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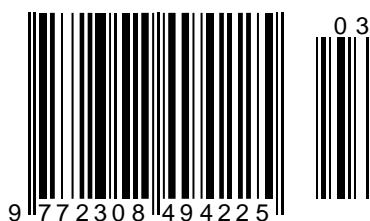
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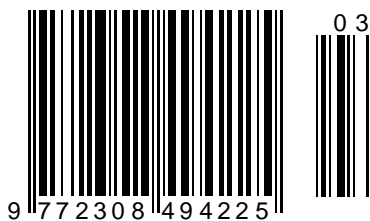
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Daniil Sergeevich Shcherbakov

Institute of Service and Entrepreneurship (branch) DSTU
bachelor

Artyom Alexandrovich Tikhonov

Institute of Service and Entrepreneurship (branch) DSTU
bachelor

Vladimir Timofeevich Prokhorov

Institute of Service and Entrepreneurship (branch) DSTU
Doctor of Technical Sciences, Professor
Shakhty, Russia

Galina Yurievna Volkova

LLC TsPOSN «Orthomoda»
Doctor of Economics, Professor
Moscow, Russia

THE PARADIGM OF INCREASING THE COMPETITIVENESS OF MANUFACTURED PRODUCTS AMONG CONSUMERS OF THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: In the article, the authors consider the role of advertising as a tool to promote the philosophy of the quality of production of competitive and in-demand products at light industry enterprises located in the regions of the Eurasian space. At the same time, the authors absolutely justifiably confirm the possibility of such an implementation. If innovation centers are implemented, saturated with universal and multifunctional equipment, creating the prerequisites for the production of the entire assortment of footwear, namely: men's, women's and, most importantly, children's shoes, the demand for which in the regions of the Southern Federal District and the North Caucasus Federal District is quite high. And the use of pechvorg provokes a significant reduction in production costs and ensures its stable demand in domestic markets with unstable demand.

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

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Introduction

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The 21st century has sharpened the scientific, philosophical and practical interest in competition.

The scale, content, forms and significance of competition put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but

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individual subjects of human activity, starting with the personality of the executor and manager, and up to those states. in whose interests they are working. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

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

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

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

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

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic.

History, in spite of its rational basis, the history of the implementation of the activity of Homo sapiens, often drives the reflection of reason into a dead end. In this connection, a problem arises: if the history of the socio-cultural activity of a "reasonable man" should be, at least, no less reasonable and logical than the individual mind of a person subject to randomness is incomparably greater than the socialized mind of mankind, then how to explain the presence of social anomalies, a kind of "jamb's"?

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

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

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

The twentieth century has confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a reasonably active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when

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it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs - to manifest themselves in thoughts, thoughts to capture feelings, to become a conviction.

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

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

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

The quality of production and the quality of the product of production depend on technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Relying on the achievements of the scientific and technological

revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" in view of its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

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

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

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

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

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precisely, as a general idea, as if the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form." It is no coincidence that Karl Marx's associates noted that the founder of the universal understanding of dialectics did not leave the textbook to the heirs, since they were supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to social and political tension. The development of political economy after Karl Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

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

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

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

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

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

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

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

- clearly define what is "quality"?
- understand what is specific to the quality of the product?

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- to understand how the "quality" of commodity production and its mass character are related, to trace the mechanism of interaction of qualitative changes with quantitative.

- to reveal the systemic position of the problem quality of mass production in the context of a developing economy.

Only after receiving answers to the listed questions, we will be able to productively investigate the problem: "How realistic is our desire to give a mass producer the need for quality product results", in other words, "is it possible to sufficiently motivate obtaining a quality product from within mass production?" So far, unfortunately, quality management is carried out by introducing ideas into production that were developed not in it, but in "pure" management theory. Such a quality management mechanism raises the significance of scientific analysis, defining the role of an auxiliary, experimental farm in the self-propelled production towards quality. A retrospective look at the history of understanding how to manage the quality of production in general, demonstrates clearly that this story is very similar to the movement of thought on the principle of "trial and error".

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

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

quality from the opposite - "quality is that, losing that, the object ceases to be itself".

Following the example of the great thinker, let's define "shoes" as "clothes for the feet." How correct is this definition? For shoes, probably yes. For the quality of the shoe it is unlikely. If you deprive the shoes of the ability to be "clothes of the feet," then they really will not be shoes. If the shoe only retains its inherent ability, then the required quality of the product will be uncertain. "Footwear" can be dangerous due to the toxicity of the material, the means of fastening, and the structure that is inconvenient for movement. The formally built requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative determination of a product. The definition of the quality of a product should be based on its functional purpose. The functional purpose should be considered as the state of relations between the property formally defining the object with the specifics of the operation of the object, its commercial purpose, contained in the consumer value of the goods. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is put into the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight. G. Hegel was right in his definition of quality, it is always better to start with what is "in sight", then to build up the definition. There is an electron shell around the nucleus of an atom, and together they define an atom. We put quality in the definition, revealing it later in the aggregate of concretizing properties. From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of the product, especially for mass direct consumption by humans, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance. From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of the product, especially for mass direct consumption by humans, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance. From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in

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By its definition, footwear should ensure the interaction of two fundamental competences - safety and comfort during operation. The aesthetic properties of shoes are subordinated to them and are packed in them. With their help, the producer "lures" the consumer like the flowers of plants that call on insects, which, through consumption, produce the work of pollination. It is wrong to simplify the cultural assessment of a product to the level of the aesthetic value of the product. The cultural status of a product synthesizes in itself both the culture of performance and the culture of consciousness of the manufacturer, who decides which materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Ascending, we can easily rise to the very top - the culture of social consciousness. In some countries they don't steal,

The replacement of the philosophical understanding of the quality of a product with economic concepts is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. The striving to separate the economy from socio-cultural development should be considered in the same context. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided with taxes from the economy, is gaining strength, and most importantly it is supported by the authorities. Attempts to oppose this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been particularly solidarity. A philosophical systematic analysis of quality and defects in its interpretation remains the lot of professional reflection.

It would seem that we are faced with a purely theoretical problem: what to call the actual quality of the product and what does the system of qualitative properties look like in the characteristics of the

product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the contemporary concrete historical circumstances of social cultural development. Simplifying the understanding of the quality of a product by reducing it to its properties, ensuring the profitability of production, makes production, and not the consumer, a system-forming factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the marketplace, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer.

The economic dominant in the characteristics of the quality of the goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois basis of the existing economy, therefore, both politically and ideologically it will be defended. Moreover, in a certain sense it is interesting, in particular, for solving the problem of mobilizing production potential to obtain a demanded product in significant volumes, although the very quality of such a product will be conditional, "economic". The concept of "economy class" was officially recognized as a development of the concept "produced for sale in Russia." We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of quality goods in demand by the market, focusing on the economic content of quality.

Recognizing a consumer as a companion is tantamount to including him in the production policy development team, however, formally, because he remains in the same position as a counterparty. To change the understanding of quality, it is necessary to start improving production with the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production. Ultimately, in the beginning, a compromise solution is also acceptable, justified by the capabilities of production and the need to move by expanding these capabilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are promoted by the footsteps of Japanese women, while the dominance of production by the interests of companies is propelled by the parade of the winners.

The consumer with his interest in the quality of the product is not theoretically excluded from the development of strategy, tactics and advertising. Let

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us refer to B. S. Aleshin et al: "For the quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that ensures this satisfaction, but also take a direct part in the continuous improvement of the quality of this process." to this end, the Kaizyo system has been improved; replacing it with a new edition of Kaizen. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer - he and the production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more proposals for improving the production process from their employees than US companies (40 million versus 1 million). It is also significant that over 90 percent of the proposals were used in one way or another. The ideology of quality is being rebuilt to a new one - consumer orientation is extremely reluctant and half-hearted. The quality management system ISO 9000 (in the Russian Federation - GOST R ISO 9000-2015) was introduced into world practice 30 years ago. Its initial position (No. 1): "Product quality is a characteristic controlled object" sets the general direction in the understanding of quality. Quality is a product of production. Clause 2 specifies the places of the participants influencing the quality of the product: "the purpose of quality management is to create products of such a level of quality that meets certain established requirements and needs."

The interests of the consumer are taken into account, but on a leftover basis. They are remembered last of all, "if production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers. In ISO 9000-2015, the consumer appears at the top of the list for the first time. The first principle of the QMS states: "Customer orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product meets the quality demands of buyers. An enterprise must understand their current and future needs, fulfill their requirements and strive to exceed their expectations. But one should not rush to rejoice at the changes that have occurred. The quality management mechanism is still set to develop the quality of production technology, rather than to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later." All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Supervision Society (TUV). In addition to them, in the quality management market, numerous home-grown and joint companies are offering their services, which

are related to the certification of the quality of production and products. The problem is not in finding the desired organization, but in the fact that they are all "sharpened" for a production or product out of context with the interests of consumers,

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to seek a balance of interests of both subjects in order to give the production of quality goods a stable character that serves as protection from recessions and crises. Overproduction crises - classic for capitalism in the 19th and first half of the 20th centuries - have become history. They were replaced by financial systemic shocks. Experts are looking for a panacea in a high-quality, smart, lean production economy. "Historical experience testifies that with an increased attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany in the late 1940s were overcome with the help of government policies focused on improving quality. The crisis situations in the US and European markets that arose in the late 80s - early 90s forced not only individual corporations, but entire countries - Sweden, Great Britain, the United States - to pay attention to improving quality as the only means of helping national economy. In solidarity with the above analysis of the economic history of the second half of the XX - the first two decades of the XXI centuries, we express our surprise at how it happened that when defining the latest social development through quality, the very approach to understanding quality was not radically modernized. The totality of the meaning of quality presupposes a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude to quality. An orientation of the development of production towards internal - not introduced messages is required.

Quality management must come from a need. It is in it, and not in rewarding for quality work in the form of incentives, that the true beginning of the new economic policy is. Promotion, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action, tomorrow the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. The remuneration should correspond to the quality of work and sustainably motivate work. The change in the qualitative strategy of economic policy from the incentive to high-quality production to the formation of the need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it might seem to those specialists

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who have reorganized from political economy to economics, reducing dialectical analysis to statistical, volatility-adjusted, modern production. We are talking about solving the system-forming problem of history - about the attitude of the individual to society and society to the individual, to whom which side of the given contradiction impresses more, but in principle this is just a double spiral of social progress. A developed society is tested as a condition for personality development.

The formal logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, on the basis of an awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus' classification) in each other. Now we are going through the historical stage of a formal, abstract awareness of the basic contradiction of development by the individual and the subjects that determine the policy. The individual and society seem to rub themselves in motion, looking for points of mutual growth. Partly successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of environmental management, solidarity in the fight against extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance. A special place in this list should be taken by striving for a high-quality economy. The bottom line is this: opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, differ favorably in that the unity in their relationship is laid down at the time of its emergence. It only needs to be brought to its general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating the advantages of interaction in detail. There is no other way of overcoming alienation objectively inherent in the relationship between the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate what is the real condition of your development. Under the conditions of classical capitalism, alienation was a prerequisite for the attainment of the power of capital, and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order.

The revolution of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, the transition to the post-classical one. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way

to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions. The alienation of the individual in work has not been overcome, but development objectively (society) and subjectively (personality) was carried out through interaction. There are certain conditions for the removal of alienation. And the new approach to quality-consumer-production is a milestone on the path of convergence of the main subjects of social life. It will force us to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to sort social life "on the shelves".

The qualitative vector of economic development, of course, will require additional costs, but that is what the state and its economic instruments will need to try to compensate for them. And the market will surely react positively to a quality product with its activity. In our view, the very existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of alienation of G. Hegel, apparently had in mind a certain way of organizing labor, associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent feature of it. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of property, it does not contain economic guarantees of overcoming alienation, which is not difficult to be convinced of by the experience of domestic state monopolists. One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency. which is not difficult to be convinced of by the experience of domestic state monopolists. One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency. which is not difficult to be convinced of by the experience of domestic state monopolists. One gets the impression that the economic grounds for alienation should be

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

It is appropriate to recall another observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is rational is real, everything that is real is rational." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones. In development there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "real existence" - "reality". These forms of existence are fundamentally different in basis. "Really existing" is based on the need to be in its own form, it represents an evolving reality. "Really existing" has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel understood the development of thinking and society in the form of a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and well-established production technology. The question is: is it necessary to do this? Time moves forward in a certain mode, "in its own way", objectively tailored to the "schedule". You will not get into the rhythm, you will lag behind, you will no longer meet the changed requirements. The art of management - production management is no exception, it consists in the ability not to "fall out" of the present, then you will always do it in accordance with rationality. Reasonableness will protect you from most problems. Deming's "seven deadly diseases" will fit into one - not to fall out of the time cycle with the definition of goods and the organization of production. This can only be done by those who are able to mobilize human capital, to correctly focus financial and technical resources on solving this problem. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance of gaining a stable position in the face of increasing competition in the market. Let us add one more addition - to the qualitative orientation of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of actual conditions for the formation of demand for high-quality products. This need should be tested by the responsibility to the consumer as to himself. The ancient wisdom of Confucius: "Treat others the way you wanted them to

treat you", is not outdated, on the contrary, following it has provided advantages in economic progress to the countries of Asia.

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

We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is being done for the first time, therefore, clarifications and additions will be perceived positively. So, what should be considered as necessary conditions for achieving a radical change in relation to the quality of production of a really high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer:

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

With a substantial increase in purchasing power. Reaching the level that allows you to select the desired product. A quality product cannot be cheap by definition, but it can be made available through market mechanisms;

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

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

achieving the symmetry of the quality of work and remuneration;

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

independence of remuneration on the dynamics of professional development and on participation in the improvement of the production process;

all-round involvement of socio-cultural mechanisms for stimulating the individual to general

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corporate movement, entering the command forms of movement;

atsustainability of corporate activities;

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

Organization of systematic competition in the quality of labor;

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

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

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

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

Main part

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

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

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

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

management theory. Such a quality management mechanism raises the significance of scientific analysis, defining the role of an auxiliary, experimental farm in the self-propelled production towards quality. A retrospective look at the history of understanding how to manage the quality of production in general terms demonstrates clearly that this story is very similar to the movement of thought on the principle of "trial and error".

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

In defining quality, the most common flaw is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of the pyramidal arrangement of the properties of an object. Important, but not defining, remain at the base, and as you ascend to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the object. G. Hegel at one time cleverly defined quality from the opposite - "quality is that, losing that, the object ceases to be itself". Following the example of the great thinker, let's define "shoes" as "clothes for the feet." How correct is this definition? For shoes, probably yes. For the quality of the shoe it is unlikely. If you deprive the shoes of the ability to be "clothes of the feet," then they really will not be shoes. If the shoe only retains its inherent ability, then the required quality of the product will be uncertain. "Footwear" can be dangerous due to the toxicity of the material, the means of fastening, and the structure that is inconvenient for movement. The formally built requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative determination of a product. The definition of the quality of a product should be based

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on its functional purpose. The functional purpose should be considered as the state of relations between the property formally defining the object with the specifics of the operation of the object, its commercial purpose, contained in the consumer value of the goods. Legs for which clothes are made in the form of shoes are part of a living organism. These are not stocks and limbs of a corpse, also designed for specific clothing. Clothes for the feet will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household and household. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid in the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid in the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid in the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in sight", then to build up the definition. There is an electron shell around the nucleus of an atom, and together they define an atom. We put quality in the definition, revealing it later in the aggregate of concretizing properties. From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of the product, especially for mass direct consumption by humans, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance.

It is wrong to simplify the cultural assessment of a product to the level of the aesthetic value of the product. The cultural status of a product synthesizes in itself both the culture of performance and the culture of consciousness of the manufacturer, who decides which materials to use, in whose interests to act - the profitability of production or the needs of the

consumer who trusts the manufacturer. Ascending, we can easily rise to the very top - the culture of social consciousness. In some countries they do not steal, they consider deception to be meanness, but in others everything is built on these vices, they are legalized, because they have grown into the national mentality. The replacement of the philosophical understanding of the quality of a product with an economic understanding is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. The striving to separate the economy from socio-cultural development should be considered in the same context. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided with taxes from the economy, is gaining strength, and most importantly it is supported by the authorities.

Attempts to oppose this logic, the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been distinguished by special solidarity. A philosophical systematic analysis of quality and defects in its interpretation remains the lot of professional reflection. It would seem that we are faced with a purely theoretical problem: what to call the actual quality of the product and what does the system of qualitative properties look like in the characteristics of the product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the contemporary concrete historical circumstances of social cultural development. Simplifying the understanding of the quality of a product by reducing it to its properties, ensuring the profitability of production, makes production, and not the consumer, a system-forming factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the marketplace, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer. which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the

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development of production. In the marketplace, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer. which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the marketplace, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer. In the marketplace, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer. In the marketplace, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer.

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

We have already emphasized that bourgeois economists created models of efficient production of high-quality goods demanded by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theorists - economists, who separated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice of the production process. Recognizing a consumer as a companion is tantamount to including him in the production policy development team, however, formally, because he remains in the same position as a counterparty. To change the understanding of quality, it is necessary to improve production to begin with the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production. Ultimately, in the beginning, a compromise solution is also acceptable, justified by the capabilities of production and the need to move by expanding these capabilities. Now the

buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are propelled by the footsteps of Japanese women, while the dominance of production by the interests of enterprises is propelled by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and, so far, is not foreseen. justified by the possibilities of production and the need to move by expanding these possibilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are propelled by the footsteps of Japanese women, while the dominance of production by the interests of enterprises is propelled by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and, so far, is not foreseen. justified by the possibilities of production and the need to move by expanding these possibilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are propelled by the footsteps of Japanese women, while the dominance of production by the interests of enterprises is propelled by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and, so far, is not foreseen. while the dominance in production of the interests of enterprises is driven by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and, so far, is not foreseen. while the dominance in production of the interests of enterprises is driven by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and, so far, is not foreseen.

The consumer with his interest in the quality of the product is not theoretically excluded from the development of strategy, tactics and advertising. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer - he and the production worker - feels more comfortable, feels his complicity in the development of production. To make it clear whose requirements and needs we are talking about, at the end of the paragraph we read, separated by commas - "consumer requests". The interests of the consumer are taken into account, but on a leftover basis. They are remembered last of all, "if production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

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In ISO 9000-2015, the consumer appears at the top of the list for the first time. The first principle of the QMS states: "Customer orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product meets the quality demands of buyers. The company must understand their current and future needs, fulfill their requirements and strive to exceed their expectations. But one should not rush to rejoice at the changes that have occurred. The quality management mechanism is still set to develop the quality of production technology, rather than to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later." All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Supervision Society (TUV). In addition to them, numerous home-grown and joint ventures related to the certification of the quality of production and products offer their services on the quality management market. The problem is not in finding the desired organization, but in the fact that they are all "sharpened" for production or a product out of context with the interests of consumers, which are quite specific and far from coinciding with the views on the quality of manufacturers. related to the certification of the quality of production and products. The problem is not in finding the desired organization, but in the fact that they are all "sharpened" for production or a product out of context with the interests of consumers, which are quite specific and far from coinciding with the views on the quality of manufacturers. related to the certification of the quality of production and products. The problem is not in finding the desired organization, but in the fact that they are all "sharpened" for production or a product out of context with the interests of consumers, which are quite specific and far from coinciding with the views on the quality of manufacturers.

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

In solidarity with the above analysis of the economic history of the second half of the XX - the first two decades of the XXI centuries, we express our surprise at how it happened that when defining the latest social development through quality, the very approach to understanding quality was not radically modernized. The totality of the meaning of quality presupposes a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude to quality. An orientation of the development of production towards internal - not introduced messages is required. Quality management must come from a need. It is in it, and not in rewarding for quality work in the form of incentives, that the true beginning of the new economic policy is. Promotion, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action, tomorrow the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. The remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from the incentive to high-quality production to the formation of the need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it might seem to those specialists who have reorganized from political economy to economics, reducing dialectical analysis to statistical. We are talking about solving the system-forming problem of history - about the attitude of the individual to society and society to the individual, to whom which side of the given contradiction impresses more, but in principle this is just a double spiral of social progress. A developed society is tested as a condition for personality development. In turn, a developed society is itself a product of the cultural activity of an individual. The formal and logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, on the basis of an awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus' classification) in each other. Now we are going through the historical stage of a formal, abstract awareness of the basic contradiction of development by the individual and the subjects that determine the policy. The individual and society seem to rub themselves in motion, looking for points of mutual growth. Partly successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of environmental management, solidarity in the fight against extremist aspirations,

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joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should be taken by striving for a high-quality economy. The bottom line is this: opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, are distinguished favorably by the fact that the unity in their relationship is laid down at the origin. It only needs to be brought to its general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, substantively demonstrating the advantages of interaction. There is no other way of overcoming alienation, objectively inherent in the relationship between the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate what is the real condition of your development. Under the conditions of classical capitalism, alienation was a prerequisite for the attainment of the power of capital, and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions. and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions. and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life,

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The alienation of the individual in work has not been overcome, but development objectively (society) and subjectively (personality) was carried out through interaction. There are certain conditions for the removal of alienation. And the new approach to quality - consumer-production - is a milestone on the way of bringing the main subjects of social life closer together. It will force us to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to decompose public life "on the shelves". The qualitative vector of economic development, of course, will require additional costs, but that is what the state and its economic instruments will need to try to compensate for them. And the

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market will surely react positively to a quality product with its activity. In our view, the very existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent feature of it. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of property, it also does not contain economic guarantees of overcoming alienation, which is not difficult to be convinced of by the experience of domestic state monopolists. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of ownership, it also does not contain economic guarantees for overcoming alienation, which is not difficult to be convinced of from the experience of domestic state monopolists. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of ownership, it also does not contain economic guarantees for overcoming alienation, which is not difficult to be convinced of from the experience of domestic state monopolists.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency. It is appropriate to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is rational is real, everything that is real is rational." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones. There are two states in development that are perceived in the form of existence, however, they differ within the general status of their manifestation - "real existence" - "reality" and "real existence" - "reality". These forms of existence are fundamentally different in basis. "Really existing" is based on the need to be in its form, it represents an evolving reality. "Really existing" has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel understood the development of thinking and society in the form of a movement towards absolute rationality, he identified the necessity of the real with reality. it represents an evolving reality. "Really existing" has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel

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

This can only be done by those who are able to mobilize human capital, to correctly focus financial and technical resources on solving this problem. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance of gaining a stable position in the face of increasing competition in the market. Let us add one more addition - to the qualitative orientation of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of actual conditions for the formation of demand for high-quality products. This need should be tested by the responsibility to the consumer as to himself. Ancient wisdom of Confucius: Treat others the way you wanted them to treat you, is not outdated, on the contrary, following it has provided advantages in economic progress to the countries of Asia. The specificity of achieving rationality in modern quality-oriented production is in the solidarity of human capital:

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

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We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is being done for the first time, therefore, clarifications and additions will be perceived positively. The internal life of an enterprise consists of a large number of different actions, under processes and processes. Depending on the type of enterprise, its size and type of activity, certain processes and actions may take a leading place in it, while some processes that are widely carried out in other enterprises may either be absent or be carried out in a very small size. However, despite the huge variety of actions and processes, five groups of functional processes can be distinguished that cover the activities of any enterprise and which are the object of management by management. These functional groups of processes are the following production; marketing; finance; work with personnel; accounting (accounting and analysis of economic activity).

