under the priority lending sector policy (PSL) since 2001 [7]. The PSL program's purpose is to secure adequate credit for economically fragile sectors such as agriculture. In India, agricultural credit increased by 15.78 percent between FY10 and FY15. Despite numerous policy initiatives aimed at prioritizing impoverished farmers, little progress has been accomplished. Almost 51.9 percent of Indian farmers and 85 percent of marginal and small farmers are in debt, although they receive virtually little institutional financing (30 percent). Only 40% of the farmers have been issued with a Kishan Credit Card. The majority of PSL programs are interest rate-sensitive. According to RBI guideline, 40% of loans must go to the PSL sector, while 18% must go to agricultural. However, that figure drops to 13% by 2015. PSL coverage already exists as a result of improvements in standards and legislation. Direct agricultural loans to marginal farmers have decreased dramatically over the last decade, from nearly 23% in 2005 to just 4.3 percent in 2013. They control 85.03 percent of the total land area and 44.5 percent of the operating land area. However, the stock is presently trading at 7% and 8%, respectively. Agriculture production and credit levels in India have increased at a healthy rate. However, financing to farmers does not just stimulate agricultural credit growth, but also the agribusiness sector and agricultural-related businesses. Thus, agricultural credit delivery and access to impoverished farmers under the PSL have been insufficient. Experts emphasize the government's proactive involvement and recommend that PSL policies be designed and innovated efficiently. As a result, additional measures such as alternative livelihoods, poverty reduction, mainstreaming marginalized populations, and promotion of appropriate technologies/inputs for production, income, and quality of life of small and marginal farmers are advised.

In South Africa, as demonstrated by Joseph Chisasa and Daniel Makina (2015), there is a positive and significant link between bank lending, capital formation, and agricultural output [8]. The empirical findings of this study demonstrate that capital formation has a positive and significant effect on agricultural output in the short run. Thus, while credit may have a short-term negative effect on agricultural production, long-term adjustment processes have a quick positive effect. The Engle-Granger causality test reveals a positive relationship between (1) bank credit and agricultural output growth; (2) agricultural products and capital formation; (3) agricultural products for labor; (4) capital formation into credit; and (5) capital formation for labor, as well as bidirectional causality between credit and labor.

According to Swamy, Vighneswara (2010), equal growth is critical for inclusive growth, which in turn can result in sustainable growth. Poor people's

access to money is a necessary condition for poverty reduction and sustainable economic development. This study concluded that there is an urgent need to strengthen India's policy framework for financing the priority sector, since it has a favorable effect on inclusive growth. Given the substantial correlation between priority sector lending and inclusive growth, policymakers in general, and governments in particular, must make concerted efforts to encourage banks and financial institutions to lend to priority sectors above and beyond the required requirements. Priority sector lending in India has been significantly influenced by the lending approach taken by the Indian government. Priority sector loans in Indian banks have benefited inclusive growth over the course of the year. Given the strong correlation between priority and inclusive sector lending, policymakers in general and the government in particular must make a concerted effort to motivate banks and financial institutions to expand their priority sector lending beyond the Reserve Bank of India's prescribed limits and exponentially expand their businesses to reach priority sectors in order to achieve inclusive growth.

Results and Discussion

The Constraints of Agricultural Credit

According to an examination of various articles, the following describes farmers' difficulties in obtaining agricultural loans in detail:

1. Difficulty Compliance with the Requirements (Unbankable). To obtain credit from a financial institution or bank, the consumer must meet the common value criteria outlined in the 5C analysis. A person's character is defined as his or her temperament or personality; Capacity analysis is used to determine a customer's ability to repay credit; Capital is the state of wealth owned by a business controlled by a prospective debtor; Condition is an appraisal of the economic situation as viewed through the lens of prospective business prospects; and Collateral is a guarantee supplied by a prospective client, both physical and non-physical. However, farmers are still hampered in achieving the Bank's requirements (unbankable). As evidenced by studies conducted by Farida et al. (2014), the agriculture sector receives the least KUR. Because agriculture is a high-risk sector, formal banks avoid funding it for the following reasons: high transaction costs, asymmetric information, low returns, lack of collateral, low education, and low literacy.