The 21st century has sharpened the scientific, philosophical and practical interest in competition by improving the quality of manufactured products. The scale, content, forms and significance of competition put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and the head of the enterprise, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy. We all wish ourselves and our neighbors success in life, and we associate this with happiness. We explain this condition more often - by external factors: luck, luck, support. Less often - internal - personal qualities.

Judging by the interest in different types of testing, expert assessments, the question generally remains open: what determines success in life? Often, subconsciously, we feel our inefficiency, but, not understanding the origins, we react to it in different ways: some with even more frenzy pounce on disgusting work, others, with no less zeal, begin to conflict with others, blaming them for their failures. Success is usually associated with the fact that the more you produce, the more you do, the higher your efficiency, your success. They are very often confused (and sometimes even deliberately) with performance, forgetting or not knowing that any result will be effective if it is not measured against costs. The production of thoughts and things, with a positive interaction of a person with the world, obeys the general law of Nature: existence is possible only on condition: the arrival of energy must be greater than its consumption. True efficiency is a function of its

two constituent elements: the achieved result (P), as well as the resources and means (RS) that allow it to be obtained: remember the fable about the peasant and the goose laying the golden eggs Efficiency lies in the balance of its components, ie "P / PC = MEASURE". Indeed, if you adopt a model of behavior that focuses only on the golden eggs and neglects the goose, then you will soon be left without the resources that produce these golden eggs. On the other hand, if you only care about the goose, forgetting about the golden eggs, then soon you will not be able to feed yourself and the goose. So, the effectiveness of the activity lies in the proportionality of the result with resources and means: "R / PC = MEASURE". The resource of an enterprising person is the whole world around him, but first of all he himself. A person's personal resources are in his mind and character, in the skills and abilities of interacting with the world.

There is a Pareto rule: 20/80. If you try to use it in our case, you get the following. With regard to an individual person, this is: 20% of actions and thoughts give 80% of a positive result. It is striking the persistence with which a person, having been unsatisfied with the result for decades, repeats monotonous actions, but at the same time he never once has the thought: "I'm doing something wrong !? Or - is there something wrong !?" It is very easy for a person to get used to doing stupid, hard physical or monotonous intellectual work and it is very difficult for him to look at himself through the eyes of a researcher, through the eyes of a Master. They say: "they change a person - situations", but only the Master in them deeply experiences what is happening, is their active participant. The situation for the Master is filled not only with novelty, but also with meaning, in it he finds differences, changes, points of growth. He sees his goal in her. The problem evokes in him a sense of rivalry, a sense of readiness and mobilizes all his forces, which, with such a mood, only multiply with each positive decision. We learn from mistakes, but he has no mistakes, there is only experience, positive experience. It is the Masters who make up those 20% of people who account for 80% of success. And therefore, our eternal problem has the form of a dilemma: either you become a Master, or all your life you chase in the "collective" of an eighty percent crowd after the ghost of twenty percent success. And the question is justified, will we become the master of our destiny with the inner resource of the Master? but he has no mistakes, there is only experience, positive experience. It is the Masters who make up those 20% of people who account for 80% of success. And therefore, our eternal problem has the form of a dilemma: either you become a Master, or all your life you chase in the "collective" of an eighty percent crowd after the ghost of twenty percent success. And the question is justified, will we become the master of our destiny with the inner resource of the Master? but

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The strategies and behaviors developed can be assessed as productive or unproductive, depending on their relevance to the situation: let us recall the tale of a fool, a man and a goose that lays the golden eggs. The technical term for thinking styles is query modes. Query modes represent a basic set of targeted worldview techniques. They are built on previously acquired preferences, learned values and views of the world - concepts of the world and the nature of reality, which are related to the map as a system of landmarks used when moving. To succeed in learning, you just need to start working with the material, try it without any prejudice, and consolidate its assimilation with appropriate exercises. In any "masterful" skill or action, we can find a certain "strategy".

Cherished goals serve as a measure of success. Choosing and achieving goals (these include dreams, hopes, desires and specific goals) can be considered the most important components of human experience. In addition to the satisfaction of success achieved, choosing the right goal can literally change our lives. Usually the desired is achieved through personal qualities. It is personalities that turn clear goals into motivation, self-confidence, perseverance and other human qualities that steadily lead to success. Ambition is undoubtedly considered one of these qualities. The activity of imagination and the development of will, undoubtedly, is of much more benefit than overtime work. Behavior has a purpose, since it must lead to one or another result, and we interpret our actions as aimed at a certain outcome.

Even in cases where we act without realizing, we still have a fundamental motivation - an unclear goal. Consciously and accurately formulating your own goals, that is, a "well-defined outcome", increases the chances of converting our desires into appropriate

actions on the path to success. Let us analyze this in the context of the general movement towards perfection, namely:

1. Decide what you want (formulate and set a goal for yourself).
2. Do something.
3. See what happens.
4. If necessary, change the approach until you achieve what you want.

Setting the right goals means being able to "correctly formulate the result." The main principles of the formation and selection of their goals are:

1. Selecting goals that deserve to be achieved.
2. Choosing a goal that you can achieve on your own.
3. State your goal in affirmative terms.
4. Express your goal accurately, in sensory terms.
5. Match your goal with the situation.
6. Soberly assess the consequences of achieving your goal.

Perhaps we began to understand that if we want to change something, then we must start the change with ourselves. And in order to change ourselves effectively, we must first of all change our perception. Our personal resources and means (PC) can be described using four dimensions of human nature: physical - volitional, spiritual, intellectual and socio-emotional:

physical - volitional: exercise, nutrition, stress management; intellectual: imagination, reading, planning, writing;

socio-emotional: inner security, empathy, service, synergy;

spiritual dimension: value clarification, commitment, study and meditation.

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

knowledge, skill, desire.

Knowledge is a theoretical paradigm that determines what to do and why. Skill determines how to do it. And desire is motivation - I want to do (Figure 1).

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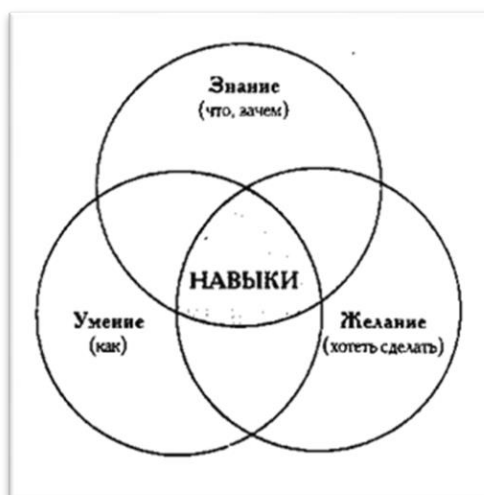


Figure 1. Characteristics of effective skills: knowledge, skill, desire

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

Digressing from individual private aspects, we can say that the main components of any enterprise are the people who are part of the enterprise, the tasks for the solution of which this enterprise exists, and the management that forms, mobilizes and sets in motion the potential of the enterprise to solve the problems it faces ... Based on this understanding of the main components of the enterprise, it can be defined as a systematized, conscious association of people's actions, pursuing the achievement of certain goals. In the event that there are established boundaries of the enterprise, if its place in society is determined, the enterprise takes the form of a social cell and acts as a social institution. Such enterprises are both private and state enterprises, state institutions, public associations, cultural, educational institutions, etc. If the enterprise is not institutionalized, then, in this

case, we are talking about the organization as a process. For example, it can be organizing a meeting. In this view, the organization rather acts as a separate management function.

Any enterprise can be viewed as an open system embedded in the outside world. At the entrance, the enterprise receives resources from the external environment, at the exit, it gives it the product created at the enterprise. Therefore, the life of an enterprise consists of three fundamental processes:

- obtaining raw materials or resources from the external environment;
- product manufacturing;
- transfer of the product to the external environment.

All three of these processes are vital to the enterprise. Management plays a key role in maintaining a balance between these processes, as well as in mobilizing enterprise resources for its implementation. When we say that an enterprise is functioning, we mean that within its framework, people carry out certain actions aimed both at interacting with the external environment and at internal organizational interaction. The first type of interaction is the role-based functioning of the enterprise. Here the function appears in its social interpretation and is part of the general role that any enterprise performs in the system of society, i.e. in a higher-level enterprise system.

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

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The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and I. Kant clarified it, giving a rational look “another person should not be a means for you”. Summing up the thoughts of our great ancestors, let's say: the only reliable, effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to production in general and consumer goods, in particular, the conclusion is even more simplified to the creation in a specific production of technical, economic and humanitarian (socio-cultural and psychological) conditions aimed at a high-quality, demanded and affordable product. The organization of production can be considered reasonable only if it is subordinated to the sole purpose of producing products demanded by consumers. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into opponents, instead of stimulating them, to act as a team. Where are the reasons for this abnormality, what? Is this connected with objective factors, we have not yet been able to overcome the resistance of whose forces, or are the inhibiting forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves? Or are the braking forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves? Or are the braking forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves?

The answers to these questions must be sought in systems analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The famous naturalist D. Dan, after analyzing the meaning of competition after Charles Darwin, came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection. In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, in spite of its rational basis, does not always coincide with the history of the implementation of the activity of a Homo sapiens, often drives the reflection of reason into a dead end. In this connection, the problem arises,

They are historical dead ends from which we must regularly get out, or the product of the costs of the underdevelopment of the organization of social

relations and management, including here a limited knowledge of historical laws. In other words, speaking, we have before us the riddle of history and we should determine where to look for the keys to its solution - in consciousness, or in objective reality? What exactly should you focus on? We do not have an answer that could be reasoned enough. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness. The rationality of the history of human activity could not fail to lay a logically expressed picture, but the absence of extra-logical processes in the real history would look like this, as if the scenario of the story was written in advance by someone and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid along a ruler. He did this to emphasize that historical consistency requires specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it nonlinearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries both something new and unresolved or limitedly resolved problems left as a legacy to the coming generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationales built from the contradictions of the rationality of human activity, in fact, the relative logic of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens. The twentieth century has confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rational-active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, the need to manifest itself in thoughts, while thoughts capture feelings, become persuasion.

The improvement of production is due to the transformation of science into a direct productive force, technical progress, however, no less dependence, the productivity and quality of productive activity depends on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: “When governing the state ... you need constant

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attention to business and sincerity in relation to people, moderation in spending and love for the people. And it is no less important to encourage people to work". In Japan, China and other countries of the East, you can find examples of moral disorder, but they do not so much testify to the sociocultural reorientation in the national format as to the historical costs of the development of national culture. There, the overwhelming majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they got it illegally" How can a noble man bear such a high name if he has lost his philanthropy? A noble man does not part with philanthropy for an hour, it is certainly with him: both in trouble and in worldly vanity. " constitute an object of human desires, but a noble husband does not use them if they got it illegally "How can a noble husband bear such a high name if he has lost his philanthropy? A noble man does not part with philanthropy for an hour, it is certainly with him: both in trouble and in worldly vanity. " constitute an object of human desires, but a noble husband does not use them if they got it illegally "How can a noble husband bear such a high name if he has lost his philanthropy? A noble man does not part with philanthropy for an hour, it is certainly with him: both in trouble and in worldly vanity. "

To maintain the prestige of the enterprise in Japan, the main phenomenon of the social form of life is actively used - the family, family traditions, which accumulate the strength of morality. the company is served by the family. Each family member, traditionally associated with the history of production, perceives enterprises and their work in it through the prism of family tradition, relieving the burden of alienation of labor, which is inevitable in the conditions of exploitation. Exploitation itself drapes into the form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude towards national culture, especially education, with an officially aimed policy at developing competencies. needed by the employer in the first place. The quality of production and the quality of the product of production depend on technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Relying on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" in view of its volatility. Without advertising, the "subjective factor" refers to the

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

The original law, and, in essence, the principle of this logic is the law of identity. The subject and the subject, their connection are recognized as unchanged. Movement is reduced to its relative moment - rest. Peace replaces movement and, along with it, change as the essence of any movement. Charles Darwin said: nature does not like jumps and explained, because everything consists of them. J. Cuvier, on the other hand, tried to understand the variability of species as a result of terrestrial cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when something is actual to bring to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational balance of customer requirements for a well-known attractive product, its quality and price. But everything comes to an edge, improvement is no exception, therefore, you need to look in advance for options for an interesting perspective development of the product line, think not about what, in principle, already exist, improve what is available, but try to fantasize systematically, outstripping demand with innovations. Otherwise, it is irrational to manage the needs of buyers today.

Our thinking in that part, which is called creative, creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic suffers its heuristic potential. Forward thinking is thinking trying

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

It is no coincidence that Karl Marx's associates noted that the founder of the universal understanding of dialectics did not leave the textbook to the heirs, since they were supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to social and political tension. The development of political economy after Karl Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization. This is where the features of Aristotelian logic, aimed at the invariability of the conditions of inference, came in handy. If commodity production is the only universal reality of an objective historical process in a developed society, then history itself is destined to be carried out with dignity, exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also tuned in general to a formally logical type of action, leads to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is being created in bourgeois form. Objective reality was embodied in an absolute, that is, ahistorical form. Further history can only be understood as the ascent of capitalism to the highest and absolute achievements and the all-round defense of the stability of the bourgeois system, which is optimal for a commodity economy.

The power of logic lies in the ability to build an internally consistent theory, but the truth of any theory is verified by more than one of its sequences. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested on a massive scale, because its results affect everyone directly. People

may or may not be producers, but everyone consumes products and everyone wants to make consumption consistently high-quality and consistent with their ability to pay. Beginning with handicraft work and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. While the division of labor wore a guild form, and inside the guild, each produced goods up to the final marketable form and fully guaranteed the quality with his own brand, the quality of production and the quality of the goods were in the unity of existence, and the problem of the quality of the goods was simplified, boiling down to the observance of the technological standard of production. Production was a way of life support for the manufacturer, therefore the relevance of the quality of the goods was removed by the specifics of his attitude to production.

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

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the relevance of the quantity of the product produced. Manufacturing was only gaining momentum as a source of human vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the product produced, specialization of production was outlined depending on the originality of the natural environment. Production management assumes that the relevant management services manage the process of processing raw materials, materials and semi-finished products entering the entrance to the enterprise into the product that the enterprise offers to the external environment. For this, the management carries out the following operations: product development and design management; the choice of the technological process, the placement of personnel and technology in the process in order to optimize the costs of manufacturing and the choice of methods for manufacturing the product; management of the purchase of raw materials, materials and semi-finished products; inventory management in warehouses, which includes storage management of purchased goods, home-made semi-finished products for internal use and final products; quality control. home-made semi-finished products for internal use and final products; quality control. home-made semi-

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finished products for internal use and final products; quality control.

Marketing management is designed to integrate the satisfaction of the company's customers and the achievement of the company's goals into a single consistent process through marketing activities for the implementation of the product created by the enterprise. For this, the management of such processes and actions as: market research; advertising; pricing; creation of sales systems; distribution of created products; Sales: An emerging market required a variety of products. We needed goods within the framework of the difference in the purchasing power of consumers. Factory - factory production, based on a technical base, opened up the prospect of varying the quality of goods. The harsh production restrictions that characterized the shop floor have receded. Products of different quality appeared on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness. Financial management consists in the fact that management exercises control over the process of movement of funds in the enterprise. To do this, it is carried out:

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

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

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

Accounting management involves managing the process of processing and analyzing financial information about the work of an enterprise in order to compare the actual activities of the enterprise with its capabilities, as well as with the activities of other enterprises. This allows the enterprise to uncover problems that it should pay close attention to, and choose the best ways to carry out its activities, so as not to provoke bankruptcy. The nature of the new competition in the modern world economy, due to the processes of globalization, sets high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal

District and the North Caucasus Federal District, which is reflected in the program document, namely, in the strategy for the development of light industry in Russia for the period up to 2025. In this regard, the problem of the competitiveness of domestic footwear requires the development of conceptual foundations of theoretical, methodological and practical recommendations adequate to the forthcoming changes in the organizational and economic mechanism of the functioning of the entire industrial complex of the country. In modern market conditions, competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which increased with Russia's accession to the WTO. An increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend. The task of increasing competitiveness for shoe enterprises is especially urgent, which, due to external factors (increased competition due to globalization, the global financial crisis) and domestic (ineffective management) have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensified, one of which is the union of commodity producers and the state.

There are three main options for the concept of an enterprise in a developed economy: neoclassical, agency (stock) and the concept of partnerships - the concept of stakeholders. In the concept of stakeholders (stakeholder concept, stakeholder theory), or the theory of stakeholders, the dependence of a firm's actions on the interests of a wide variety of stakeholders, including consumers, suppliers, shareholders, managers, employees, etc., is considered. In this case, each of the stakeholders has certain rights control over the enterprise, therefore, the concept implies the need to make decisions taking into account its interests. The theory of strategic management is one of the most difficult areas of management science. For a fairly short period of existence, characterized by the rapid development of a number of concepts, it managed to turn into an independent scientific discipline with its own academic infrastructure. The most important question that theory must answer is the identification of the sources of firms' long-term competitiveness. These sources are determined by the strategy of the firm and, accordingly, raise the question of its nature. The systemic concept of the enterprise can be considered

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as a starting point for the strategic description of enterprises at the present time, since none of the above concepts "in its pure form does not represent a scheme for analysis, relevant to the real situation and role of the enterprise in any economy." Insufficient adequacy of the company's stakeholder concept arises from the fact that.

However, it should be noted that this situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. This is evidenced by the gradual development and spread of the corporate governance system in the country, one of the principles of which directly emphasizes the role of stakeholders in the management of the company. One cannot but note the recent increase in attention to the concept of social responsibility of business. The simultaneous coexistence of several concepts that describe the decision-making mechanism in enterprise management is due to the fact that different firms have specific tasks at different stages of their activities. In particular, not all companies are the main consumers of stakeholder theory, but only those who are interested in maintaining and managing partnerships with a wide range of stakeholders. For such companies, stakeholder theory can offer non-standard approaches to address their specific challenges. There is a certain relationship between the company and the stakeholders; they can be different, both competitive and collaborative. Stakeholders can exist independently of each other, or they can interact. The set of stakeholders, which the adherents of this theory call the "coalition of business participants" or "coalition of influence", is a force that continuously influences the organization, forcing it to evolve, change and adjust. For such companies, stakeholder theory can offer non-standard approaches to address their specific challenges. There is a certain relationship between the company and the stakeholders; they can be different, both competitive and collaborative. Stakeholders can exist independently of each other, or they can interact. The set of stakeholders, which the adherents of this theory call the "coalition of business participants" or "coalition of influence", is a force that continuously influences the organization, forcing it to evolve, change and adjust. but they can also interact. The set of stakeholders, which the adherents of this theory call

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The foundations of the theory began to form in the 60s of the XX century as applied to business. According to this theory, a company is not only economic integrity and a tool for making a profit, but also an element of the environment in which it operates, as well as a system that influences and itself is influenced by its environment: local communities, consumers, suppliers, public organizations, as well as personnel, investors and shareholders. In the mid-1970s, a group of researchers gave the concept of stakeholders a second wind. As groups interested in the activities of the corporation, he named not only suppliers, buyers, employees, investors and lenders, government, but also future generations. Therefore, managers should not make decisions that limit the scope of choice for new generations in the future. Considering the organization as an open system, In its modern form, the "concept of stakeholders" has been spreading since the mid-80s of the XX century. The emergence of stakeholder theory (stakeholder theory of the firm) as a full-scale, detailed theory is associated with publication in 1984 year... books by E. Freeman "Strategic Management: Stakeholder Approach". According to E. Freeman, the stakeholders (potential beneficiaries of the activity) of any firm are: the owners of the firm; buyers of her products; suppliers of various kinds of resources; company employees; local community; various broad community groups; state.

The idea put forward by E. Freeman about the representation of a firm and its external and internal environment as a set of parties interested in its activities, whose interests and requirements should be taken into account and satisfied by managers as official representatives of the firm, received wide support. A certain advance in the development of this theory was the emergence of the "stakeholder approach" by J. Post, L. Preston and S. Sachs, emphasizing the importance of relationships with stakeholders in creating organizational wealth, especially for such organizations as complex "extended enterprises", in which, according to According to the authors, large corporations were transformed at the beginning of the XXI century. In Russia, British American Tobacco began to conduct the first dialogues with stakeholders on a systematic basis in 2021 during the preparation of its non-financial report. In modern conditions, consultations and dialogues with stakeholders are regularly held by large Russian and foreign companies operating in Russia, such as RAO UES of Russia, BP, Eurochem, Norilsk Nickel, etc.

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In recent years, the practice of interacting with stakeholders is increasingly being used not only by companies, but also by state and municipal institutions, as well as non-profit organizations. In addition, non-profit organizations (NPOs) themselves act as stakeholders, becoming participants in the decision-making process by business, government, and other NPOs. An attempt was made to form a methodology for strategic analysis of the organization based on the "stakeholder" theory of the firm. The scientific basis for the study of stakeholder theory was the work of T. Donaldson, R. Mitchell, L. Preston, S. Sachs, J. Stiglitz, A.S. Weeks, E. Freeman, J. Fruman. The authors emphasize that we are talking, specifically, about relationships, and not about transactions, believing that transactions are one-time interactions, while relations are inherent in a long and repetitive nature, which does not exclude both conflicts and cooperation.

Stakeholders collaborate with the company and among themselves at different levels and develop their ability to adapt, deal with uncertainty and manage risk. The main goals of cooperation between stakeholders and the company are: changes in internal documents, improvement of business operations and the formation of effective management in the company. Stakeholders' work in partnerships includes developing solutions that contribute to sustainable development, planning, broad discussion and implementation of activities in a specific geographic area, the use of benchmarking, progressive development and the involvement of other stakeholders.

Stakeholders are persons and parties who are influenced by the activities of the enterprise or can influence its work. Stakeholder (stakeholder) theory is a universal approach to doing business. The essence of this theory is that managers at the enterprise must make decisions taking into account the interests of all interested parties in the organization. The basis of this theory is business ethics, and the main principle is that the interests of all parties are legitimate and require their satisfaction. In order to apply the theory of interested parties, it is necessary: a certain number of groups or individual participants, influencing or who can influence the process, because this theory considers the nature of emerging relationships; the interests of all participants should potentially be taken into account; the main focus is on management decisions. interests different stakeholders (stakeholders) who will represent some type of informal coalition. There may also be various relationships between stakeholders, which are not always in the nature of cooperation, coincidence of interests, and may be competitive. However, all stakeholders can be viewed as a single contradictory whole, the resultant interests of whose parts will determine the trajectory of the organization's development. Such a whole is called the "coalition of

influence" or "coalition of business participants" of the organization. In the modern interpretation of the theory of interested parties, stakeholders are considered not just as groups and persons affected by the activities of the organization, but as contributors of a certain type of resource. Stakeholders provide the organization with the resources it needs to operate, because her activity allows her to satisfy their needs. At the same time, satisfying the needs of a stakeholder is nothing more than receiving resources from the organization. Thus, the relationship between the organization and its stakeholders is built around a resource exchange, since each seeks to create its own resource base that would best suit the goals of the stakeholders.

The stakeholders of an organization can be divided into two groups: external and internal. External stakeholders include: buyers, suppliers, competitors, government agencies and organizations, regional authorities, financial intermediaries.

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

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

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

Government agencies and organizations. Corporations and government bodies have many goals in common, including creating an enabling environment for international trade, stable market conditions, curbing inflation, a successful economy, and the production of essential goods and services. Government-business partnerships (public-private partnerships) are widely practiced in foreign countries, where governments often play a more active role in the country's economic development.

Regional authorities. Good relationships with local authorities and regional organizations can lead to beneficial local regulation or local tax cuts for the

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organization. Therefore, the most far-sighted business leaders spend some funds to help regional authorities in their efforts to solve local problems. Sponsorship to support local social programs, assistance to general education schools, cultural institutions, health care, law and order, etc. allow reaching mutual understanding and support from such influential stakeholders for small and medium-sized businesses as regional authorities.

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

Internal stakeholders include managers, employees, owners and a board of directors or board, which represents managers and owners. One of the most significant internal stakeholders is the senior executive. One of the important ways that managers influence organizations is to bring their values to work processes and organizational roles. The importance of organizational values or a management-shared business ethic is that ethical principles facilitate decision-making in soft-type situations. They also provide a rationale for building a hierarchy of value for external stakeholders to organize and a sequence of actions to respond to their often concurrent demands. The most advanced way of interacting with stakeholders is bridging. It implies a strategic partnership that can exist in various forms, up to joint business with major customers or cooperation with competitors. No wonder the word "bridging" in English means "build bridges". Bridging is the organization's closest alliance with the stakeholders that matter most to it.

Such associations are most common when environmental conditions are uncertain or complex. Bridging helps reduce uncertainty through closer collaboration between organizations. Bridging firms have common goals and this is beneficial for all parties. Traditional methods of interaction with stakeholders allow to negate adverse impacts from stakeholders, while bridging has the ability not only to prevent negative impacts, but also to improve the external environment together with other parties. The approach of the theory of stakeholders to the problems of management and increasing the competitiveness of the enterprise suggests that its further development will be able to solve a number of problematic tasks facing the enterprise. Currently, there is no generally accepted methodology for assessing the competitiveness of an enterprise. A review of existing approaches to assessing the competitiveness of an

enterprise made it possible to combine them into the following groups. The first group includes an approach to determining the competitiveness of enterprises based on identifying competitive advantages. This approach arose with the emergence of strategic planning and the development of competition theory. It allows you to analyze the achieved competitive advantages of an enterprise, but does not provide an accurate quantitative expression of the assessment results and therefore cannot be used for a comparative analysis of the competitiveness of enterprises, analysis of the implementation of the plan to increase competitiveness, the dynamics of the competitiveness of enterprises. The second group of scientists proposes an assessment of competitiveness using polygonal profiles. It is based on the construction of vectors of competitiveness by factors: concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sales preparation. However, the authors do not specify how factors such as concept, foreign policy, pre-sale preparation, etc. can be assessed. Other scientists (third group) offer a rating assessment of the competitiveness of an enterprise based on the following factors: product, assortment, price, image, service, packaging (design), sales volumes, market segment, supply and sales policy, advertising and demand stimulation. The disadvantage of this approach is that, in essence, it only evaluates the marketing activities of the enterprise, but does not take into account other important resources of the enterprise's potential (innovation, management, finance, etc.). In the approach considered by the authors, a simple sum of factors is obtained, the mutual weight of which is not taken into account. The fourth group of scientists proposes to assess the competitiveness of an organization on the basis of the product of the index for the mass of goods and the index of the object's efficiency. The imperfection of this approach lies in the fact that it is a simplified approach to assessment, since it does not take into account such important factors that determine the competitive advantages of an enterprise as the level of organization and implementation of marketing at the enterprise, finances, and export potential. In addition, most authors do not indicate how to determine the manufacturer's efficiency ratio. A variation of the fourth approach is the method proposed by R.A. Fatkhudinov, which proposes to evaluate the competitiveness of an enterprise as a weighted sum of the competitiveness of the main products of the enterprise in various markets, taking into account the importance of the markets. This approach is not entirely fair, since

firstly, the competitiveness of an organization is identified with the competitiveness of a product (these are different concepts),

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secondly, he proposes to introduce the importance of foreign markets twice as great as the importance of national markets;

Thirdly, the assessment method of Fatkhutdinova R.A. does not take into account other important factors influencing competitiveness - marketing, finance, innovation, management, personnel.

Fifth group The authors propose an approach based on a balanced assessment of the factors of enterprise competitiveness. The integral indicator of the competitiveness of the enterprise is determined according to the rules of linear convolution (the assessment of the factors of the competitiveness of individual aspects of the enterprise's activities is multiplied by the weight of individual factors in the total amount). So, the analysis of the theoretical and methodological aspects of the competitiveness of enterprises revealed many methods for assessing the competitiveness of enterprises.

The success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the

competitiveness and efficiency of activities, the company must take into account not only its own interests, but also the interests of interested parties. In stakeholder theory, the term "stakeholder" is used, which translates to "stakeholder". Stakeholders are persons and parties who are influenced by the activities of the enterprise or can influence its work. Developing small and medium-sized enterprises, as a tool of competition, need to form a system of marketing relationships with stakeholders, a system based on mutually beneficial long-term cooperation, which makes it possible to reduce the time for making commercial decisions. Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise is proposed based on the theory of stakeholders (stakeholders of the enterprise). The proposed technique includes the following stages:

Stage 1. Selection indicators for assessing the factors of competitiveness of the enterprise. For each factor, a system of indicators can be determined based on the analysis of scientific literature (Table 1).

Table 1. The system of indicators for assessing the competitive potential of an enterprise

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

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	innovation, the number of acquired and transferred new technologies, software
7. Competitiveness of personnel	Personnel turnover rate, coefficient of advance of labor productivity in relation to wages, educational level of labor force, level of professional qualifications of workers

So, taking into account the analysis of the system of indicators for assessing the competitive potential of the enterprise, the following system of indicators for

assessing the internal factors of the competitiveness of the enterprise can be proposed (Table 2).

Table 2. Recommended system of indicators for assessing the competitiveness of an enterprise and their significance

Enterprise competitiveness factors	Indicators	Significance,%
1	2	3
1.Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	40
2. Marketing Effectiveness	Exceeding the permissible level of stocks of finished goods	3
	Market share of the company	3
	Sales growth rate	3
	Assessment of the level of partnerships with the stakeholders of the enterprise	10
	Total	19
3. Quality management	Return on investment	3
	Return on Total Assets	3
	Total	6
4. The financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Costs per 1 rub. products sold	3
	Total	9
5. The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	4
	Cost of innovation	4
	Total	8
8. Competitiveness of staff	The coefficient of the outstripping growth of labor productivity in relation to the growth of wages	3
	Employee turnover rate	3
	Total	6
	Total importance of competitive potential	60
	Total maximum significance score	100

Stage 2. Determination of the importance of indicators in the overall assessment of competitiveness. The significance of indicators for assessing each factor of competitive potential are presented in table 56.

Stage 3. Calculation of dimensionless estimates indicators of the competitiveness of the enterprise.

To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Indices of dimensionless indicators are determined by the formula (1) for positive indicators with a positive trend - growth (for example, profitability of sold products, labor productivity) and according to formula (2) for negative indicators with

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a positive trend - a decrease (for example, depreciation of fixed assets, excess of balances of finished products in the warehouse in comparison with the norm, staff turnover rate).

$$O_i = X_i / X_i^{\max}, \quad (1)$$

$$O_i = X_i^{\min} / X_i, \quad (2)$$

where O_i is a dimensionless (index) estimate of the i -th indicator of enterprise competitiveness,

X_i is the value of the i -th dimensional indicator for assessing the competitiveness of an enterprise,

X_{\max} is the maximum value of the i -th dimensional indicator for assessing the competitiveness of an enterprise,

X_{\min} is the minimum value of the i -th dimensional indicator for assessing the competitiveness of an enterprise.

Stage 4. Assessment of the competitiveness of the product. It is carried out for light industry goods according to the methodology.

Stage 5. Calculation of the generalized indicator of the competitiveness of the enterprise. It is proposed to determine a quantitative assessment of the competitiveness of an enterprise according to the following formula (3).

$$K_{\Pi} = \sum_{i=1}^m \alpha_i \times O_i, \quad (3)$$

where K_{Π} is an assessment of the competitiveness of the enterprise in percent,

α_i - the significance of the i -th indicator of competitiveness in percentage,

O_i - index (dimensionless) assessment of the i -th indicator of competitiveness,

m - the number of indicators for assessing the competitiveness of the enterprise.

The values of assessing the competitiveness of an enterprise can theoretically vary from 0 to 100 (ratio 4).

$$Kp = 0 \div 100 \quad (4)$$

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to the solution of a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum score): 4 (number of levels) = 25. As a result of the calculation, the following scale was obtained (Table 3).

Table 3. Scale for assessing the quality level of a competitive enterprise

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

The economic meaning of the obtained generalized assessment of competitiveness is that it shows the degree of satisfaction with the product and the degree of use of the competitive potential of the enterprise. The developed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to the existing ones, firstly, takes into account the specifics of the "light industry" industry, secondly, it reduces the subjective factor in the assessment, and thirdly, it allows an in-depth analysis, thanks to the proposed directions and indicators of analysis competitiveness of enterprises. Taking into account industry specifics in the developed methodology for analyzing and assessing the competitiveness of an enterprise consists in justifying, firstly, the system of indicators for assessing the competitiveness of

enterprises and their significance based on the correlation-regression analysis of the dependence of the resulting attribute (Y) on the factors-arguments (X_i) according to the statistical base of shoe enterprises in the Rostov region; secondly, the parameters for assessing the competitiveness of the main product groups; third, the toolkit and method for assessing consumer satisfaction with light industry products. Thus, the proposed methodology for assessing the level and quality of relations with internal and external stakeholders of the enterprise according to a number of criteria, in contrast to the existing methods of assessing and analyzing stakeholders, allows for a deeper analysis of partners and is more algorithmic. parameters for assessing the competitiveness of the main product groups; third, the

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toolkit and method for assessing consumer satisfaction with light industry products. Thus, the proposed methodology for assessing the level and quality of relations with internal and external stakeholders of the enterprise according to a number of criteria, in contrast to the existing methods of assessing and analyzing stakeholders, allows for a deeper analysis of partners and is more algorithmic. parameters for assessing the competitiveness of the main product groups; third, the toolkit and method for assessing consumer satisfaction with light industry products. Thus, the proposed methodology for assessing the level and quality of relations with internal and external stakeholders of the enterprise according to a number of criteria, in contrast to the existing methods of assessing and analyzing stakeholders, allows for a deeper analysis of partners and is more algorithmic.

Conclusion

To assess the effectiveness of the production activity of a shoe company, it is necessary to analyze the annual results of the operation of the enterprise for the production of men's and women's assortment of shoes.

These calculations indicate that with 100% of the sale of men's and women's shoes in the specified period of time, not only the costs of production and sales of products are covered, but also a profit of 3,697.4 thousand rubles remains. This testifies to the efficient operation of the enterprise, as well as to the correct marketing and assortment policy. The product profitability is 14.9%.

Table 4 presents the annual results of the shoe enterprise for the production of men's and women's shoe assortment. Most often, the company sells shoes through stores with payment after the sale, concluding contracts with the trade, indicating the timing of receipt of funds to the manufacturer's accounts. In this case, if footwear is in demand and is fully sold, then the company receives money on time, which is also needed to pay wages, purchase working capital and other expenses to ensure the development of production. During the year, the company produces 327,903 pairs of shoes. With 100% sales of these products, the enterprise will receive proceeds in the amount of 392,202.1 thousand rubles. However, this is not always the case. For example, when selling autumn shoes in the amount of 80% of the production volume, the profit is reduced by 43, 15% and amounts to only 1,178 thousand rubles, while the sale of footwear less than 47.4% of the production volume brings losses to the company. Due to the lack of funds, it is necessary to reduce the volume of production, to delay the payment of wages to workers, for which at present the managers of the enterprise can be held accountable, even criminal. If such a situation arises, it is necessary to attract borrowed funds to cover costs and organize the subsequent production of products,

which at the moment is associated with certain difficulties: interest on a loan has been significantly increased (up to 18%), loan repayment terms have been reduced, etc., leading to an even greater increase production costs. Shoe enterprises should focus both on external (consumer enterprises, competition, market conditions, etc.) and on internal factors, such as sales volume, profitability, coverage of basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise during the sale of footwear, ie. some shoe models are no longer in demand at a certain stage. In this case, another, usually not advertised side of marketing should appear: if the shoes, even without taking into account the requirements of the market, have already been produced, then they must be sold. For this purpose, in order to respond to the lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, eliminate leftovers, attract a large number of consumers, and stimulate shoe consumption using discounts. There are about twenty types of discounts, but for shoes the most common are these types of discounts, which are used at various levels of the enterprise, sales organizations, trade. In addition to using discounts, an enterprise can initiate a price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, it contributes to an increase in the competitiveness of certain types of leather goods and the enterprise as a whole. In addition, the greater the number of footwear products produced, the more the production costs are reduced,

The developed software allows the head of the enterprise not only to track the flow of funds on a daily basis, but what is especially important, to predict the replacement of one model, the demand for which has dropped to a critical volume, when funds to cover production costs associated with this model are not provided, and the transition to production of a new model, the demand for which, based on the analysis of the marketing service, seems to guarantee its viability and demand in a volume sufficient not only to cover the costs of its production, but also to obtain the necessary profit to ensure the production itself without provoking bankruptcy.

Of course, it is good when there is already the necessary supply of this very demand for a new model, namely:

- contracts with consumers for delivery with prepayment;
- a guarantee of branded stores that, during the trial sale, the models caused demand and there is their

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demand within the limits of the volumes at which the funds spent on their launch will be refunded, and profit will be ensured, which will ensure the enterprise obtain high TEP and stability in the formation and provision consumer of competitive and demanded products.

Thus, taking into account the software for tracking the movement of cash flow and the presence of a well-functioning marketing service that is able to provide the very process of regulating the demand for the company's products, it is always possible to make the right decision to replace one model with another, while creating the basis for obtaining high TEP and preventing the workforce from bankruptcy. Of course, all this is just a desire, in reality, such work should be carried out daily. To do this, it is necessary to reconsider our attitude to the so-called break-even point, which, as it were, forms the conditions for the implementation of all our conclusions on the formation of competitive industries, providing labor

collectives with high TEP and creating the basis for preventing their bankruptcy. The traditional option of constructing a break-even point provides an understanding that the volume of output of a given model cannot be less than a certain number of pairs of a given model. But with a lot of assortment production, the number of pairs produced is formed by its demand, and if demand does not ensure its implementation in the volume that provides the enterprise with a return of all funds spent on this model, in this case the manager must decide on the advisability of launching it into production. Therefore, we consider it justified when constructing a break-even point to indicate not only the volume of production of a given model, which would guarantee the return of all costs for this model, but also how long it is necessary to replace it with a new one, so that the return of these funds is provided in full and with a profit. ...

Table 4. Annual results of the shoe enterprise for the production of men's and women's shoes

Indicators	Jan.	Feb	March	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales volume, pairs	26114	26114	29661	29661	29661	28168	28168	28168	25558	25558	25558	26114
Sales proceeds, thousand rubles	45032.84	45032.84	31026.82	31026.82	31026.82	24033.9	24033.9	24033.9	30640.47	30640.47	30640.47	45032.84
Unit cost, rub.	1435.54	1435.54	890.2	890.2	890.2	726.7	726.7	726.7	1024.58	1024.58	1024.58	1435.54
Full cost price, thousand rubles	37487.78	37487.78	26405.04	26405.04	26405.04	20373.34	20373.34	20373.34	25747.78	25747.78	25747.78	37487.78
Profit from sales, thousand rubles	7545.06	7545.06	4621.78	4621.78	4621.78	3660.56	3660.56	3660.56	4892.69	4892.69	4892.69	7545.06
Income tax, thousand rubles	1509	1509	924.36	924.36	924.36	732,112	732,112	732,112	978.5	978.5	978.5	1509
Net profit, thousand rubles	6036	6036	3697.4	3697.4	3697.4	2928,448	2928,448	2928,448	3914.19	3914.19	3914.19	6036
Product profitability, %	16.8	16.8	14.9	14.9	14.9	15.2	15.2	15.2	15.9	15.9	15.9	16.8

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1. An assortment policy has been developed for the formation of competitive men's, women's and children's footwear, 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 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 nano technologies, 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 assortment of footwear not only by type, but also by fastening methods, which guarantees its demand in full.

3. The layouts of technological equipment have been proposed, on the basis of which it is possible to form a technological process both for the production of men's and children's and 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 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 revealed, 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 in order 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 footwear to verify its 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.

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Kamolakhon Amanullayevna Rakhmonova

Institute of Fine Arts at the Academy of Sciences of the Republic of Uzbekistan

PhD Student

Tashkent, Uzbekistan

ORCID: 0000-0001-7393-1963

kamolaxon.fasi@mail.ru

YOUNG LEADER CHARACTER AND GENDER EQUALITY ISSUES IN MODERN UZBEK THEATRE

Abstract: reflection of being an actual trouble gender equality issues on the stage of Uzbek theatre, to solve it in the Uzbek performing arts creative -ideological and descriptive - expressive solution are analyzed in the article. The author expressed own views on the issues of gender equality and the results of the Uzbek Theatre in the years of independence. Moreover, researches is showed on the creation young female character, with the study of the dynamics of the theatre on the issue of gender equality, importance of the theme on the contribution to develop for Practice Uzbek Theatre.

Key words: Uzbek Theatre, young leader woman, gender equality, plays, acting performance.

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Introduction

There are different opinions and believes with the gender equality, feminism and advancement of women in the world. The controversy over these is still ongoing. "The concept of gender equality may differ when it comes to political and economic problems of a country and aspects such as culture, traditions, history and mentality that play a decisive role in creating a society" [1, 79 p.]. In fact, in prompting overlook and ideas, Europe and Asia have their own distinct and conflicting sides. Just as the concept of democracy is interpreted differently in various places, regardless of how the world community thinks, gender equality is perceived by all people, referring to their own mentality, moral views.

In Central Asia in the recent past all common activities of the society were belonged to the male authority. Women couldn't express themselves openly in the life of society [2, 148 p.]. In Asian countries, these concepts are used in terms of their importance in the upbringing of the younger generation, in order to ensure that they are aware and active on all fronts. The concept of " Gender equality " is one of the problems

that are actively studied in the social and humanitarian branches of science of the world. This issue also manifests itself in the fields of art, including its role in theatrical art, its importance, the point of its impact on cultural development, research and analysis are significant. "The task of such research today is to find the best model of gender relationships in society and culture. [3, 5 p.].

Nowadays considering vital need problems are important as an unemployment related to women, finding their certain role in the society, being active in all domains of social life, 'gender equality' and problem of supporting leader women remain as an actual issue. Some scientists researching on this question think of another one reason of specific studying this problem is humanity is in the process of gender revolution"[4,4].. Furthermore, as 'gender equality', 'feminism', 'underground', 'gender culture' terms can be seen on coming to the world artistry and scientific research on these issues. This helps to determine main goals on eliminating existed problems with studying women how to entering this culture, and this of course, is essential in solving the

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problems that occur with young families, in the upbringing active women. It can be seen from the articles studied, the issue of gender and leader women in the field of artistry of scientific articles and dissertations was considered in the context of philology or in a general form. For instance, in the article by Catarina Sales de Oliveira 'An opportunity increasing laboratories: gender equality for catalyzing social change, work capacity and theatre issue' she came up with the project which was established in Portuguese in order to support unemployed, being necessary to be protected women. Gender equality improves a critical thinking skill, works as a cohesive theme focused on the world of work and employment to remove barriers to women's employment through a strategy based on theatrical practice. The specific tasks of the laboratory are as follows:

1. Forming aesthetic sensitivity, creative abilities in participants ;

2. Developing their skills corresponding to professional and public life and to increase their level of awareness of their dignity as professionals, citizens and women;

3. sharing this process with the public and thus ensuring gender equality" [5,56].

As this kind of projects help young women to find their major role in the society. However, project is anticipating simply as means for solving theatre gender equality problems. Which means, performances were not demonstrated professionally by actors. All in all, object of research is not theatre directly. The point of view of special theatrical studies the theme, the topic of young leader woman is difficult to see independent and complex research, which is considered parallel to the issue of gender. Especially, these days the reason of attention, approach to women is being changed, studying attitude is urgent towards this matter and its dynamic features.

Methods

Comparative analytical statement classification was used in the study techniques such as observation. Works included in the article accordingly representing young leader women character were classified, they were analyzed on artistic pictorial-expressive solution. Based on historical foundations the theme was approached complexly and systematically.

Results

At a time when many countries around the world are experiencing an "active process of changing gender role functions" [4, 4]., special attention is paid to the concept of "gender equality" in Uzbekistan, which is together with extensive research on this subject, is considered an important issue of social and political life. As a practical proof of this, the adoption of the laws of September 2, 2019 "on guarantees of equal rights and opportunities for women and men" and "on protection of women from harassment and

violence", the structure of the Senate of the Republic of Uzbekistan on issues of women and gender equality, the structure of the commission of the president of the Republic of Uzbekistan it is possible to cite such work as the development of an equality strategy project. Gender equality is the ownership of equal rights and freedoms, as well as responsibilities, in all spheres of social life of women and men. Women's activity in the affairs of society is equally important for the upbringing of a harmonious generation and social progress. In this regard, the concept of gender equality in modern processes is becoming more relevant and promoted for its application in all spheres. Great attention is being paid at the level of public policy so that women can take full advantage of their rights and opportunities.

After independence, there was a need to create in itself the image of a new modern hero. By the instructions of the government, this process began to rapidly spread and modern young heroes began to appear on the Uzbek stage one after another. In modern dramatic works, performances with the characteristics of "hero of the times", representing the desire of women to find their place began to be staged in the society, fighting against injustice, becoming an advanced cadre. They showed the attitude of young women to the events taking place in modern life, the struggle for their role in society and in the family.

Discussions

Although the concept of "Gender equality" has been introduced into circulation in Uzbekistan as a separate term since recent years, such views have been penetrated from Europe to Asian countries, Uzbekistan in particular, from the beginning of the 20th century. To be more precise, this concept was manifested after the Russian invasion, by the wide involvement of women in all spheres.

Duties of ensuring the activity of women and girls in the socio-political life in the Uzbek theatre were of great importance and increased to the level of Public Policy in the 20th century. By that time, the theater began to promote socialist culture. "The socialistic revolution" was a form of National, Content "socialist" Soviet culture should have been come into existencen "[6, 52 p.]. All theatrical works were based on this new idea. For the Soviet government, theatre was a weapon of quick and easy integration of their ideas. And for the Jadids, the new theatre became the main means of enlightening the people, "opening their eyes".