2. Guarantee on loans with a low rate of return. This is because agriculture is viewed as a high-risk sector, and formal banks avoid funding it due to high transaction costs, asymmetric information, low earnings, a lack of collateral, low education, and low literacy. Banks generally avoid agriculture as a source of financing due to unpredictable supply and uncontrollable price risk. As Rahmatullah (2010) found, credit granting is still primarily handled by

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Central Government Banks, Regional Development Banks, and small lending banks, despite the fact that local banks are closer to the government and agricultural credit distribution remains small in comparison to other sectors [10]. Meanwhile, Darmawanto (2008) notes that while the Bank is always bound by applicable law when lending, there is a conflict of interests when it comes to credit distribution to the agricultural sector: on the one hand, the Government / Bank Indonesia seeks credit development in the agricultural sector, while on the other hand, it emphasizes the prudential principle in each disbursement with the risk of any credit degradation without special treatment [10].

3. Credit Market Collapse Farmers' bargaining power is often poor at the moment, which is one impediment to increasing farmer income. Farmers' weak bargaining position is partly attributable to the monopolistic market structure at the farm level. Within this structure, a few traders / wholesalers who control market access, market information, and capital adequately deal with a large number of farmers who lack market access, market information, and capital, leaving farmers in a position of lack of information and inability to meet credit requirements. As a result, farmers are less likely to benefit from government subsidies or low-interest loans. The trader is supposed to have complete control over the commodity sold by the farmer in this structure, yet the trader operates in a pure competitive market structure with the aggregate agricultural commodity market (the trader can not affect the aggregate market of agro-commodities, but only the transactions at the farm level). Additionally, to simplify the analysis, no marketing or processing charges are assumed, implying that the price at the trader is equivalent to the price in the market of production centers. Banks do not approve all household loan applications in rural areas, despite their willingness to pay higher interest rates (incomplete market). Due to the market's inadequacy, farmers borrow funds through informal financial institutions, often at exorbitant interest rates. This is corroborated by Minh Chau Tran's (2016) study, which found that when informal credit provides a sufficient supplement to formal credit, informal credit plays an active role in raising household income that is controlled by credit. This per capita consumption indicator demonstrates that credit-constrained families can increase their per capita consumption by obtaining sufficient credit from informal sources.

4. Distinct Treatment When It Comes to Credit. According to Farida et al. (2014), there are a number of factors that might greatly impact people's access to business loan programs. This includes gender, business tenure, impediments to business, bank accounts, spousal employment, and other sources of lending. According to the odds ratio, men were 6.56

times more likely than women to have access to credit. Individuals with bank accounts have a 3.66-fold increased likelihood of obtaining credit. KUR is frequently accessed by new ventures with limited funding and those whose partners labor. Gender is a significant factor in determining access to KUR in home micro enterprises, with men having a greater likelihood of accessing KUR than women. Property and property ownership in the husband's name minimize the involvement of the wife in obtaining a loan. Women have minimal involvement with formal institutions and sign loan contracts as a result of their lack of expertise or education level. While Minh Chau Tran's (2016) research demonstrates that families headed by females that are young and undereducated are under-financed by formal financial institutions. Likewise, the size of agricultural land, labor resources, and non-agricultural income all contribute significantly to the reduction of household credit limits.

Conclusion

Credit restrictions on agriculture as a high-risk enterprise mean that formal institutions are less interested in funding it on the basis of high transaction costs, asymmetric information, limited profitability, a lack of collateral, and farmers' education levels are generally low. Additionally, due to unpredictable production and uncontrolled pricing risk, the majority of banks are unable to finance agriculture. While the farmers' constraints in obtaining formal loans are complex, they should include collateral, expensive payment delay fees, extensive distances, and a lack of information regarding capital.

Government policy on agricultural loans is an inclusive strategy. Finance is a national development strategy that aims to stimulate economic growth by promoting income equality, poverty reduction, and financial system stability. This community-based plan must target groups that have challenges to financial services access. The inclusive financial strategy specifically targets the groups with the highest or unmet financial service needs, namely the three categories of individuals (the poor, low-income, working poor/poor, and near-poor) and three cross-categories (migrant workers, women and the population underdeveloped regions). Coordination between Bank Indonesia and relevant ministries and institutions is essential to plan, prioritize, and implement the program, as well as to monitor and evaluate the program. With proper coordination, the goal of community access to financial services should be achievable. One of the inclusive financial programs required to satisfy farmers' financing needs for farming sustainability and household needs is low-interest agricultural loans, such as KUR, and farmers' development from unbankable to bankable status.

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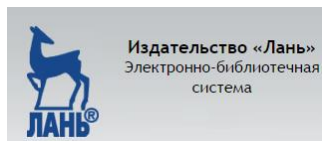
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