1920 years of government action on the expulsion of women "freedom" by the government were reinforced. "Previously, explanatory work was carried out in each of the apartments, conversations were held on the involvement of women in studies, in the profession. In 1926, it was decided to accelerate the work of the Central Asian parties among women and to make it mandatory. This forced action was

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called "attack"[7, 60 p.].. They required to act the Uzbek woman more than their own will. "On March 8, 1927, for the first time on Registan Square in Samarkand gathered women from different regions of the country and agreed to throw burqas (*paranji*) into the fire. The propagandists of this movement knew perfectly well that women should not be made equal, educated, without getting rid of burqas. However, this quick action, without thinking about the consequences, ended with such tragic consequences as the violation of family relations of Uzbek women with their relatives, the destruction of their relatives.

From the last century to this day in the theatre it will be appropriate to conditionally consider the character of a young female hero and the performances that have raised his problems in four stages:

1920-1930 years;

till 1940-1960 year;

1960-1980 years;

The period after independence.

1920-1930 years, taking into account the direct influence of the theatre, works by playwrights that encouraged young women and girls to "open up", motivated to get freedom began to be created, like to throw burqas. In the works, the religious life with burqas was shown in the dark as the fate of young women who were crushed and humiliated in black paints, and the life after burqas was shown as a beautiful and happy life in connection with the party. Hamza came up this idea as one of the first. 17-year-old Mary "poisonous life or victims of love", 16-year-old Jamila at "Rich and servant", 17-year-old full-fledged "an example of burqas' secrets", 20-year-old Fatima at "punishment of slanderers" were exactly the first young female heroes of the Will, who did not return from any obstacles in the way of independence, freedom, anti-slave attitude to women. Hamza tradition was later continued by Gulom Zafari ("Khalima"), Kamil Yashin ("Gulsara", "Nurkhon"). These works mainly describe the oppression of young women and girls by their relatives on the issue of freedom, the defeat of physically, remaining in the grip of helplessness. In fact, they commit suicide on their own. This was a sharp protest to the unfair society that surrounded them. The first stage, which began with Hamza, was completed by Kamil Yashin with several stage productions with a strong impact.

In 1940-1980 years, the equal rights of women in labor relations with men and finding their place in society were reflected in the ideas of the progressive woman of the working class, collective young women's life, socio-moral thought, creativity in the works of Uygun "song of life", "Navbahor", "Parvona", Abdulla Kakhor 'Shokhi suzana'. 1960-1980 years in the images of young women staged works reflecting the great influence of personal relationships, internal experiences and small contexts associated with the side-surroundings on society were

created in the Uzbek theater. In particularly, the image of young women in the works of Maxim Karimov ("eighteen years old", "Diydor", "Notanish tanishginam", "Intilganga tole yor") can be recognized that the image of young women has risen to a new level, with a special emphasis on pure youth varieties and new views, rich inner emotional experiences. Since these years the young female heroes were given individual concessions.

In the period of independence, the issue of gender has gained an unusual appearance and structure. "Since the relationship between a man and a woman is the main theme of many works today, it is becoming the main theme as the ideal family, the ideal model of state restoration, built on the basis of mutual respect, trust" [9, 332]. In modern works, the character of a young progressive woman appeared on the stage as heroes of a new era. Bunda's main focus was on the heroic characteristics of young women and girls, and the issue of gender equality was reflected in this topic.

The issue of Gender equality was replaced by the character of a progressive young woman in the modern Uzbek theater. This issue was expressed in the following views:

The character of a modern young progressive woman. Q.Norkobil's "Quyoshni sen uyg'otasan", N.Abxonkhan's "Bahor shamoli". In such works as Madatova's "Jannati ayol", Rixsivoy Muhammadjonov's "Oydin", the heroic aspects of young women were expressed at the socio-political level.

The young Uzbek woman N.Abboskhan, who combines National features "Uzbek dance" and "garden" ("Jaydari kelin"). "Pahlavon toshi" by Kurbanova, qualities such as combativeness inherent in Uzbek women, bravery in overcoming trials, willpower were revealed through household themes.

In the foreign works performances reflecting the views and actions of young women on the issue of freedom. By the works of Ch. Aytmatov, such as "Sarvikomat dilbarim", "Jamila", the lyrics were reflected in a full musical form, through strong character lines.

Among the presented works, one of the most successful performances on Uzbek dramaturgy is the play "Quyoshni sen uyg'otasan". The work is about the fact that a woman who suffered severe blows of life, aspired seriously towards her goal, was a great entrepreneur, and also managed to save her family. In the game, issues of ensuring economic independence of women, organizing women's employment, increasing their activity in labor relations, combating discrimination against women's rights are raised. Young Shabnam who came to the village for leaving the city, relatives for her love, is in a difficult situation. Her husband went to work abroad, stayed there and did not want to return home, to his family no matter how much effort Shabnam made much effort. And Shabnam was not discouraged, she struggled to find

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her place in the society as an educated, leader woman. The happiness of her daughter-in-law, who did not part with one son-in-law, polite strived for the health and peace of her mother-in-law. They insulted her as a lonely woman, pushing her breasts, saying that no work could come. However, she never came back. She found her way with her goal. Establishing her own entrepreneurship proved to everyone that she was a progressive woman. As a result, she was formed as an active member of social life, an expert in her field, as an entrepreneur. Shabnam was also an approachable, forgiving woman. She forgave the deeds of her husband. she could provide a happy family for her child.

In the game, the issue of equality in education was also raised. While Shabnam doing honest labor, which the family was rocking, was tried to humiliate her shame and honor, they tried to limit her daughter from what they achieved in the sport. However, Justice found a decision. This work, was staged by Valijan Umarov, was taken to the stage at the Uzbek national Academic drama Theater and The Musical drama Theater of Andijan region named after Zahiriddin Muhammad Babur in the same stage. In decoration, long threads from top to bottom perform a variety of tasks (garden, vokhal landscape, weaving loom), manifests new finds of the artist in the illustrative solution. The performances were well welcomed. Shodiya Tokhtaeva, who played Shabnam role in the Uzbek national Academic drama Theater, was able to confidently perform her willpower, emotionality, and state of various resistance.

The play "Quyoshni sen uyg'otasan" staged by the Andijan regional musical drama theater named after Babur won the nomination "Seni kuylaymiz zamondosh" at the third Republican festival of theaters of Uzbekistan-"the best performances with the theme of entrepreneurship". However, in the regional variant, it is obvious that the actors make a gross mistake in the matter of language, not paying attention to the pronunciation in the accent. Such a shortcoming was noted by the Namangan regional musical drama theater named after Alisher Navoi "Bahor shamoli" (Rec. debutant: G'.Soliev), "Jannati ayol" of the musical theater of Kokand city named after Hamza (Reg. debutant: .It can also be seen in such stage works as) Abdullaev. However, both works justified the early experiences of young directors, in response to dramatic laws, and showed that the problem of personnel in the director was slowly solved.

It is no doubt that these works serve as an example for young people in strengthening the family institution. It is also important that these performances are brought up by the need for protection of women's rights, problems with literacy.

It is well known that human trafficking today is one of the painful challenges of the international arena. This issue has not by passed our country either.

Despite the extensive propaganda work carried out to combat the Global problem, there are many Uzbek citizens, especially young women, who suffer from human trafficking. On the issues of propaganda and propaganda in this regard, the theater also gave its answer. Play "Oydin" staged at the Uzbek national Academic drama Theater (Director: V. In Umarov) was a gross violation of the rights of young women and girls, and in relation to this, a sharp protest of the young female hero, that is, even at the level of refusal from the spouse, was expressed. She remains in a very difficult situation. That is, it turns out that the person - spouse, whom he saw in the open eyes, made him happy, is one of the criminals involved in human trafficking. At this same culmination point, chooses the path of justice and becomes a hero. She could not forgive her husband, who has been deceived by her lies for many years, how many simple and defenseless girls with him have ruined her life. This is when a person can hide a crime, hand it over to the necessary state bodies and provide for the punishment of the crime.

In all of the presented works, confident, self-confident, optimistic young female heroes with their own purpose will appear before the viewer.

Also, several performances, led by national characteristics, took place from the repertoire of the Republican theaters. In particular, Nurilla Abkhan 's works "Jaydar i kelin" ("garden") and "Uzbek dance" reveal the role of a young Uzbek woman in the family, her life full of hard work, from the role of the bride in the service of the house until she becomes the mistress of the house, in a comedic spirit. In "Jaydari Kelin", the bride, who "can get the heart of the earth", with the help of her mother-in-law, overcome the problems that went to the breakup of her young family, which caused her rudeness, the gardener also saved her family together, is reflected in the funny scenes. Heel, wilder, a bit rude but approachable, hardworking Mekhri could prove to be a suitable woman for an educated man with her diligence, forbearance, listening to the recommendations of his mother-in-law. The play, staged in the musical drama theater named after Muqimiy, is considered one of the successful comedian works, which are loved and watched by now. The actress was able to fully reveal the character of the appeal Alimboeva 's love. Skillfully reflected the rudeness, indifference and dishonesty of his hero, slowly turning into tenderness and beauty.

"Uzbek dance" (director: T. Azizov), which is characterized by National Features, is significant, and the love of a Russian girl to her Uzbek boyfriend, through which she became a real Uzbek woman, the playwright expressed through impressive scenes. The reflection of the Russian girl in the image of the Uzbek bride was chosen as the right tool to reveal the complex life of the Uzbek woman, different from the women of other nationalities, the extreme demands on

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her, the full path to her life. The playwright filled the long and arduous path of Maria's transformation into Mary with various tests of resistance, bitterness of life and embodied the power of influence of the work. The main reason for the uniqueness of the performances and the appreciation of the audience is that they are built on the basis of a true Uzbek national spirit, universal values, pure human relations. In this case, the authors created convincing and vital characters of the mother-in-law-one of the usual rough Confessions of brides. In these plays, the main directions in the issue of gender equality are defined as: the survival of women's living conditions, the comprehensive support and development of the family institution, the elimination of all forms of discrimination against women's rights, the enhancement of the legal culture of women, such important tasks have found their artistic solution.

Also in the samples of foreign literature, the issue of freedom of young women is manifested in a special way. For Example, the works by Ch. Aytmatov such as "Sarvıqomat dilbarim", "Jamila", east tradition was devoted to breaking through such concepts as shame and supporting the independence of a woman in the choice of spiritual and emotional freedom, the interests of women and girls, the way of life. The story " sarvikomat dilbarim "was successfully staged at The Musical drama Theater named after Muqimi, the Syrdarya regional musical theater, the Turon state military theater, the Uzbek State drama Theater with the play" Jamila". Achievements such as acting performance in stage works, directing solution, decoration, reasonable use of music can be said. However, it is necessary to attach importance to the upbringing of the work to the audience of Uzbek Youth. The limit of the norms of Gender equality and national morality is determined by the origin of the mentality , although it is an example of Eastern literature, it is unlikely that these works will evoke misconceptions and rebellion in the minds of young people. The Uzbek upbringing is based on the fact that from time immemorial it was meant the position of a woman in ensuring the strength of the family, the continuity of the family, the preservation of it, the importance of parental consent to children as early as possible. This issue is especially important at a time when the number of divorces of Uzbek families is growing, ideas and ideas that lie on the Internet, struggle hard with "mass culture" etc. In this respect, it was appropriate to take into account such delicate issues of upbringing as these attitudes when taking the stage.

Conclusion

In the works of Uzbek dramaturgy, which are presented, there are features that give a positive result in training young people at will, in life tests, in urging them to be strong in the coincidences of society, in the struggle. However, it is difficult to call all these works

useful in the performance of the role of the theater as an "eater".

In the Uzbek theatre of the new era, along with the idea of portraying the young hero woman, the method also changed its genre characteristics. The tragic mood until independence was replaced by a dramatic spirit. The circle of struggle also changed from the struggle with the political forces of society to simple personal conjunctions, counter-struggles with the surrounding world, the circle of the confluence was reduced. Generally, typical heroes exchanged with individual personalities. Thanks to this, the ideological and artistic value of the works of the period of independence is silenced when compared to the works created in the last century, and it did not repeated success in the sphere of the power of influence on the viewer. Among the created works there are works that have a strong place from the repertoire of the theater, are positively evaluated by the audience and specialists, of course. However, the fact that good works do not have perfect performance or recognized art-mature works for professional performance did not ensure the full success of the works. Also, in the period of independence, all the theatrical creators of the modern hero in the creation of the head on external means of expression, explaining through what features, in what way, such important aspects as the personal qualities of the hero remained unnoticed. As a result, the positive young female characters with the same pattern as the non-female images or the performance appeared on the stage. Also, issues of young women have not been fully covered in the theater industry. Gender equality problems that need to be brought to the scene are considerable. Many topical issues, such as the social protection of women in child care, female unemployment, female bravery, female crime, the upbringing of young girls, have not been fully revealed on the stage of the theatre . From a critical point of view, the analysis provided an important impetus for increasing the performance of the theatre in ensuring that young women find their place in society and participate in the development of the country. In solving these problems, it seems necessary to work on the following suggestions:

In order to overcome the above existing problems, the following suggestions can be put forward:

To announce nominations for "best works "in theatrical competitions, where the hero raised the tables of young women and gender equality. This in turn will improve the dramatization of the works of props on this topic;

Mastering the experience of creating performances dedicated to young female heroes, taking young heroes to the stage with a versatile character, having learned Foreign experiences;

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Working in partnership with women sans who have life experience in this regard when it is aimed to bring the issue of young women to the stage;

Dissemination of performances on “Gender equality” and “young progressive woman” to the general public, solution of organizational issues for them to be watched by the youth audience.

The theatre industry also has its place in the propaganda work aimed at raising public awareness of the issue of gender. Therefore, it is worthwhile to carry out research and changes in the field of theatre in this matter.

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Tulkin Ergashevich Nematov
Tashkent State Agrarian University
PhD student

Bahodir Meylikovich Khalikov
Scientific Research Institute of Cotton Breeding, Seed Production and Cultivation Agrotechnology
Professor of Agricultural Subjects

CHANGES OF FATTY OIL AND PROTEIN IN SEEDS OF WINTER RAPSEED VARIETIES UNDER THE INFLUENCE OF SOWING DATES AND NORMS

Abstract: The article provides data about three sowing dates (20-25.09; 01-05.10; 10-15.10) and three sowing norms (1.0; 1.5; 2.0 million / hectare per hectare) on the growth, development for the cultivation of winter rapeseed and impact on seed yield and quality of Yasna varieties. In the winter rapeseed varieties, the sowing dates was early, in the 1st variant with the sowing norm of 1.0 million / ha, the seed oil content was 43.1%, in the 2nd variant with the sowing norm of 1.5 million / hectare, the figure was 42.4%, and in the 3rd variant with the sowing norm of 2.0 million / hectare, the sowing rate was 42.3%. When planted in the period was 40.5-40.1-39.8%, respectively. It can be seen that increasing the sowing rate of Yuntai by 500,000 seeds per hectare reduced the amount of oil in the seeds by 0.3-0.7%, while sowing of this variety by 1.5 million units per hectare yielded the highest amount of protein. It was observed that increasing the norm from 1.5 million / units to 500 thousand units per hectare reduced the amount of protein in the seeds by 0.5-0.6%, and reducing it by 500 thousand units by 0.3-0.4%.

According to the data obtained in our study on the effect of sowing dates, the delay in sowing date also led to a relative decrease in the amount of oil in rapeseed seeds.

Key words: winter rapeseed, sowing date and norm, yield, quality indicators, oil, protein.

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Introduction

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The food industry plays an important role in satisfying the food needs of the world's population. Therefore, one of the main tasks remains the sustainable development of local food and raw material production, the delivery of safe and quality food products to the market in the range specified in the standards.

Among oilseed crops (Brassicaceae), rapeseed is the highest yielding crop. In terms of biological and nutritional value, rapeseed oil ranked third in the world in terms of production after palm and soybeans, leaving behind oil-bearing crops such as olives,

cotton, and sunflower. Currently, 86 percent of rapeseed seeds in the world are used for oil production.

In the world, rapeseed oil is a raw material rich in essential fatty acids necessary for human and animal growth and development, as well as by-products of oil extraction - provendor and oilcake, high-protein food for poultry and animals, among medical personnel and vegetable oils. The demand for this raw material is very high, as it is one of the best.

Rapeseed oil is not inferior to sunflower and soybean oils in terms of food quality, and in terms of fat-acid content it is close to olive oil. Rapeseed oil is very good for health: it prevents the formation of blood clots in the body, lowers blood cholesterol,

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reduces the risk of cardiovascular disease, maintains the body's immunity, contains two linoleic and linolenic essential polyunsaturated fatty acids, i.e. omega-6 and omega-3. They play an important role in growth and reproductive processes, maintaining healthy skin and cell structure, and help prevent heart and autoimmune diseases (rheumatoid arthritis). Linoleic acid is a major component of cell membranes and brain tissue, while linolenic acid plays a fundamental role in oxygen metabolism in nerve cells, reducing the amount of cholesterol and triglycerides in the blood.

The degree which the problem has been studied. It is known that the rapeseed seed yield is influenced by the elements of cultivation technology, weather conditions and varietal characteristics of the crop. In any case, in order to increase the potential of plant biology, it is necessary to pay attention to its maintenance agrotechnics.

Although seed yield is the main economic indicator, this indicator is not an important factor determining the field productivity of rapeseed. A decrease in this figure can be offset by an increase in seed yield per 1 ha of area and a further increase in oil consumption. [1, 2, 3, 9, 10, 13].

Rapeseed seeds also contain significant amounts of pigments belonging to the chlorophyll group (10 mg / kg and above), which accelerate oxidation during storage and heating after exposure to oil during processing, as well as complicate the refining process. Thus, high levels of tocopherols in rapeseed seeds with a yellow shell and low content of pigments ensure the resistance of the oil to oxidation and improve its quality indicators [4, 5].

Although the oil content is high in seed content, it takes on a unique appearance due to the high yield per hectare.

It is known that one of the quality indicators of each plant is the amount of protein in this plant.

Seeds of oilseeds and products of their processing, in addition to oils and proteins, are very rich in a complex of biologically active substances, including vitamins and pro-vitamins, as well as phospholipids, carbohydrates and trace elements. Scientifically based methods of processing the seeds of oilseeds are aimed at maximizing the preservation of all valuable components in the process from harvesting to obtaining vegetable oil, protein and other products. [8].

MATERIALS AND METHODS

Our research was conducted at the Jizzakh Scientific Experimental Station of the Scientific Research Institute of Cotton Breeding, Seed Production and Agrotechnology for 2017-2020. The mechanical composition of the going to be meadow sierozem soils of Jizzakh region is moderately sandy, the groundwater level is at a depth of 2.0-2.5 meters, weakly saline.

In the experiment, Yuntai and Yasna varieties of winter rapeseed were selected, which have three sowing dates (20-25.09; 01-05.10; 10-15.10) and three sowing norms (1.0; 1.5; 2.0 million / units per hectare). From this study, based on scientific results, the level of germination, growth, development, periodicity between growth phases, high and high quality yields of winter rapeseed varieties in the conditions of going to be meadow sierozem soils of Jizzakh region.

The experimental field consisted of 18 variants, the area of each variant was 72 m², of which the calculated area was 36 m². The experiment was placed in three tiers and performed in three iterations, and the total area of the experiment was 0.40 ha.

The first year of the experimental field was irrigated at 10.09. After the land was ready, on 19.09, mineral fertilizers were applied and on 19.09 the land was plowed. For winter rapeseed the ground is required to be flat, so the experimental field is were chiseled on 20.09, and harrowed on 21.09. The harrow were pushed and the lines were taken on 22.09 planted for the first time on the day. After sowing the seeds, on 23.09, 500-600 m³ of seed water was given per day. In the second period of the experiment, the preparation of land for planting, sowing and watering of seeds after plowing, respectively, 30, 31.09, 01, 03.10. These measures were carried out on 06, 07, 10, 12, 13.10. Seeds are sown at a depth of 2-3 cm, depending on soil moisture.

Field and laboratory experiments, biometric and phenological observations of plants and various analyzes were carried out on the basis of such manuals as "Methods of field experiments" [6], "Methods of agrochemical analysis of soil and plants" [12], "Methods of agrophysical research" [11]. Statistical analysis of the results obtained in the experiments performed in the style of B.A.Dospekhov [7].

RESULTS AND DISCUSSION

According to the first data of the study, in 2017-2018, the increase in sowing norms of winter rape in the variety "Yuntai" led to a decrease in the amount of oil in rapeseed seeds. The sowing date of the experiment was early, in the 1st variant with the sowing norm of 1.0 million / hectare, the seed oil content was 40.8%, in the 2nd variant with the sowing norm of 1.5 million / hectare, the figure was 40.5%, in the 3rd variant, where the sowing rate was 2.0 million / ha per hectare, it was 40.3%. These indicators were found to be 40.5-40.2-39.8% in the medium term in accordance with the sowing norms, and 39.7-39.4-39.2% in the late sowing period, respectively. In the 10th variant with an early sowing period of 1.0 million / ha, the oil content in the seeds was 43.1%, in the 2nd option with a sowing rate of 1.5 million / ha - 42.4%. the sowing rate was 2.0 million / ha in option 3, it was 42.3%. In the medium term, it was 42.1-41.8-41.2%,

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according to the sowing norms, and in the late period it was 40.5-40.1-39.8%, respectively.

It can be seen that increasing the sowing rate by more than 500,000 seeds per hectare reduced the amount of oil in the seeds by 0.2-0.5% in the Yasna variety and 0.3-0.7% in the Yuntai variety.

According to the experience, the oil content of seeds in the early sowing of autumn rapeseed variety "Yuntai" was 40.8-40.5-40.2%, respectively, in options 1, 2, 3, respectively, in the medium term 4, 40.5-40.2-39.8% in variants 5 and 6, and 39.7-39.4-39.2% in variants 7, 8 and 9 planted late.

Table 1. The amount of oil and protein in the grain of winter rapeseed and the amount of oil per hectare (2017-2018)

№	Winter rapeseed cultivars	Sowing dates	Sowing norms mln, piece/ha	Seed yield, c/ha	Oil content in seed, %	The amount of oil per hectare, kg/ha	The amount of protein, %
1	Yuntai	20-25.09	1,0	29,5	40,8	1203,60	24,5
2			1,5	31,0	40,5	1255,50	24,8
3			2,0	31,3	40,3	1261,39	24,2
4		01-05.10	1,0	29,0	40,5	1174,50	24,0
5			1,5	32,8	40,2	1331,68	24,4
6			2,0	31,6	39,8	1257,68	23,8
7		10-15.10	1,0	26,1	39,7	1036,17	23,7
8			1,5	26,9	39,4	1059,86	24,1
9			2,0	27,8	39,2	1089,76	23,5
10	Yasna	20-25.09	1,0	32,9	43,1	1417,99	24,7
11			1,5	33,7	42,4	1428,88	24,9
12			2,0	34,9	42,3	1476,27	24,6
13		01-05.10	1,0	29,7	42,1	1250,37	24,2
14			1,5	30,1	41,8	1258,18	24,5
15			2,0	32,4	41,2	1334,88	24,2
16		10-15.10	1,0	28,8	40,5	1166,40	23,9
17			1,5	28,9	40,1	1158,89	24,1
18			2,0	29,9	39,8	1190,02	23,8

According to the data on the effect of sowing dates, the delay in sowing in the Yasna variety also led to a relative reduction in the amount of oil in rapeseed seeds. In other words, when this variety was sown in accordance with the norms of early sowing, the oil content in the seeds was 43.1-42.4-42.3%, respectively, in variants 10, 11, 12, and in variants 13, 14, 15 sown in the medium term were 42.1-41.8-

41.2%, and in late 16, 17, 18 variants 40.5-40.1-39.8%.

Thus, in the experiment, delaying the sowing period by 10 days increased the oil content by 0.3-0.5% in Yuntai, 0.6-1.1% in Yasna, and delaying the sowing period by 20 days, it was found to decrease to 1.0-1.1% from 5-3.3%.

Table 2. The amount of oil and protein in the grain of winter rapeseed and the amount of oil per hectare (2018-2019)

№	Winter rapeseed cultivars	Sowing dates	Sowing norms mln, piece/ha	Seed yield, c/ha	Oil content in seed, %	The amount of oil per hectare, kg/ha	The amount of protein, %
1	Yuntai	20-25.09	1,0	30,7	40,4	1240,28	23,8
2			1,5	32,1	40,2	1290,42	24,1
3			2,0	32,3	39,9	1288,77	23,6

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4			1,0	29,6	40,2	1189,92	23,4
5		01-05.10	1,5	33,0	40,3	1329,90	23,8
6			2,0	32,8	39,2	1285,76	23,6
7			1,0	27,6	39,2	1081,92	23,1
8		10-15.10	1,5	28,8	38,9	1120,32	23,4
9			2,0	28,7	38,6	1107,82	22,8
10			1,0	33,8	42,1	1422,98	24,1
11		20-25.09	1,5	34,7	41,8	1450,46	24,3
12			2,0	36,8	42,0	1545,60	24,2
13			1,0	30,8	41,8	1287,44	23,5
14		01-05.10	1,5	31,4	41,4	1299,96	23,8
15			2,0	30,4	40,9	1243,36	23,6
16			1,0	29,2	40,0	1168,00	23,2
17		10-15.10	1,5	30,6	39,6	1211,76	23,4
18			2,0	31,5	39,2	1234,80	23,1

When analyzing the data on the amount of oil in the seeds, according to the data obtained, the highest oil content per hectare in the variety "Yuntai" was obtained in the 5th variant of the experiment, planted in the winter rapeseed in the medium term at a rate of 1.5 million / ha, 1331.68 kg / g formed. At the same sowing rate, when rapeseed was planted early, the oil content was formed 1255.50 kg / ha in variant 2, 76.18 kg / ha compared to variant 5, and 1059.86 kg / ha in

late variant 8. In comparison with variant 5, it was found that it was less than 271.82 kg / ha. At the same sowing rate, when rapeseed was planted in the medium term, the oil content was 1334.88 kg / ha in variant 15, 141.39 kg / ha compared to variant 12, and 1190.02 kg / ha in variant 18 planted late. Compared to option 12, it was found to be 286.25 kg / ha less. Similar patterns have been observed in other planting dates and norms of the experiment.

Table 3. The amount of oil and protein in the grain of winter rapeseed and the amount of oil per hectare (2019-2020)

№	Winter rapeseed cultivars	Sowing dates	Sowing norms mln, piece/ha	Seed yield, c/ha	Oil content in seed, %	The amount of oil per hectare, kg/ha	The amount of protein, %
1			1,0	29,2	41,3	1203,04	24,9
2		20-25.09	1,5	30,5	41,2	1259,65	25,1
3			2,0	30,9	40,9	1263,81	24,6
4			1,0	28,7	41,2	1182,44	24,4
5		01-05.10	1,5	32,3	41,1	1327,53	24,9
6			2,0	31,3	40,0	1252,00	24,2
7			1,0	25,5	40,2	1025,10	24,1
8		10-15.10	1,5	26,4	39,8	1050,72	24,5
9			2,0	26,0	39,6	1029,60	23,8
10			1,0	31,7	42,9	1359,93	24,7
11		20-25.09	1,5	32,4	42,7	1383,48	25,3
12			2,0	33,9	42,7	1447,53	25,2
13			1,0	28,3	42,4	1199,92	24,6
14		01-05.10	1,5	29,1	42,1	1525,11	24,8
15			2,0	32,0	41,5	1328,00	24,6
16			1,0	26,6	40,9	1087,94	24,2
17		10-15.10	1,5	27,8	40,5	1125,90	24,5
18			2,0	28,6	41,0	1172,60	24,2

It should be noted that the oil content of winter rapeseed seeds of Yasna variety was on average 1.9-

2.3% higher than the oil content of Yuntai seeds, i.e. the oil content of Yasna seeds of winter rapeseed was

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higher. However, the data obtained on the effect of sowing dates and norms on seed quality indicators repeated the patterns observed in the Yuntai variety.

It is known that one of the quality indicators of each plant is the amount of protein in this plant. When analyzing the protein data of autumn rapeseed varieties, the highest protein content in the seeds was observed when sowing 1.5 million / ha per hectare in the early period of the experiment, in variant 2-11, this figure was 24.8-24.9%.

This figure is 24.5-24.7% for varieties 1-10 planted with 1.0 million units per hectare during the sowing period, and 24.2-24.6% for varieties 3-12 planted with 2.0 million units per hectare. These patterns were also observed during the remaining planting periods of the experiment.

This means that sowing of winter rapeseed varieties with a maximum yield of 1.5 million / units per hectare will increase the sowing rate from 1.5 million / hectare to 500,000 units per hectare, reducing the protein content of seeds by 0.5-0.6% to 500,000 units while it decreased by 0.3-0.4%.

In the remaining years of our experiments, these patterns have been repeated.

CONCLUSIONS

It can be seen that the increase in sowing norms by more than 500,000 seeds per hectare reduced the amount of oil in the seeds of "Yasna" variety by 0.2-0.5% and Yuntai variety by 0.3-0.7%. Delaying sowing norms by 10 days reduced amount of oil in seed by 0.3-0.5% in Yuntai variety, " by 0.6-1.1% in Yasna "variety, and sowing norms were delayed by 20 days, the amount of oil in seed was found to be from 1.0-1.1% to 2.5-3.3%.

The oil content of Yasna seeds of winter rapeseed was 1.9-2.3% higher than the oil content of Yuntai seeds, i.e. the oil content of Yasna seeds of winter rapeseed was higher.

Sowing 1.5 million / ha of winter rapeseed varieties with the maximum amount of protein per hectare, increasing the sowing rate from 1.5 million / ha to 500,000 grains per hectare, reducing the protein content of seeds by 0.5-0.6%, and it was proved that reducing sowing norms by 500 thousand grains per hectare, caused in reducing oil content by 0.3-0.4%.

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Omonulla Rizaev

Institute of Art History of the Academy of Sciences
Candidate of Arts, docent
Republic of Uzbekistan

THEATRICAL STUDIES: HISTORY AND TIME

Abstract: This article discusses the emergence of theatre science, its social status, achievements, shortcomings and problems in the development of the field and ways to overcome them.

Key words: Theatre, theatre criticism, history, art, traditional theatre, modern theatre.

Language: English

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Introduction

The simple fact is that theatre art, like all historical reality, is the product of an era. Accordingly, each period creates its own theatre and sees its own reflection in it. In other words, in theatrical productions, the unique scenes of a certain period come to life in their art and theatrical forms and affect the audience. As such, this process cannot circumvent even ideological principles. It is believed that the earliest elements of theatrical art date back to several thousand years B.C. Archaeological finds and data from various written and oral sources bring these hypotheses closer to reality. However, no matter how ancient, enchanting and important this strange art form, which is a product of human thinking and talent, flashes in an instant, like a candle burning in the light of existence, you will be swallowed by nothingness and never see it again. This is probably why, since time immemorial, people, driven by this mysterious light, have imprinted their wonder and feelings on stone, cloth, paper and even on sculptures and everyday objects. Theatrical landscapes have come down to us through the years, centuries, and eras. The landscape appeared in examples of folklore, classical literature and the fine arts (the art of miniature in the East) even before the formation of formal theatrical science. In particular, the works of Hazrat Mir Alisher Navoi, Zahiriddin Muhammad Babur, Farobi, and a number of our classics describe and classify the performing arts and performances of amateur khafiz, sorcerers, clowns, imitators and puppeteers and other

professionals. All this is a reliable source for contemporary theatre scholarship, especially for studying, understanding, experiencing and exploring its historical roots. Since theatre studies is a science that studies the history and theory of theatre, it is always important and relevant to study its roots in depth. In this regard, it is worth mentioning that academician Mamajon Rakhmonov's major study on the history of Uzbek theatre, which covers almost 3,000 years from ancient times to the beginning of the 20th century, is an important event in the science of theatre studies. Based on historical facts, Mamajon Rakhmonov has scientifically substantiated the development of the art of spectacle in our country, which is a shining example of a great civilization, even at a time when some countries were not yet on the world map. This study provides valuable information about the discovery of ancient pottery, sculptures and other objects made of ceramics, gold, silver and other metals, reflecting the plates of the performing arts in our country. The scientific value of the research was further enhanced by the fact that among them were objects depicting scenes from Euripides' tragedies. Returning to the ancient world, we recall the famous treatises of Aristotle, which laid down the first principles of theoretical reflection on this form of art. This ancient legacy, which has come down to us from the depths of time, continues to be an important source for studying drama theory from a new, modern perspective in our own time. Thus, we can see that modern theatre studies is moving in two

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directions: the study of theatre history and theory. Obviously, both are logically complementary.

Main Body

Speaking of history, one cannot fail to mention Professor Mukhsin Kadyrov's research into the history of Uzbek performing arts. These are the result of many years of study, knowledge and experience of the scholar. They provide excellent information on the historical roots of traditional theatre, stages of development, all types and genres, famous representatives, dramaturgy and all its peculiarities. As a worthy acknowledgement of many years of diligence and scientific potential of the scholar, we believe that M. Kadyrov's research in the form of a book titled "Uzbek Traditional Theatre" has been awarded the State Award of Uzbekistan.

Over a century-long historical period in the establishment of the Uzbek professional theatre of the European model nothing has happened in the life of our national theatre art. As the ideological pressure and barriers of the former Soviet era intensified, the permanent repertoire that went to the theatres of the former Soviet Union has also come to our theatres. However, in any case, Uzbek theatre art did not lose its distinctive identity and mingled with other foreign movements. Especially in musical dramas loved by our people, we see serious efforts to preserve national traditions. The production of national classics, folk songs and proverbs, and the inclusion of laparayas in musical dramas have played an important part in preserving national identity. Thus, Uzbek theatrical art sought to find its contemporary face on the basis of various experiments and studies.

As for Uzbek theatre studies, its first appearances are associated with the works of some Uzbek intellectuals of the late 19th and early 20th centuries who were influenced by European theatres, especially Russian ones. In particular, Ahmad Donish, who was well acquainted with Russian cultural life at the end of the 19th century through historical sources and scholarly research, wrote about Russian theatrical performances of that time, and Zokirjon Kholmukhammad ogli produced his play "*Suvorov*" in the Turkestan Provincial Paper of October 12, 1890; interesting information about his poetic reviews and comments on music and even on ballet. M. Rakhmonov noted that Furkat specifically sketches scenes of Russian theatre of that time in his plays, compares them with our traditional theatre, and notes the differences and peculiarities between the plays and those performed on the European-type stage. According to Furkat, it was evident that he too dreamt of such a modern theatre. Apart from Ahmad Donish and Furkat, another enlightened man named Haji Muhammad Zuhur recalled his travels to Russia. Excitedly recounting his impressions of the performance, the actors' acting, and the stage culture, he, like Furkat, contributes to the emergence of this

kind of art in our country. The author cites a number of other people who dreamt of the emergence of a new theatre. Finally, Behbudi was one of the first to write "*Padarkush*" and to stage it in Samarqand and Tashkent at the beginning of 1914, which laid the foundation of the European Uzbek theatre art. At the same time, Russian, Tatar and Azerbaijani theatre troupes toured the country and staged performances, which gave impetus to the rapid development of the national theatrical movement. There was a prominent writer of the period who sought to try his hand at writing drama. Contemporary poems by Abdullah Avloni, Nusratullah Kudratullah, Abdullah Qadiri, Abdullah Badri, Haji Muin Shukrullo, Hamza Hakimzoda Niazi, Ghulom Zafari, Khurshid, Cholpon, Fitrat, Mannon Uygur will soon be performed by various companies. Intellectual educators such as Munavvar Kori Abdurashidhonov, who are among these processes, regularly give propaganda speeches, articles, talks and plays about modern Uzbek theatre, and have revived its movements. The periodical press has begun to publish a number of articles on the state of the new theatre, what it should be, and its moral, spiritual, educational and organisational aspects. Almost all writers and intellectuals of the time took part in the discussions. Finally, Mahmudkhoja Behbudi published an article "*What is theatre?*" in the May 16, 1914 issue of "*Oyina*". To the question posed in the article, the author himself wrote the answer in capital letters: "*Theatre is a model!*" It defined the educational, moral, ethical-aesthetic, spiritual-educational and, if necessary, social-philosophical principles of the Uzbek national theatre art. Thereafter, one would speak, comment on, assess and give recommendations about theatre based on these criteria.

In the 24-26s of the last century, with the sending of a group of young talents to theatrical studios in Moscow and Baku and their return after graduation, theatre became a professional track.

Mirmulla Shermukhamedov (1886-1928) is mentioned as one of the theatrical propagandists of that period. Being fluent in Russian and Uzbek, Shermukhamedov actively participated in staging and writing articles and reviews; to a certain extent, he was not only a theatre propagandist but also one of the pioneers of theatre criticism. Detailed information about his life and creative work can be found in scientific works of S. Akhmedov, a candidate of art criticism.

As theatre became more professional, theatre studies also emerged as a science. The establishment in 1945 of the Tashkent Institute of Theatre Art and later of the only research institute of art criticism in Central Asia paved the way for the training of mature professionals in this field.

Of course, over a century of history, our national theatre has undergone various creative, organisational and ideological changes. The repertory policy has

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changed accordingly. All these processes have subsequently been studied by professional theatre critics and recorded in history. In a word, dozens of studies on all kinds, genres and trends as well as on individual aspects of theatre art have been conducted and many monographs, articles, reviews, essays and portraits have been published. The main studies of M. Rahmonov, M. Kadyrov, T. Obidov and P. Tashkenbaev (circus art), B. Shodiev and I. Abdurakhmanov on types of theatrical art, the history of traditional theatre, and contemporary theatre history of T. Tursunov and T. Bayandiev, world classics, western drama by E. T. Tursunbaev, opera, musical drama and national dance and choreography by L. Avdeeva, R. Karimova, M. Khamidova, E. Panova, M. Isroilov, direction, acting and drama by T. Silmilstein, M. Tulakhodjaeva, F. Juraev, N. Zohidova, S. Kadyrova, D. Rahmutullaeva, O. Tajiboeva, O. Rizaev, Kh. Ikramov, M. Akhmajanova, G. Sosnovskaya, and D. Kadyrova on scenography, R. Sayfutdinov, L. Khojaeva, S. Inomkhojaev, I. Pulatov, A. Nosirova, and H. Holikulova on scenic speech, J. Teshaboyev, and H. Akbarov on cinematography; there are dozens of studies by specialists such as S. Abulkasimov, S. Khojaev, S. Khayitmatov, F. Faiziev and N. Karimov, each of whom is a masterpiece of Uzbek professional theatre art. It is clear that the study of historical stages

in the development of domestic theatre can also be the subject of serious academic research.

Conclusion

Since the official recognition of Uzbekistan as an independent State, the State, along with all other areas, has created great opportunities for the theatrical arts. Practically all theatrical buildings have been thoroughly renovated and provided with the latest technical equipment, and exemplary work is under way to provide young qualified specialists. In particular, the establishment of the Uzbek State Institute of Arts and Culture, the building of a new building with workshops fitted out with modern technical equipment and the operation of a special art history department to train theatre critics have placed great responsibility on the theatre. All conditions have been created for them to carry out their duties. In the last two years five doctoral students in the department have successfully defended their dissertations and received PhDs in art history, and four more are currently preparing to defend their dissertations.

We must not forget that one of the most important and urgent tasks is to create the conditions for the modernization of Uzbekistan, to make the most of the opportunities available, to improve the science of theatre to the level of modern requirements and to take its rightful place in public life.

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San'at Ergshevich Shodiev

Samarkand State Institute of Foreign Languages
PhD in Philological Sciences,
head of the chair of “Theoretical aspects of English”,
Uzbekistan

DERIVATIVE FEATURES OF PHRASEOLOGICAL EXPRESSIONS

Abstract: *Phraseological expressions existing in the English language are currently an extremely complex and diverse phenomenon. They differ from each other in their origin, stylistic and artistically expressive qualities and what they represent in terms of structure, lexical and grammatical composition and the merging of their constituent parts into a single semantic whole.*

Key words: *phraseology, phraseological unit (PU), idiom, paroemias, speech stamps, winged words.*

Language: *English*

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Introduction

It should be answered whether the derivation is going investigated from a lexical or a syntactic point of view before talking about the derivational features of phraseological expressions. Taken into account that the phrase is primarily a matter of language, it should be considered that this derivation has a lexical importance.

However, if it is emphasized that the phrase is a unique combination of words or phrases, then it has to be talked about syntactic derivation. Although the phrase is semantically similar to the word, its form is similar to a sentence with a word combination and a certain predicative sign.

In addition to the above, as the phrase is set, the relationship of its components, although in many cases phrases are vivid, they are not dynamic in the full sense. Despite this, this type of derivation can be called syntactic derivation. In fact, the syntagmatic relationship is formed not between morphemes, but between words.

It is clear that in phraseological expressions have a new (figurative) meaning is formed from the relationship of words. There is no doubt that this aspect of phraseological units is the product of semantic derivation. This process can be compared to a lexical derivation that requires the creation of a new word. In some studies, this type of derivation is called

phraseological derivation. At the same time, it is possible to form a new phrase on the basis of the existing phraseological unit in the language [1]. In our case, the main focus is on the occurrence of syntactic derivation.

It should be noted that not only in Uzbek linguistics, but also in the field of general linguistics, the derivational features of phraseological expressions have not yet been studied as a major monograph. That is why we had to take an independent approach to this issue in our work. It has been relied on the achievements in the field of derivatology in linguistics and their theoretical interpretation, in this investigation.

The syntactic derivation of phraseological expressions in general does not differ significantly from the derivation principles of free set expressions (non-idiomatic set expressions, paraphrases and complex terms discussed in the previous part of our work. The difference between them can be seen in the material of the phrase. The following is a discussion of the syntactic derivation of predicative phrases, first of all, non-predicative, and then in the sentence pattern.

Syntactic derivation of non-predicate phrases in the form of set expressions can be based on various morphological means and on the (semantic)

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distributive competence of the components of the expression:

1. *Saida ... buni muhokamaga qo'yishni ko'ngliga tugib qo'ydi (A.Qahhor. Sinchalak).*

2. *Tug'risi, do'stlarini yo'ldan urgan ham Mashrab bo'ldi (O. Yoqubov. Er boshiga ish tushsa).*

3. *mard va jasur kishining asl shahsiyati, uning iroda-yu saboti og'ir kunlarda namoyon bo'ladi (N.Qobul.Qadarning g'arib jilvasi).*

4. *Qo'chkor shu mahalgacha birorta qizga ko'ngil bergan emas (O. Yoqubov. Er boshiga ish tushsa).*

In the first of the given examples the phrase "ko'ngilga tugmoq" is involved and its syntactic derivation is connected with the *-ga* operator. After all, with the help of this tool, a syntactic connection is established between the components of the expression. If the expression taken as a derivative, its operands are the words *ko'ngil* and *tugib qo'yimoq*.

It should also be noted that the syntactic derivation of set expression, including ideomatic set expressions, is not based on a single root structure and, consequently, on the supporting structure. The main reason for this is the constant structure of the set expression. It is inevitable that the syntactic derivation of a sentence is based on a supporting structure formed on the basis of a root structure. We will see this in more detail in the part of the work when it comes to derivation analysis. However, the notion that a set expression is not based on a single root structure should not be confused with the concept of the main (head or supporter) component in it. Because this concept is related to the semantic basis of the expression, it does not matter from the point of view of derivation [2]. From the derivational point of view, the syntactic connection of the components of the expression through which elements of the language or speech and on this basis the formation of the derived structure has a strong position.

In the second example above, the phrase *yo'ldan urmoq* is used. Here, it is an element of the syntactic derivation operator *-dan*. It should be noted that in the example of both phrases that we see (*ko'ngilga tugmoq, yo'ldan urmoq*), we are talking about their internal derivative properties. The issue of the introduction of these phrases in the speech is subject to the principles of syntactic derivation of speech (including micro-text). For example, the phrase *ko'ngliga tugib* in speech particle *-ib of adverb, jyldan urmoq* iborasi esa sifatdoş jasovci *-gan* affiksi vositasida nutqqa kiritilajotganini kŷramiz: *Saida ... kŷngliga tugib qŷydi. ... dŷstlarini jyldan urgan Maşrab bŷldi.*

In the last two examples, the phrases are syntactic through the distributive power of the components of the derivation: a *hard day, a disappointment*. Here the derivation operands are not connected by any morphological element. Their

syntactic relationship is organized according to their content. This type of derivation.

In the previous chapter of our work we saw that the type is called a zero operator we passed.

In some expressions, their syntactic derivation appears to be based on a hidden (unknown) operator. For example, consider the syntactic form of the following phrase:

1. *They tried to look us in the eye as a descendant of Falonchi (O. Yakubov. If the husband gets a job).*

2. *Oh, a slave who sucks raw milk (I. Rahim. Eventually)*

3. *Everyone was silent, either because of the heat or because of fatigue (I. Rahim. Eventually)*

At the same time, they tried to *put grass in our eyes, and the derivation of raw milk-sucking* phrases is based on the zero operator. Because the norm of syntactic formation of phrases does not allow it. The syntactic connection of derivation operands requires that the expression derivation operator be expressed by a real morphological device. Such an operator cannot be excluded from the derivative:

1. *"Oh, don't run away with the cart," he muttered (O. Yakubov.*

2. *- Yes, they did, now we know ... he also kicked his hooves (O. Yakubov. If the husband gets a job).*

3. *These words seemed to add salt to Akmal's wounds, and he finally agreed to talk to Gulchehra (O. Yakubov. If the husband gets a job).*

At the same time, in the first example, there are phrases to *run away with a cart, in the second example, to kick a hoof, and in the third example, to sprinkle salt on a wound*. In this case, compounds are based on operators expressed by syntactic derivations such as *-ni* (in the first and second examples), *-ga* (in the third example). These operators are required by the process of derivation itself, and therefore it is impossible to imagine the syntactic form of the sentences given without their participation. For example, *a cart can run dry, a hoof can be shaken, and a wound can be salted*.

Characteristically, in the third of the given phrases we see a compound within the compound: *sprinkle salt on the wound, sprinkle salt on the wound*. But it is based on the case of contamination [3] and these free compounds, which are mechanically transformed, eventually form a stable phrase in the form of a phrase.

In this combination, the syntactic relationship of the components is fully visible: *sprinkle salt + on the wound*. However, among the morphological elements that make up the syntactic relationship of the components, the affix *-ga* is currently gaining in importance. The main reason for this is the fact that he is an operator of the syntactic derivation of the compound.

In addition to the above, the fact that the syntactic derivation of a given phraseological phrase

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takes place in two stages is also unique. In other words, the phrase is the first step in syntactic derivation

The syntactic derivation of the free association of salt (*s*) formed on the basis of the operator requires. In this process, of course, the operator of the supporting structure, depending on the conditions of derivation.

The phrases in the first and second examples given above (running the cart dry, hoofing) have a single-stage derivation, so they do not involve complex derivation operations.

However, in most cases, the words used in the phraseology do not have an independent meaning. We observe this phenomenon more often in phrases called phraseological confusion, sometimes called phraseological association: *Tolerance is to be full, to fall from a volume*, and so on.

When talking about these synonymous phrases, NM Shansky concludes that the lexical units used in them lose all the features and qualities of a word [4]. With that in mind, we think it's hard to agree. This was discussed in the previous pages of our case. Because the weight of meaning remains the same, regardless of the absolute abandonment. This can also be observed in the syntactic relationship of the components of analogous expressions.

However, although the components of the phrase are not used in their meanings, it is incorrect to say that the components of the compound are leaving the status of the word. They, in our opinion, remain as words and syntactically communicate with each other. In other words, the phraseological power of a phrase is primarily related to its semantic meaning in the singular. Syntactic relations can be observed in any type of phrase. At the same time, we can see it in the syntactic derivation of the given phrase.

The syntactic derivation of this phrase also has two stages, each of which relies on a separate operator: in the first stage of the derivation, it is a combination of *two free* combinations of independent combinations, such as throwing an independent meaning ball *into the sky*. In the second stage, the operators of the derivation of free word combinations (-ni: duppisi, -ga: osmonga) are rejected, and then the -ga operator is restored and assigned the task of forming the syntactic derivation of the phrase. In this process, as a product of derivation, a stable compound in the form of a phrase is formed.

It should also be noted that even if we assume that the components of this fixed word combination

are used not in a figurative sense, but in their lexical meanings, there is no change in their syntactic relationship. This, in turn, indicates that the appearance of a stable compound in the form of a phrase is associated with its semantic integrity and, at the same time, its figurativeness.

In most cases, another word or phrases can be inserted between the components of the phrase. In this case, the syntactic form of the phrase expands. However, this weight retains its semantic integrity and the way in which it acquires the status of a phrase. For example:

1. *The cold did not come suddenly (Ulugbek Hamdam. Balance).*

2. *When Isaac's father died, his mother was so upset (Y. Shamsharov. Chirak).*

3. *He could hardly contain his thoughts (Y. Shamsharov. Chirak).*

These words are of no importance for the syntactic derivation of the given phrases, because the derivation takes place in the material of the strictly defined phrase components. However, the words that are added in a certain way expand the scope of derivative operands to a certain extent. From a semantic point of view, they add meaning to the phraseological meanings of phrases. As mentioned earlier, the problem of syntactic derivation of phrases will be studied in their non-verbal form. Because the phrase is a linguistic unit, it is used without change in speech. Words that are added to a sentence in a speech only add some additional (more expressive) meaning to the meaning of the speech, depending on the requirements of the speech. In some speech environments, the components of a phraseological phrase may include a few additional words or even sentences. However, the derivation principle of the phrase does not change. In other words, these suffixes serve to emphasize the phraseological meaning, to clarify some aspects of it:

No, this warmth was even more in the heart of the girl before her, when Gulsum's sisters moved out of the city and Mashrab, who looked very educated, woke up as if she was ignoring no one (O. Yakubov. If the husband gets a job).

In this example, we see that there is a phraseological phrase formed in a loving way, and it comes in the form of a sentence. Phraseological expressions are also called communicative phrases. After all, they are separated because they require a separate act of speech [5].

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Jasurbek Zokirjonovich Akhmedov

National Institute of Fine art and design named after Kamoliddin Bekhzod
Lecturer, Doctor of Philosophy in Historical Sciences (PhD)

Tashkent, Uzbekistan

jasur184@list.ru

Rokiya Yusufboevna Akhmedova

National Institute of Fine art and design named after Kamoliddin Bekhzod

Student

Tashkent, Uzbekistan

ahmedovaroqiya248@gmail.com

HOUSE-MUSEUM OF THE WRITER SERGEY BORODIN

Abstract: The article tells about the life and work of the beloved figure of the Uzbek and Russian peoples, historian, archaeologist, ethnographer, numismatist, architect and artist Sergei Petrovich Borodin. In particular, the house where he lived and worked was turned into a memorial museum by the decision of the government, and the exhibits in the museum were scientifically illuminated.

Key words: Sergey Borodin, house-museum, historian, archaeologist, ethnographer, numismatist, architect, artist, literature, book.

Language: English

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Introduction

Sergey Petrovich Borodin went down in history as an outstanding representative of world culture and literature of the 30-70s. XX century, thanks to the creative heritage left to us. Of course, by this we mean, first of all, the world-famous historical novels “Dmitry Donskoy” and “Stars over Samarkand”, translated and published in many languages of the peoples of the world. The spiritual heritage is also made up of early works written by him in the thirties of the last century - the novels “The Last Bukhara”, “The Egyptian”, collections of short stories “The Eighth River”, “The Master of Birds”, the story “The Birth of Flowers” and other works. These are sketches for the future novels “Andrei Rublev”, “Ivan Kalita”, the screenplay “Dmitry Donskoy” and the unfinished screenplays “Tamerlane”, “Architect”, “Ulugbek”, numerous essays, reviews of the works of writers of Russia and Central Asia, critical notes, interviews, etc.

Materials and Methods

S.P.Borodin - a writer, at the same time, was a talented scientist - researcher, whose encyclopedic knowledge in the field of many sciences made him a unique person. Historian, archaeologist, ethnographer, philologist, numismatist, architect, artist and many others merged into one person. Throughout his life, the main themes of his work were both the history of Russia (the Middle Ages) and the history of the East - Central Asia, therefore Sergey Petrovich Borodin belongs to two great peoples - Russian and Uzbek.

Born in 1902 in Russia (in Moscow), he lived in it for almost half a century, studied, worked, created his wonderful works.

Here the well-deserved fame of the writer came to him, here he was awarded high government awards, orders and medals, and became the laureate of the highest literary prize. Being interested in the history and culture of the East at the same time, while still a student at the Moscow Literary Institute, in 1923 he first visited Uzbekistan, in the city of Bukhara. In

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subsequent years, he returned here again and again for new historical materials and impressions. During the hardest years of World War II, he and his family found a hospitable refuge and protection here. In 1950 S.P.Borodin finally moved to Tashkent, where he lived the rest of his life (1950 - 1974).

Here, in our republic, he reached the heights of literary creativity, creating the aforementioned trilogy "Stars over Samarkand". He translated into Russian and became known to the whole world the works of writers of Central Asia and Kazakstan - S.Ayniy, Oybek, Sh.Rashidov and others. was awarded the title of "People's Writer of Uzbekistan". Unfortunately, the continuous, hard work affected the health of the writer. On June 22, 1974, S.P.Borodin passed away.

After his death, by the decision of the Government of the Republic in Tashkent, in memory of this amazing person, in the house where he lived (now Lashkarbegi street, 18) on March 19, 1981, the Memorial Museum was opened. The opening of the museum became a bright event in the cultural life of not only the Uzbek, Russian, but also other peoples. His collection, the presented exposition reflected the whole versatility of the personality of S.P.Borodin, the breadth of his interests, the depth of knowledge.

When the museum was created, it already had household items, clothes, books of the writer, after the death of Borodin, all his personal belongings turned into exhibits. The exposition was also created from what relatives brought. Despite its small size, the museum is rich and varied. The total number of exhibits is about 28,000. Basically, these are books by both Borodin himself and other writers, whose work he was very fond of. Among them: Miguel de Cervantes, Shakespeare, Alexander Dumas, Dante Alighieri, Maxim Gorky.

The museum has two exposition and exhibition halls that tell about the work, life, and family of Borodin. The second part of the house is memorial, it consists of a living room, a library and a study. After the death of the writer, all personal belongings, dishes, books remain intact to this day, preserving the atmosphere of the last days of his life.

S.P.Borodin - a man of great charm, appears to be an excellent connoisseur of the history and culture of Eastern and Western European peoples. The material and spiritual values accumulated by him as a result of numerous expeditions and trips to various countries of the world formed the basis of the existing exposition and are a convincing confirmation of this. The museum fund in terms of the number of storage units surpasses not only other memorial museums in Tashkent, but also a number of large museums. It includes objects of archeology, ethnography, applied art, painting, sculpture.

The museum has a rich archive of writers, which includes manuscripts, photographs, documents, television and radio recordings, and extensive personal correspondence. A special place is occupied

by the richest numismatic collection, which has absorbed coins of various eras and states, moreover, each of them has been scientifically described by S.P.Borodin.

The museum houses a collection of two thousand books donated to Borodin by famous writers. Each of them has a personal autograph left by the author. In addition to reading, Sergey Borodin was an avid coin collector. The exposition includes 7,000 coins collected from all over the world, each of which he could describe in detail. In 1973, at the New York Numismatic Exhibition, S.P. Borodin was awarded the Big Silver Medal for his collection of silver and copper coins, which turned out to be the best among the world's collections. He also collected rare medals dedicated to significant dates, matchboxes. The pride of the museum is a unique collection of books autographed by famous writers and artists, including foreign ones, with whom S.P.Borodin met and became friends during his lifetime.

Among them are inscriptions made by Anna Akhmatova, Mikhail Svetlov, Alexander Fadeev, Oybek, Tamara Khanum, Ahmad Faiz, Javahari, H.Taner and Kemal Takhir, Karaslavov, Isushi Inoue, Irving Stone, John Priestley and others.

And many more interesting things can be seen in the exposition of the museum. Its literary part is devoted to the life and work of S.P.Borodin, based on originals from the writer's archive, there are many books, personal belongings and valuable items. So, photographs of the Borodin family, the city of childhood and youth of Belev, children's drawings of little Seryozha, valuable books from the home library, pages of the first literary publications attract attention. Among the exhibits of the literary hall, the personal archaeological finds of S.P.Borodin: coins, fragments of architectural decoration, a candlestick and other items found during the archaeological expedition to Afrasiab.

There are many photographs on the stands, where S.P. Borodin is captured in the circle of famous writers of Central Asia, Kazakstan and Abroad. Interesting materials about the translation activities of S.P.Borodin, stands with translated foreign editions of "Dmitry Donskoy" and "Stars over Samarkand", showcases with awards, orders and medals presented in them. A small art gallery presents the work of famous Russian and Uzbek artists. These are three works by V. Manin for the novel "Egyptian", a portrait of S.P.Borodin and "The Old Courtyard in Tashkent" by A.Abdullaev, "Landscape" by U.Tansykbaev, "Bukhara", "Seller of kumgans", "Khiva" by A.Nikonov "Portrait of Khalil Sultan A.Temur's grandson" by V.Kaydalov, a reproduction of I.Glazunov's painting "Dmitry Donskoy" and lacquered wooden boards are examples of lok art (Vietnam XVII century).

At present, the museum's collection of paintings has been replenished with the works of the young

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artist S.Nugmanov “Sokh”, “Registan”, “Bukhara”. A special place in the museum is occupied by memorial rooms, which attract visitors with their authenticity, atmosphere of warmth and comfort. In the office, library and living room, everything is preserved in the same form as it was during the life of the writer. In all rooms there are products of folk craftsmen: Russian household items, old copper jugs, trays, dishes from Bukhara, Kokand, Samarkand, Shahrissabz, chasing and metal carving from India, Afghanistan, Iran, Turkey, Lebanon, Japanese and Chinese ceramics, unique works of wood carving masters - small wooden Chinese sculptures of the 19th century, a Buddha figurine covered with small Indonesian coins - a gift to S.P.Borodin - a numismatist from the Indonesian government, masks made of wood and bronze, antiques. The figurines from the excavations at Afrasiab are amazing. The book fund of the museum is admirable: on the shelves and in the cabinets of the library and the office there are many rare books, works of historians, archaeologists, ethnographers, linguists and philologists, works of art by world classics, dictionaries, literature on art, geography, economics, culture of countries and peoples of the world, albums of artists, etc. But not everything that is presented in the exposition is the fund of the house - the museum.

Its vaults contain manuscripts of the writer's works, drawings by S.P.Borodin, made in pencil, personal diaries, correspondence and other archival materials.

Conclusion

A unique collection of material and spiritual values, concentrated in the House-Museum of S.P. Borodin, makes it not only the keeper of the memory of an outstanding person, but also a treasury of world culture. Today the museum and its researchers are working on the study of the beautiful, unique work of Sergey Petrovich Borodin, which brings people knowledge, wisdom and goodness. Great spiritual and educational activities, the popularization of the literary heritage of the writer is bearing fruit - the number of visitors to the museum has increased significantly, especially among young students. Every year, in memory of the writer and scientist, scientific conferences are held in the museum, which receive a wide response among the public of Uzbekistan, near and far Abroad. The results of the research activities of the museum are reflected in the collections of scientific papers. The museum is an active participant in the annual International Tourism Fair in Tashkent, the initiator of many interesting events held both within the walls of the museum and outside it.

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Shamshinur Shuxratovna Yakubova

Karshi State University

Associate Professor,

Head of the Department of Tourism and Marketing

Muborak Djuraevna Raimova

Karshi State University

Senior Lecturer of the Department of Tourism and Marketing

PECULIARITIES OF INFLATION TARGETING IN OUR COUNTRY

Abstract: This article describes the measures taken by our country on the specifics of the implementation of monetary policy in Uzbekistan and the economic results achieved as a result of these measures. In our country, specific and appropriate scientific proposals and recommendations for inflation targeting are given.

Key words: inflation, regulation, inflation targeting, core inflation, inflation prevention, central bank, monetary policy, price, inflation rate, commercial banks, economic growth, required reserve ratio.

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Introduction

According to official statistics from the International Monetary Fund, the number of countries using the inflation targeting regime in 2018 is 41, of which 30 are developing countries. In order to achieve the inflation target, monetary policy mechanisms will be gradually transferred to this regime, which will be used as an effective tool to reduce inflation. In turn, the application of this regime can create additional conditions for strong and sustainable economic growth in the medium term by ensuring price stability. At the same time, the Central Bank identifies the most appropriate inflation target and achieves it through the use of monetary policy instruments, regular analysis of economic development and extensive coverage of monetary policy plans.

The point is that low and predictable (stable) inflation is a very necessary factor for sustainable economic growth in the country. Consequently, inflation expectations are added to the interest rate when lending by commercial banks, and high inflation expectations lead to higher lending interest rates. Thus, the high (under the influence of high inflation) interest rates charged by entrepreneurs for the use of

borrowed funds (loans) affects the payments associated with their repayment.

If interest rates (calculated for the loan) are high, entrepreneurs will receive less credit. This has a negative impact on long-term economic growth, affecting their investment ability. After all, the investments we make today will serve as an important tool in creating the main sources of production that will be used in the production of goods and services in the future.

The inflation targeting regime allows achieving several macroeconomic goals:

- prevention of sharp rise in prices and high inflation;
- formation of the money market, elimination of the causes of money market segmentation;
- Supporting the solvency of the population and entrepreneurs, taking into account internal and external factors, and ensuring the stability of the financial sector.

According to IMF experts, there should be two conditions for using inflation targeting as an indicator of monetary policy. First, the Central Bank must be able to pursue an independent monetary policy. The central bank should have the right to freely choose

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monetary instruments to achieve the inflation rate that the government deems acceptable. The requirements of fiscal policy in the country should not be taken into account as a priority in the development of monetary policy. In other words, there should be no concept of 'budget hegemony' in the country.

Second, in order for the inflation target to be selected as an indicator, it is not necessary to set targets on wage growth, employment rate and exchange rate. This is because the determination of the exchange rate of the national currency against the foreign currency forces the Central Bank to adjust its monetary policy to meet this indicator. This, in turn, does not allow the Central Bank to freely and fully use monetary instruments to meet the inflation target. As a result, the content of the tactical goals of monetary policy is ambiguous and contradictory.

Countries that have successfully used inflation targeting include New Zealand, Canada, the United Kingdom, Finland, Sweden, Australia and Spain. In Australia, Finland and Sweden, the central bank announced inflation targets without the government's consent to support them. In Canada and New Zealand, an 18-month period is set to reach the target. At the end of this period, a new 12-month period is set in New Zealand and an 18-month period in Canada in order to gradually reduce inflation. After the expiration of the new deadlines, both countries managed to achieve the inflation target, and both countries set the inflation target for another five-year period. In Australia, Finland, the inflation target is taken as the exact level. In Canada, New Zealand, Sweden, and the United Kingdom, the inflation target is set as a corridor.

The inflation targeting regime used by the Central Bank of Russia had set a goal of raising the annual inflation rate to 4% by the end of 2017. The measures taken in 2016 made it possible to achieve this goal. That is, at the end of 2016, the annual inflation rate in Russia was 5.4%. However, as of December 31, 2015, the annual inflation rate in Russia was 12.9%. By June 2016, a significant reduction in inflation had allowed the Central Bank of Russia to lower its refinancing rate. The factors that ensured the effectiveness of inflation targeting in Russia in 2016 are:

1. Ensuring low growth rates of prices for products and services of natural monopolies. In 2016, the growth rate of these prices was 1.3%.
2. Stability of the nominal exchange rate of the national currency (during 2016, 1 US dollar was provided at the level of 64-67 rubles.).
3. Ensuring a low growth rate of money supply. In 2016, the growth rate of money supply (per monetary aggregate M2) was 9.2%. In 2015, the growth rate was 11.5 percent.
4. The increase in the monetary base through the financing of the state budget deficit at the expense of

the Reserve Fund was not allowed (it was allowed in 2015).

As the inflation target in Kazakhstan is for the medium term, the econometric analysis is based on the analysis of data for the quarter. In order to increase the accuracy of the forecast, surveys are being conducted among the population to assess inflation and devaluation expectations.

At present, due to the inflation targeting regime in Kazakhstan, the targets for the exchange rate of the national currency have not been set. The national currency, the tenge, has a free-floating regime.

The transition to inflation targeting is considered one of the priorities in the fight against inflation at the stage of transition of the economy of the Republic of Uzbekistan to a modern, innovative path of development.

The Resolution of the President of the Republic of Uzbekistan dated September 13, 2017 No. RP-3272 "On measures to further improve monetary policy" identifies a number of important measures to improve monetary policy. In particular, in accordance with this Resolution, the proposal of the Central Bank of the Republic of Uzbekistan to move to the inflation targeting regime applied by foreign central banks was approved.

In accordance with the Decree of the President of the Republic of Uzbekistan dated November 18, 2019 DP-5877 "On improving monetary policy through the gradual transition to inflation targeting", the Central Bank of the Republic of Uzbekistan and the Ministers for the introduction of inflation targeting. The task of the Cabinet is to carry out coordinated preparatory work in the following areas:

- gradual reduction of the role of non-monetary factors of inflation, including reform of tariff regulation, ensuring the effectiveness of structural economic reforms in the real sector of the economy and filling the domestic market with consumer goods;
- Improving the quality of macroeconomic analysis and communication policy of the Central Bank;
- introduction of new instruments of money market regulation, ensuring the effective influence of the regulator on the credit market.

According to the Decree, in order to expand the use of market mechanisms and instruments of economic regulation to ensure macroeconomic stability, as well as to radically increase the effectiveness of monetary policy, the Central Bank of Uzbekistan aims to reduce inflation to 10% in 2021 and 5% in 2023.) to ensure the gradual transition of monetary policy mechanisms to the inflation targeting regime from January 1, 2020.

The Decree also approved the Concept of joint action of the Cabinet of Ministers and the Central Bank of the Republic of Uzbekistan to reduce inflation and ensure price stability, and in accordance with this

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Concept approved a "Roadmap" to reduce inflation and ensure price stability in 2020.

It is noteworthy that from January 1, 2020, the interest rates on all types of new loans issued by commercial banks (in the national currency), including loans under government programs, will be set at no less than the refinancing rate of the Central Bank (state mortgage lending programs and (except for loans to agricultural producers for the cultivation of raw cotton and cereals) and from January 1, 2021, if necessary, loans to commercial banks with the right to set interest rates independently through the introduction of mechanisms to compensate a certain part of interest expenses the practice of granting preferential interest rates has been abolished.

It should be noted that for the first time in the history of our country, a normative requirement on the state budget deficit has been introduced. That is, the Ministry of Finance of the Republic of Uzbekistan is tasked to ensure a gradual reduction of the fiscal balance deficit to no more than 1.5% in 2022.

As a result of the monetary policy implemented in accordance with the Decree of the President of the Republic of Uzbekistan "On improving the monetary policy through the gradual transition to inflation targeting", by 2021 inflation was formed at the intermediate target level - 10%.

The main factors that created the inflationary environment over the past year were a significant increase in food and energy prices. The rise in prices is explained, on the one hand, by global inflation trends and, on the other hand, by reasons related to competition and supply in the domestic market. The core inflation rate also fell to 8.8 percent by the end of 2021, the lowest level in five years. According to a survey conducted in December last year, inflation expectations of the population and entrepreneurs for the next 12 months shifted to a downward trend after the upward trend in September-November and amounted to 15.7 and 14.9 percent, respectively.

At the same time, respondents cited rising gasoline prices, rising transportation costs, rising prices for basic foodstuffs and imported goods as the main factors of inflation expectations. Overall, last year was a year of economic recovery after a sharp decline in 2020. According to preliminary data, in 2021, the gross domestic product will grow in real terms by 7.4%. At the same time, fiscal expenditures directed to the economy and loans from commercial banks were the main factors supporting economic and investment activity. While the loans allocated to the economy by commercial banks last year increased by 31% compared to 2020, the loan repayment rate improved significantly to 71%. Loans to individuals also grew by 42%, serving to support the population's demand for consumer goods and mortgages.

According to estimates, the impact of high fiscal stimulus in 2021 will continue in 2022, and from the second half of the year, economic growth rates will

approach their long-term indicators, namely the potential growth rate.

The year 2021 was shaped by the acceleration of global inflation as a result of rising food and energy prices and the tightening of monetary conditions in most developing countries. At the same time, inflationary processes, initially recognized as temporary, suggest that end-of-year uncertainties and pandemic risks could put pressure on prices over the long term.

Although there were no significant fluctuations in the currencies of major trading partners (except Turkey) over the past year, inflation in them has been sharp.

At the end of 2021, the devaluation of the soum exchange rate was 3.4%, the lowest level in three years.

In this regard, the increase in export revenues and cross-border remittances by 34% in 2021, respectively, was a factor supporting the supply of foreign exchange in the domestic foreign exchange market and contributed to a 1.6-fold increase in total supply in the market. At the end of 2021, the situation in the money market was relatively stable, with Uzonia and Uzvia averaging 13%. During the year, the dynamics of interest rates in the money market reflected the almost double volume of interbank transactions and a sharp increase in the activity of monetary instruments.

In general, the activation of monetary instruments in the regulation of liquidity over the past year, in turn, led to a significant increase in costs and liabilities of the Central Bank.

The average weighted interest rates offered by banks on time deposits in the national currency in December amounted to 20.2% for individuals and 15.1% for legal entities, respectively, which created a positive difference in inflation expectations.

This, in turn, increased the total time deposits in soums by 1.5 times last year, including those of individuals. - 1.7 times growth.

In the last months of 2021, the balance of interest rates on loans in the national currency was also balanced, within the corridor of 20-22%, which has been observed since the beginning of the year. In particular, in December, the average weighted interest rates on short-term loans in the national currency amounted to 21.2% and 20.5% on long-term loans.

According to the basic scenario of macroeconomic development, this year the Central Bank intends to maintain relatively stable monetary conditions.

Given the continuing global inflation, the risks associated with rising prices for raw materials and energy resources in foreign markets, the pandemic situation, the slowdown in global economic growth suggest that the inflation rate may be in the range of 8-9% by the end of this year.

It is also projected that real GDP growth in 2022

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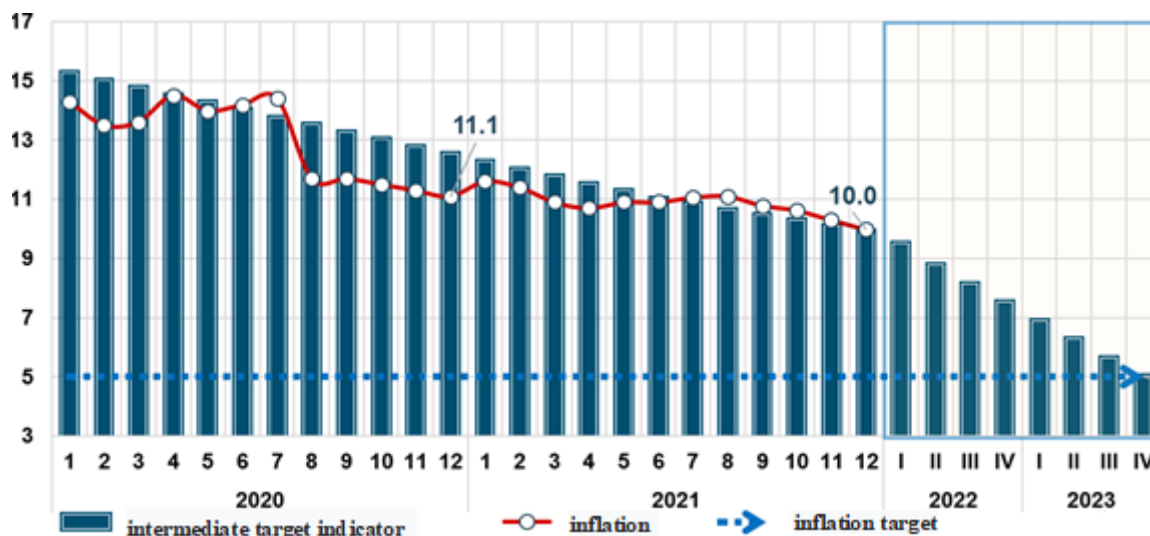
will be around 5.5-6.5 percent. At the same time, the past fiscal stimulus aimed at the economy in 2020-2021 will be one of the main factors supporting economic activity in the first half of 2022.

The current monetary conditions are calculated in accordance with the forecasts of macroeconomic indicators, and in the future, as the inflation forecast decreases, there may be opportunities to reduce

nominal interest rates, leaving real interest rates unchanged.

In December 2021, the consumer price index increased by 1.3% (December 2020 - 1.6%). Overall, the annual inflation rate slowed to 1.1 percentage points compared to the corresponding period of 2020 and at the end of the year It was formed within the target set for 2021 at 10 percent (Figure 1).

Figure 1. Inflation target and its trajectory (annual, in percent)



Source: State Statistics Committee data and Central Bank forecasts

Last year, the growth of prices for structurally non-food products and services slowed to 7.8 and 7.7 percent, respectively, which is one of the main factors contributing to the decline in annual inflation.

Although the annual indicators of food prices were formed in a declining dynamics (in December 2020 - 15.3%, in December 2021 - 13%), they served as a major driver of overall inflation (5.5% busy).

In the IV quarter of 2021, the quarterly growth of food products and services was lower than in the corresponding period of 2020, while in non-food products, on the contrary, the growth of prices accelerated slightly.

This is due to the significant rise in gasoline

prices in the domestic market, as well as against the background of logistics problems, the increase in production and delivery costs has maintained an increasing effect on the prices of most non-food products until the end of the year.

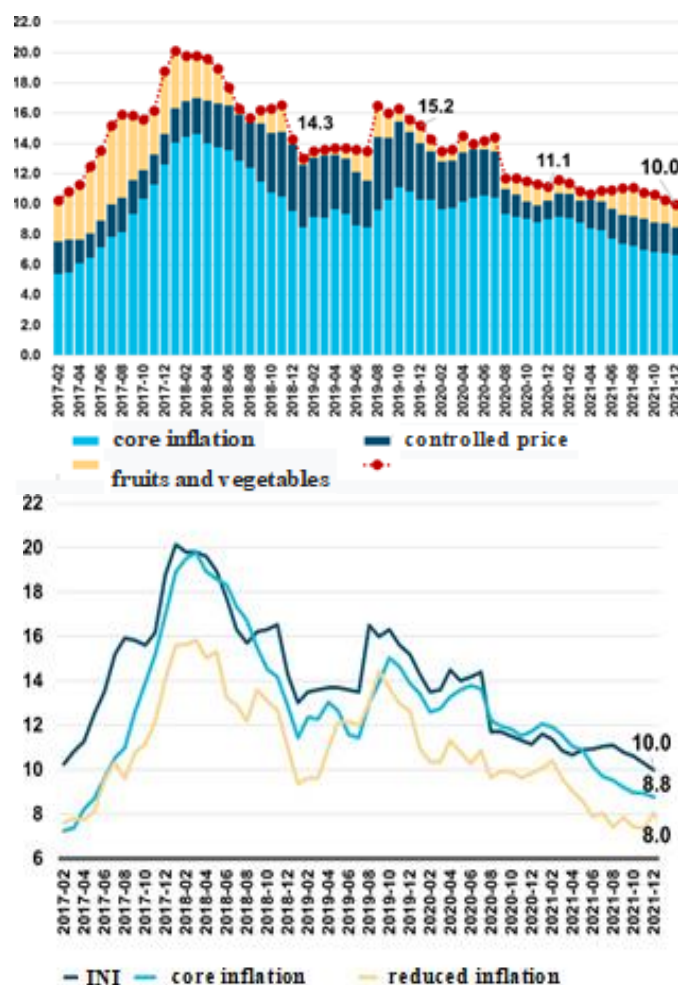
The central bank's core inflation rate formed on a declining trajectory during the year, reaching 8.8 percent, the lowest level in five years. At the same time, the contribution of core inflation to total inflation slowed to 6.7 percentage points (Figure 2).

It should be noted that the slowdown in core inflation on an annual basis can be explained mainly by the declining fundamental trend in the prices of most food and non-food products, as well as services.

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Figure 2. Basic and reduced inflation dynamics, annual



Source: Central Bank calculations based on data from the State Statistics Committee

Also, the reduced inflation rate in December was slightly faster than in previous months, at 8 percent on an annualized basis. The gap between general and declining inflation has narrowed to 2 percentage points, indicating that the volatility of consumer prices is gradually declining.

One of the main instruments of monetary policy to keep inflation in the inflation targeting regime is the basic rate set by the Central Bank. The central bank can influence the interest rates offered by commercial banks on deposits and loans by changing the base rate. This, in turn, affects the price level in the economy through aggregate demand.

The Central Bank of the Republic of Uzbekistan is gradually transitioning to the inflation targeting regime, and in 2023 it is planned to achieve the inflation target of 5%.

Taking into account the above analysis and considerations, we make the following recommendations: In order to implement the inflation

targeting regime, first of all, the following conditions must be met:

- setting a permanent inflation target and communicating it to the general public (regularly informing the population about inflation, its factors and the intended inflation target);
- extensive use of monetary policy instruments (REPO and currency swap auctions, deposit auctions, and Central Bank bond auctions) to manage inflation and regulate interest rates in the money market;
- detailed macroeconomic analysis for making objective decisions in the field of monetary policy (analysis of the state of business entities: households, entrepreneurship, public administration and the outside world) and forecasting based on open data available in domestic and foreign markets;
- improving communication policies to provide the general public with the objectives of monetary policy (price stability, credit popularity, low inflation, increasing public confidence in the national

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currency, etc.), the ability to forecast the macroeconomic situation and build market confidence.

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QR – Issue



QR – Article



Sayyora Rajabovna Irisova

Kashkadarya regional center for retraining and advanced training of public education workers
Senior Lecturer at the Department of Preschool and Special Education, Uzbekistan

THE ROLE OF FAIRY TALES IN THE SPIRITUAL AND MORAL UPBRINGING OF CHILDREN

Abstract: A role of fairy-tales in forming spiritual behavior in the life of children is shown in this article. There is also shown a place difference of fairy-tales of white and black, bad and good colors, heroism and cowardice. And there is a good lesson planning which faces to this theme.

Key words: fairy tales, aesthetic and intellectual development, moral, spiritual, images saturated with emotions, imagination and fantasy, miraculous, nature, beauty, education, morality.

Language: English

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Introduction

Today, fairy tales play an important role in protecting children from the spiritual threats that plague their minds and hearts, and in shaping their spiritual upbringing. Because, "The will is important in the formation of a person. Every parent or teacher wants to raise their child with strong willpower".

It is not for nothing that our people say, "Fairy tales lead to good." Fairy tales are stories that are unique to each nation. Folk tales allow to organize the educational process as a whole, that is, to expand the boundaries of moral, spiritual, ecological, aesthetic and intellectual development. The characters in the fairy tales are emotional, colorful and, at the same time, simple and realistic for children to understand. With the help of fairy tales, children develop memory, attention, thinking, imagination and imagination. Listening to fairy tales is one of the main factors determining the development of language and speech in the native language. "Some of the speech problems in children are first addressed in the preschool. The goal of overcoming speech defects in preschoolers is to memorize a lot of stories and fairy tales, lions, as well as to pronounce words correctly and perform various exercises".

The genre of fairy tales varies according to the interpretation of images, ideological content and conflict, plot and composition, the place and function

of fiction, language and style: fairy tales about animals, fairy tales, household tales, comic tales.

For example, one of the fairy tales about animals is "The Division of the Fox", in which the cunning and slyness of the fox is expressed.

In fairy tales, the events are based on magic and fantasy. They praise heroism and heroism. ("Yalmogiz", "Semurg", "Devbachcha", "Kenja botir" and others).

Domestic tales often condemn oppression and injustice. ("Three brothers are heroes", "Aigul and Bakhtiyor", "Tahir and Zuhra", "The tyrant king" and others). For example, the story of the "Three Brothers" begins with the usual advice of the father. In this case, the father is poor, but rich in life experiences, and in other versions, he is a king, and his sons are princes. While the image of heroes shows such qualities as high morals and decency, humanity, wisdom, courage, the image of princes embodies the image of liars, ignorant people who do not turn away from any evil intentions in the way of amassing wealth.

After reading the story, encourage the children to draw general conclusions, "What would you do if you were in his place?" Asking questions such as and inviting them to communicate freely will help them to become more active.

Each fairy tale has its own idea. For example, the fairy tale "Magic Turnip" encourages children to

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think, to tell a series of stories, to understand the idea of "Power in unity." In the story "Emerald and Precious", Zumrad's diligence and morality are glorified. Expensive, on the other hand, is portrayed as masculine, lazy, and greedy. For this, at the end of the tale, he is punished. In this way, children are taught to contribute to the story by listening to the story.

The skillful delivery of fairy tales allows the child to create a high, cheerful mood, to establish emotional communication with the little one, to organize a subtle educational effect, to effectively replenish the knowledge and information resources about the environment.

"Fairy tales have a great educational value. Gorky said: "There is nothing in the world that is not an example, and there is no fairy tale that does not contain" didactics "and exemplary means". In fairy tales, events are mostly miraculous. Consequently, a miracle or fantasy connects events and happenings with life, promotes noble ideas such as truth, freedom, truthfulness, humanity, empowers the development of the plot, attracts the attention of the listener, enters a world of wonders, plunges into a world of sweet emotions".

At the same time, it is important that the oral tradition of the people embodies the universal and national views of the people on life, nature, beauty, education, morality. Nowadays, educators, music and primary school teachers in PEIs, lower grades of schools, out-of-school children's institutions provide children with lessons, educational hours, fairy tales, legends, proverbs, riddles, quick sayings, knowledge and worldview of young people. The songs enhance the enjoyment of animation, national games, and the enjoyment of beauty. But these good deeds are done by each person on his own, through his own oral creations. Fairy tales play an important role in the upbringing of children. This can be seen in the following lesson.

An integrated activity in the preparatory group on "Fairy tales lead to good".

Objective: To cultivate in children good qualities based on the content of fairy tales and to promote human qualities, to have a positive impact on their moral qualities, to form a friendly relationship between children and to teach independent creative thinking.

Interactive ways to expand children's knowledge:

- problematic situation;
- explanation;
- method of mental attack;
- Energetic game "Flowers in the Garden";
- practical work;
- creativity;
- word game;
- M. Montessori method.

Equipment: Portrait of fairy-tale heroes, a picture of flowers in the garden, a bear, counting sticks, a box, a disk, plasticine, colored threads.

Course:

Tutor: Kids! I want to tell you a very interesting story today. The fairy tale is called "Star Boy". Do you want to hear it?

Children's answer:

Educator: One day in the cold of winter, two woodcutters saw a bright star fall from the sky to the ground. On Chakmon's floor, they saw a little baby, not a star. One of the loggers, despite his poverty and hunger, picked up the boy and took him home. The boy grew up to be beautiful, but cruel and ruthless. One day a woman came to their village and the boy started throwing stones at her, and this poor woman did not want to believe that she was his mother.

The educator pauses the fairy tale and shows the children the portraits of the "Wicked Child" and the "Poor Woman" and asks the children to take the strawberries from the envelope on their desks and present them to the heroes of the fairy tale.

Tutor: Children! You should give your strawberries to a poor woman or a cruel child. Whichever hero you want to give as a gift, you can put them in special pockets in the portrait. (Then all the children give their presents to the poor woman.)

Tutor: Children! Look, on the plates under the portraits, there are gifts for you from the heroes of fairy tales. The plate of the poor woman has geometric shapes, and the plate of the cruel child has candies. Where, who? wants a gift from a cruel child or a poor woman. The children usually accept the gift of the poor woman. The educator then determines the children's attitudes about who received the gift from whom and why.

Educator: Kids, listen to the rest of the story. Suddenly the poor woman left the village and Yulduz became a child creature. Then he realized he had done something wrong and spent three years looking for his mother. He met the woman and apologized. Then the poor woman became a queen. The star boy soon became mayor. Then he acted justly. He showed kindness to orphans, the poor, and the sick. Here guys, did you like the fairy tale?

- Why did the star boy become a creature?
- Why did the poor woman become a queen?

There will be a mental attack based on their questions.

Then there is a knock on the door and Zumradoy from the fairy tale "Emerald and Precious" enters the room and greets the children.

Tutor: Welcome! Emerald.

Zumradoy: Dear children! I travel through parks, mountains, and deserts to meet you, and I bring gifts.

Here are the flowers tulips, daisies, carnations, chuchmoma to you!

Educator: Emerald, if not, come and join us, we will play a fun game now.

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Energizer "Flowers in the Garden" game.

Rules of the game:

The children sit in a circle. There are no chairs for beginners. The educator tells the children the names of the flowers above. When it comes to the name of a flower, for example, tulips, the group of tulips has to change places. At this point, one of them will be replaced by the head coach. Any tulips that can't sit still will continue to play. The game goes on like this.

Zumradoy: I really like your games. Thank you. Do you know? I have another wonderful gift for you. This is a magic box given by a magic old woman in the forest. Here is the box, but I can't open it.

Tutor: Where can I see? There is something in the hole in the emerald box. Let's see if there is a letter. There are four conditions in the letter, and when these conditions are met, the box will open automatically. Do we fulfill the conditions guys.

Children's answer:

Guys, let's break this down into 2 groups.

Practical assignments

1 - Condition at the Center for Mathematics and Construction.

Make 2 equal triangles out of 5 chopsticks and place two rabbits on it.

The team members also completed the task correctly and accurately.

2 - Condition Speech and language focus

1 - "What happened before" and "It is possible and impossible". Word games.

Educator: When we say horse, children should say horse.

Cow (calf), Bread (flour), Bicycle (iron), shirt (fabric), house (brick), etc.

"It can be and it can't be." Word game. The wolf is sitting in a tree. (Impossible), the dish is cooking in the pot. (Impossible) The cat is walking on the roof. (Maybe) The fish is flying in the sky. (Impossible) The girl is drawing. (Possible).

In the second condition, the group was all actively involved.

Condition 3 in the center of art - depicts tulips, daisies on a string

Educator: Great, children! All the plasticine in the group skillfully depicted the image of tulips and daisies with thread on the glued discs.

Condition 4 The plot role is at the center of games and drama.

Encourage them to relate to fairy tales and the protagonists through a didactic game, World of Fairy Tales.

Great, the children told wonderful fairy tales and described the good and bad qualities of the fairy tale characters.

Zumradoy: Guys, look, the box was opened to get rid of the magic. Here are some of the brightest stars in the box to give to the kids and say goodbye to them.

Educator: Guys, we're finishing today's lesson, I invite you for a walk!

In conclusion, it should be noted that the organization of work on fairy tales on the basis of new pedagogical technologies, aimed at increasing the vocabulary of children, the development of their speech, thinking and spirituality is an important factor. Education needs constant improvement and renewal. Socio-economic conditions require the preparation of children for school education, the use of pedagogical technologies in the spiritual preparation of children's activities in accordance with modern requirements.

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Nasiba Karamatovna Ravshanova
Karshi Engineering-Economic institute
Senior Lecturer, German Language teacher
Department of Foreign Languages
Karshi, Uzbekistan

TEACHING GERMAN LANGUAGE TO THE STUDENTS IN THE FIELD OF MINING ENGINEERING

Abstract: In teaching and learning any foreign language, vocabulary acquisition is fundamental which leads to gaining four macro skills such as (listening, reading, writing and speaking). However, German language is considered as a foreign language for our country because it is not spoken in daily life communicative interaction. Besides, it is even hard to pronounce this language especially, technical terms in specific settings. Vocabulary is what learners mostly need to build their everyday conversation. Furthermore, without knowing vocabulary, one cannot comprehend a language in any walks of life. This paper highlights the peculiarities of listening comprehension in learning German language and importance of vocabulary knowledge.

Key words: vocabulary knowledge, listening comprehension, German language.

Language: English

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Introduction

Listening comprehension is a complex process which requires a lot of aspects to be taken into consideration. In particular, following and understanding film in FL is even more difficult comparing to listening to just an episode in German language teaching. There are no specific rules to follow during listening as in teaching pronunciation or grammar (Kh.Abdinazarov, Z. Aminova, O. Khalilova. 2020). Besides, instructing listening comprehension is one of the most vital and difficult tasks for German language teacher because there are no rules as in grammar teaching.

Increasing number of scientists (Bowen, 1982; Guichon & McLornan, 2008; Hanley, Herron & Cole, 1995; Lonergan, 1984; Markham, Peter & McCarthy, 2001; Stempleski, 2003; Tomalin, 1986) made a lot of contribution to increasing listening comprehension in a foreign language teaching. According to the statement of Lonergan, (1984) and Stempleski (2003) and scholars (Guichon & McLornan, 2008; Katchen, 1996a) movies are considered as a motivating media due to encompassing various topics and those consists

of both audio and visual stimuli which indicates some benefits of using them in language learning such as images and sound that help set the scene of events and its additional information, the paralinguistic features, providing to listening comprehension. With the advance of technology, anyone can watch movies become numerous. In addition, movies can also fill in a cultural gap which is sometimes a prerequisite for learning vocabulary, focusing on the interpretation of their meaning. Silaški and Đurović (2013) stated that “the correct ‘unpacking’ of novel blends by nonnative speakers of FL requires the right cultural background, and if the knowledge of that background is missing, that is if extralinguistic opacity occurs, novel blends remain either incomprehensible or miscoded. However, some scholars (Baltova, 1999; Guichon & McLornan, 2008; Markham et al., 2001) claimed that use of movies seems to be limited to an extent or underused since numerous studies have been centered on exploring whether the use of the L1 or the L2 subtitles assist the learners’ general listening comprehension rather than their actual gains of language.

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The main features of listening comprehension

Listening comprehension is a vital skill in the language acquisition process and its' development is of prime concern to language teachers (Dunkel, 1991). Although in terms of the mother tongue listening seems easily acquired, but in fact it is a complex cognitive process and needs a great deal of effort in a second and specially foreign language learning process. Listening can help students build vocabulary, develop language proficiency and improve language usage (Barker, 1971). Furthermore, listening comprehension has been a cornerstone of many theories of second language acquisition (Flowerdew & Miller, 2005). Briefly, the main theme of these theories is that exposure to authentic listening and reading texts to a large extent facilitates an implicit process through which new language and linguistic rules in this way become internalized and can then be automatically reproduced (Brett, 1997). It has been suggested that the level of proficiency achieved in a foreign language is directly affected by the amount of exposure to the target language in its' natural settings (Rott, 1999). Authentic materials refer to oral and written language materials that used in daily situation by native speakers of the language (Rogers & Medley, 1988).

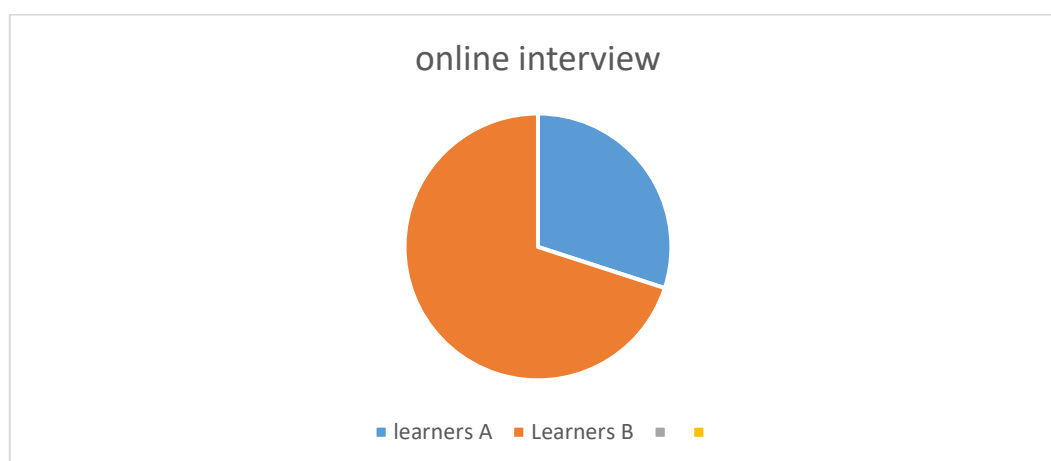
Listening to episodes via multimedia resources

Foreign language acquisition is a long, complex process, being used in many domains of human activity as an instrument in spoken and written contexts. We prefer teaching FL through films,

displaying episode of different specialists' physical settings. Furthermore, an audio-video material consists of different messages learners are intended to study. Multiple messages of the episode directly convey as an input to listeners without any barriers while watching and it also varies according to the topic of specialties (engineering, medicine and economics) which learners are trained by. In teaching FL for specific purposes, communication and listening activities are being considered to be main objectives of language classes and requires learners demonstrate their performance orally and written. Learners are able to get sufficient knowledge on their expertise from the documentaries. Besides, while listening to someone, we do not only try to understand her/his speech but also receive needful information limitless (Kh. Abdinazarov, Z. Aminova, O. Khalilova. 2020).

Data analysis

According to collected data analysis we have made experiment with students via social platform, sending them a request in order to find out the outcome of listening comprehension whether through films or e-books with subtitles or without it is better in comprehending and increasing the understandability of the topic. 20 learners were respondents for this questionnaire, and the result was following: 30 per cent quite agree on watching and listening dialogue based films with subtitles, but 70 per cent agree on listening to the episodes without watching or even subtitles, which make them better following to every words the speakers spell in the episodes.



Picture 1.

Conclusion

In German language acquisition, vocabulary is vital to obtain linguistic skills because those skills are necessary to demonstrate expressions orally and in written forms. However, learning German language requires long-standing process to acquire, especially,

making correct spelling in this language not easy task to accomplish. At present, we learn languages via social platforms which provides us full episodes to watch and learn native-speakers' speech and their volume of communication and quality. Besides,

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listening to speech leads us to follow to every word the speaker uses.

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Z.F. Khojiev

National University of Uzbekistan
Independent Researcher (PhD) of the
Department of Sociology,
Faculty of Social Sciences

SOCIAL STATUS OF A CIVIL SERVANT AND ITS PECULIARITIES

Abstract: This article is devoted to social status of a civil servant and his peculiarities, in particular, a civil servant can be promoted in the course of his activity in a public body, i.e. qualification levels have been introduced in the civil service. Skill levels determine whether a civil servant will move from one position to another (for example, move up or down). They link the civil servant with the state throughout his professional life and ensure the balance of relations between the state and society.

Key words: public service, employee, qualification levels, state, professional life, balance, society.

Language: English

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Introduction

With the achievement of state independence of the Republic of Uzbekistan, there was a need to organize a public service aimed at the formation and development of a sovereign democratic state. In this context, the first task, of course, is to train highly qualified personnel, to provide the civil service with personnel with modern knowledge and skills. This situation necessitated the introduction and study of a new "Civil Service" based on the practice of developed countries and national experience.

The state cannot exist without specially organized apparatus. The state apparatus will need a civil service system. Therefore, the reforms in the state apparatus, first of all, involve the proper organization and effective implementation of the civil service. The functioning of the state, the state apparatus and the state of the civil service give the population of the country an impression of it. Depending on the employee acting on behalf of the state, an assessment is made of the state or the state apparatus. Therefore, how public service is formed in each state is very important. The issues of providing public authorities with highly qualified personnel, continuous work with them, professional development, the formation of an effective reserve of civil servants are among the priorities of any state.

Proper organization of the civil service also depends on the legislation adopted in the state. The degree to which the civil service relationship is legally regulated determines its development trends. The existing legislation in the country reflects the content and current status of the civil service. In the civil service system, it is important to know how well the legislation is developed and the mechanism for its implementation.

The urgency of the civil service in Uzbekistan on the basis of a democratic state governed by the rule of law and a socially oriented market economy. In the process of building a civil society, increasing attention is paid to the problems of democratic order and sustainable development. After all, the goal of the policy of renewal and development is to create decent living conditions for all people living in our country, to form a just society with a well-off, morally strong family.

Public service is one of the most important and necessary professional activities of people useful to society. The public service, as a skilled profession useful to society, determines the socially important parameters of the status of the owner. The service nature of the activity represents the essence of labor. This type of activity is carried out in the system of public authorities with strict status instructions.

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Materials and Methods

In science and practice, there are the concepts of “civil service status” and “civil servant status”. Although these concepts are interrelated, they are not considered the same concepts.

The status of the civil service is a relative position in the socio-professional structure of society, which is formed on the basis of the content of the activities of civil servants and is highly valued by the public.

The status of a civil servant is his position in the civil service system; mandatory and possible ethical norms established by law in accordance with the position held by the employee.

Different approaches to the concept of status have been given in the literature. In particular, in the explanatory dictionary of the Uzbek language status (lat. Status - situation, state, status) in international law: legal status, situation (see also: status II). 3). Diplomatic status. State independence status, as shown.

In this guide, the concept of status is also used as a status. Status (Arabic - status, position; place, position; degree, career).

1. Place.

2. Career, position.

3. Legal - Explained in the form of a legal status of elected persons, citizens, government agencies, organizations, institutions, international organizations, formalized by a normative document. [1]

The analysis of the legal literature requires an approach to the concept of public service in several senses: [2]

first, in the social sense. Public service is a social category in which a person holding a certain position in a public organization carries out socially useful activities in accordance with the instructions of the state;

second, in a political sense. The civil service is an activity aimed at the implementation of public policy, achieving the goals and objectives of the state through all available political forces, ensuring balance in society; thirdly, in the legal sense - is the legal establishment of public-service relations, which ensures the fulfillment of inter-career responsibilities, powers of employees, the competence of public authorities. [3] The civil service is one of the most complex socio-legal institutions, the study of which requires an analysis of the social and legal basis of the civil service. This institution consists of a set of norms governing civil service relations, which regulates the rights and obligations of employees, restrictions imposed on them, responsibilities and the transition to public service, the emergence and termination of service relations; [4]

fourth, in an organizational sense. The civil service interacts with the organizational and functional elements of the state apparatus. [5] It

manifests itself as a system consisting of the following elements: the organization of the organizational and procedural basis of the state apparatus; structure and legal appearance of positions; identification, evaluation of employees. The civil service strengthens the state, state power, and ensures that civil society functions in a balanced way.

“The service provided in state and local bodies, - said Yu.N. Starilov, - is a public service and is carried out in public authorities. Public service is a service provided by public enterprises, institutions, organizations and associations. Employees of private organizations, enterprises, banks and other enterprises and organizations can be included in the system of service relations only from a social point of view. Recently, in many developed countries, the service provided by people's deputies is reflected as a professional work. But deputies are not considered civil servants. Even high-ranking officials in the state (President, heads of representative and executive bodies, ministers, etc.) are not in the civil service. They have the status of public-legal service and can perform their duties for a certain period of time. ”

The concept given to public service by V.M. Manokhin can be found in many legal literatures. In particular, in his opinion, the civil service is a part of the state activity on the organization and legal regulation of state bodies and other organizations, and the activities of state bodies and organizations are aimed at fulfilling the tasks and functions of the state. [6]

In sociology, the term "social status" (Latin status - status, position) was first used by the English scientist G.D. Maine. In ancient Rome, the term originally meant the legal status of a legal entity.

In the sociological encyclopedia, social status is defined as a state in a society or its separate subsystem, occupied by an individual (group) and defined by a number of characteristics (economic, national, age, etc.) specific to a particular society (subsystem). [7]

Although the term status is a common concept in sociology, it is interpreted differently in science. The American scholar F. Bates writes that status is perceived as related to the role and degree associated with a particular set of norms in a social structure. He also interprets the concept of ‘role’ differently in terms of ‘behavior’, ‘social position’ and so on. [8]

It should be noted that while for some sociologists the concept of status is accepted as established norms, [9] for others it is interpreted as a culturally defined position in the institutional system. [10]

The famous German scholar M. Weber studied social status from the point of view of its authoritative significance and connected it with the high position of the individual in society. He considered the social structure of society as a multidimensional system,

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noting that along with classes and property relations, their status played an important role. [11]

It analyzes the concept of “social status” and confirms the following by comparing different types of society. According to M. Weber, stratification is determined by social indicators, while status is determined by the various life traditions, styles and norms that dominate society. According to the scholar, a career embodies such qualities as prestige, honor and dignity, as well as certain privileges recognized by law, custom and religion, or their non-existence.

It is important to talk about M. Weber's theory of stratification. In doing so, he dwells on three factors or units of measurement based on this theory. First, wealth or economic status is the sum of all material values belonging to a person, his income, land and other personal types of property; second, power (political status) as an opportunity to subjugate other people to their will; thirdly - prestige - the basis of social status - recognition and respect for the dignity of the subject, high appreciation of his actions as an example to others. [12]

Research shows that the overall status of civil servants is based on three main pillars. These are competence, authority and status, among which status is primary. [13]

Social status is the position of an individual or social group in society or in its separate subsystem. It is determined by many factors - social characteristics related to citizenship, gender, nationality, education, profession, qualification, position and nature of work, business relations, financial status, scope of political influence, religion and others.

At present, this concept has the following meanings:

a set of rights and obligations that determine the legal status of an individual, government agencies and organizations;

necessary and probable actions of the person established by the state and society;

the position of an individual in society with certain rights and obligations;

social behavior model;

social role. [14]

Status can be classified in several variants. Sociologists distinguish the following types of personal status based on a detailed typology of personal status:

natural status - a comparison of people with each other, taking into account the sex and age characteristics of the individual, classified by their lifestyle, place and function in society;

integral status - the behavior of an individual in accordance with the prevailing standards in society (this is an ideal model of behavior);

professional activity status - it records a person's professional, socio-economic and production status. It is through this type that the study of public service theory is important;

socio-psychological status - through which it reflects the importance and role of a real partner in the system of group and interpersonal relations (whether a leader or not a leader);

temporal status is a status determined by a person based on previous experience and future prospects;

marginal status - a borderline status characterized by the transition of an individual from one state to another, from one social environment to another during a radical change in lifestyle (for example, a decision to dismiss an employee, but no order is issued). [15]

The concept of status is seen at the group or community level as a clearly defined position in its social hierarchy. At this point, the concept of status can be interpreted differently in two ways [16]: 1) in relation to others in the social hierarchy - rights, prestige, privilege, power, etc.; 2) in terms of socially accepted and expected behaviors - roles. In the first case it emphasizes the position or position in the social structure and is often called social status, in the second case it emphasizes the obligatory behavior of a person holding a certain status (role, social class). [17]

There are defined (social origin, nationality, place of birth) and achievable (education, qualifications) views of social status. Achievable status is a person's place in the social hierarchy, which is achieved through his own labor and free choice, and is under the constant control of people. This status is often directly related to the position held by the individual and the outcome of his or her professional activities. [18]

The concept of social status can also be interpreted as a set of rights and obligations associated with the performance of a particular social role by an individual or social group. [19]

While any civil service and the status of a civil servant is based on the law, first of all, special requirements are set by the government of that state. Based on this, the career level (rank or position) of civil servants, the procedure for entering and appointing them to the civil service, the powers and responsibilities of the position will be systematized. The moral and professional competencies of a civil servant are described on the basis of general and individual requirements and standards set by the state. [20]

In addition to exercising his administrative and legal powers in his work, a civil servant serves the society with the position he holds and the position he holds. In this case, the status embodies the capabilities of the civil servant and manifests itself as an important integral part of the civil service.

The main criteria for the social status of civil servants include the following characteristics - the level of public service and the legal status of the governing body, the position held in the service hierarchy, income level and property. [21]

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Also important criteria of public service are professional prestige, professionalism (self-assessment, evaluation by others and the correlation of these indicators), reputation, motivation, the presence or absence of future growth, career level, level of social protection, socio-demographic characteristics, including , gender, age, marital status, place of birth and residence, ethnic and religious characteristics.

The concept of social status is also interpreted as the sum of the rights and obligations of an individual or social group associated with the performance of a particular social role.

Such a social position, defined by this culture, is called basic status. Others below this position are secondary. However, the choice of a particular position as the most important of the various positions will depend not only on cultural relations but also on subjective decisions. Each of them also has its own hierarchical advantage. Not only external objective factors but also subjective factors play an important role in the formation of such a hierarchy. In this case, the external factor of the social environment passes through the system of subjective consciousness and personal interests. Thus, any person, on the one hand, is the author of social, economic, cultural norms and guidelines in the implementation of professional activities. On the other hand, an individual works within his or her own interests with different professional groups that are in a complex balance with the interests of organizations and society as a whole, while meeting their own needs.

Deciding which position is most important for each subject is crucial. In this case, it shows him what position he should take in the conflict of obligations or interests associated with many positions. This self-defining social position, which man considers most important to himself and does not conform to the cultural interests of that society, is called central status. However, other positions of less subjective importance are referred to as secondary or peripheral status.

Society not only creates social statuses, but also regulates the distribution of society members according to these positions according to a specific hierarchical social structure.

It should be noted that in most scientific research and publications on the problems of the civil service, the concept of "status of a civil servant" is accepted by defining it as a legal status. At this point, we need to look at this problem more broadly.

Typically, social status is arranged in a hierarchical order and is considered to depend on an individual's position in the general network of positions. Status, on the other hand, is a concept related to the term social role, which refers to a system of social functions of an individual in accordance with their place in the system of social relations.

Sociologist F.V. Znanetsky writes: "Each person plays a certain social role, occupies a certain position, performs certain functions in his social environment. In most cases, it assumes certain rights and obligations related to similar positions and functions. At the same time, it remains independent as an individual in every position of fulfilling its social function." [22]

The concept of "social status" also applies to a profession. In this case, it serves as a generalized indicator of the comparative status of the profession in relation to other professions, which constitutes the professional-qualitative structure of society based on the division of labor.

Throughout human history, types of cultures have been distinguished from one another by the distribution of people according to their status and roles in social relations. Determining the social status of a particular social group requires consideration of the specific features of group formation and the roles it plays. The civil service is closely related to the type of state in which it operates as a socio-professional group. Taking into account the characteristics of historical development and current trends in the civil service will become a necessary element for the study of the social status of civil servants.

The social status of a civil servant can be understood as his position in society in relation to the position of various citizens engaged in other activities. Although it is static by nature, it is also dynamic in relation to its role in society. [23]

Some scholars highlight four components in the context of the concept of civil servant status. [24] The first is the direct dependence on the nature of the work of preparing, making and implementing decisions in the field of executive and administrative activities of the state. This is closer to the component of the general concept of the political status of a civil servant, in which the civil service is intended to implement public policy in a particular area of public life.

The second is the right of civil servants to exercise their powers representing the interests of the state on behalf of the public body (and thus the state). While this component reflects part of the legal status, it is also a distinctive feature of the social status of a civil servant.

The third is the existence of strict normative regulation of the activities of civil servants.

The fourth is to unite representatives of different professions on the basis of activities in government agencies, while belonging to a special professional status group. [25]

Status is, on the one hand, a unifying indicator of a civil servant in the civil service system, on the other hand, it is a socio-legal status of a civil servant as a citizen engaged in various aspects of public administration.

At the same time, the status of a civil servant depends on the values currently associated with professional activity in society, the state of public

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consciousness and the prestige of the workplace, such as the civil service. In this case, the status determines the level of social respect and the reputation of the civil servant as a social group.

As a rule, the following social norms, enshrined in the legal norms related to the professional activity of a civil servant and adopted in society, are inextricably linked with all: ethics and morals, norms of interaction, for example, norms of expression and protection of economic interests of citizens; norms of conduct, etc.

Citizens perform social duties in order to achieve their social goals in connection with holding a certain position in the civil service. In this case, they will have a special legal status of a civil servant. Legal status is defined as the norms established by the state in public positions for the implementation of professional activities of citizens, and as a result, public-service relations are reflected between them.

The state is the main employer of civil servants. The legal status of civil servants, who have an absolute form of coercion in the form of laws and legal acts, has determined other characteristics that are unique to other citizens in the country.

The main components of the legal status of a civil servant are:

- rights;
- responsibility;
- restrictions;
- prohibitions;
- formal requirements for behavior;
- guarantees;
- responsibility.

According to D.M. Ovsyanko: a civil servant is a citizen who fulfills the obligations of a public office in the civil service in exchange for a certain monetary reward in the manner prescribed by law. Civil servants exercise the powers of public bodies that cover all spheres of society. The main features of the concept of civil servant in the Republic of Uzbekistan are:

First, a civil servant is a citizen of the Republic of Uzbekistan who has reached the age of 18, knows the state language and has a certain knowledge. A civil servant is an aspect of a civil service relationship. An employment relationship is established between a public body and an employee, according to which the employee performs the powers of the public body, state functions, special tasks to achieve certain goals of state building, and the state (public body) in turn: establishes and ensures his rights and interests; social and legal guarantees, responsibilities, financial security. All actions of civil servants are carried out on behalf of the state and on its instructions, and the state exercises control over the activities of civil servants and, where appropriate, imposes coercive measures on them. A civil servant may hold a public office in a public body only;

second, the activities of a civil servant must comply with the requirements of the legislation governing the civil service;

thirdly, a civil servant holds a public office that is funded in the manner prescribed by law. The legislation determines the content of the civil servant's activity, its legal status, goals, objectives and main directions of activity, rights, obligations, responsibilities, restrictions, guarantees. Public positions may be held only by civil servants;

fourthly, a civil servant is awarded qualification levels in the manner prescribed by law;

fifth, the civil servant performs state functions, powers of state bodies, ie in economic, social, administrative-political spheres (financial activity of the state, development of culture, maintenance of a public order and security, customs, banking, taxation, fight against offenses, internal affairs, foreign in political activities, etc.) perform state functions;

sixth, a civil servant often takes actions that have legal consequences (e.g., make management decisions, impose penalties). Such actions may be manifested as legal facts. Such actions of civil servants may create, change or cancel various social relations in the life of the state and society;

seventh, the activities of civil servants are, as a rule, not of a production nature. Civil servants influence the production process through its direction, management, project preparation and other functions.

Civil service guarantees are a set of legal, organizational, managerial and ethical-psychological measures that create favorable conditions for the effective performance of public duties, increase the attractiveness of the civil service, ensure the stability of the social and legal status of civil servants. [26]

Based on the above, it can be said that a civil servant is a person with a special legal status. Its main essence is the right of an official to act (make management decisions) on behalf of the state and for state purposes in relation to clients, citizens and other organizations. This feature is considered to be related to the concepts of "public authority" and "public authority", which are usually occupied by civil servants, which include the function of making administrative decisions. However, this category of individuals is responsible for making or not making administrative decisions and for their effectiveness.

The specific features of the legal status of civil servants as a social community, among other factors, affect the consolidation as a group with a special status, the formation of an administrative environment among civil servants and the choice of vector for the development of public service as a social organization.

The ability to have special distinctive and attractive features, which are sometimes seen as a privilege, allows us to speak about the prestige and prestige of the civil service. In this case, the status of a civil servant should be considered as an impartial

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position of civil servants, enshrined in the law. Reputation and prestige is the informal status of this socio-cultural characteristic.

The social nature of the civil service is manifested in the following scales will be: [27]

at the level of society (the nature of the social institution, its purpose and functions);

on the scale of social values of civil servants (rules, obligations, traditions, norms);

on the scale of evaluation of the performance of individual civil servants (social status, prestige, image, rating).

According to the well-known scientist A. Begmatov, "the prestige of any state in the eyes of citizens depends in many respects on the professionalism and moral character of civil servants." In practice, it is the moral qualities of civil servants that are the governing body in the minds of the population [28] is a key criterion in evaluating their work and determining their status. At the same time, professional qualities and business characteristics are assessed only by the part of the population involved in the activities of these bodies and their officials.

Ensuring the effectiveness of the reforms being carried out in our country at the current stage of development is inextricably linked in many respects in the political sphere, especially with the radical improvement of the civil service. As a result of consistent reforms carried out in the country in recent years, the structure and content of the activities of public authorities and administration have changed radically.

President of the Republic of Uzbekistan Sh. Mirziyoyev New Uzbekistan needs knowledgeable

and determined leaders who deeply understand the aspirations of our people, who consider it a sacred duty to serve them faithfully. He stressed that we will continue the policy of training highly qualified specialists for the civil service with high intellectual potential and innovative thinking, independent thinkers, patriots and loyal to their people, who have mastered modern knowledge and skills. [29]

Conclusion

Civil servants have their own corporate as a social group expressing their needs, interests and demands for achieving their goals goes. If opportunities are not created to meet these requirements, it is in the case of public servants these interests through corruption, i.e. tries to satisfy at the expense of citizens. National, moral and ethical norms in the activities of civil servants have a stronger impact on people than on his behavior as an official. This can have serious negative consequences for the civil service and have a serious impact on social status.

In general, the methods of structural-functional analysis are of theoretical and practical importance for the study of the specific features and social status of the civil service. This implies a hierarchical structure of the civil service as an organization, taking into account the inequality of employees in the process of service activities, the professional division of labor, social differences of employees, and so on. Therefore, these social factors related to the structure of the civil service can be assessed as the nature of the social institution that is leading in the civil service and beyond.

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Botir Bakhtier ugli Abdullaev

Yangier branch of the Tashkent Institute of Chemical Technology
lecturer in the specialty «Information Technology»

DEVELOPMENT OF STUDENTS COMPETENCIES IN THE USE OF INTELLIGENT SYSTEMS IN AN ELECTRONIC EDUCATIONAL ENVIRONMENT

Abstract: In this article, special attention is paid to the aspects that are necessary for the development of students' competencies in the use of intelligent systems in higher education. Information is given about the modern role and importance of intelligent systems, areas of application and advantages of using intelligent systems by students.

Key words: intelligent systems, artificial intelligence, automated tasks, blended learning, learning, individual learning, e-learning.

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РАЗВИТИЕ КОМПЕТЕНЦИЙ СТУДЕНТОВ В ИСПОЛЬЗОВАНИИ ИНТЕЛЛЕКТУАЛЬНЫХ СИСТЕМ В ЭЛЕКТРОННОЙ ОБРАЗОВАТЕЛЬНОЙ СРЕДЕ

Аннотация: В данной статье особое внимание уделяется аспектам, которые необходимы для развития у студентов компетенций использования интеллектуальных систем в высшем образовании. Дана информация о современной роли и значении интеллектуальных систем, областях применения и преимуществах использования учащимися интеллектуальных систем.

Ключевые слова: интеллектуальные системы, искусственный интеллект, автоматизированные задачи, Смешанное обучение, обучение, индивидуальное обучение, электронное обучение.

Введение

Ориентированная на человека среда электронного обучения в мире, определение стратегических направлений формирования, непрерывное развитие научного потенциала педагогических кадров, управление образовательными учреждениями на основе информационно-коммуникационных технологий в интегрированной информационно-образовательной среде, создание методического обеспечения, обучения с использованием интеллектуальных систем информатизации образовательного процесса ведутся исследования. В то же время проводятся исследования по совершенствованию механизмов контроля динамики управления образовательными

учреждениями, определению педагогического потенциала виртуального образования, созданию единой электронной информационной системы образовательных учреждений, созданию образовательных учреждений нового поколения, компьютерные программы.

Внедрение интернет-технологий в образовании в нашей республике, информация о деятельности образовательных учреждений-разработана нормативно-правовая база управления на основе коммуникационных технологий. Постановление Президента Республики Узбекистан от 18 сентября 2019 года ПП-8050 «Об утверждении Концепции единой информационной политики Республики Узбекистан» позволило ускорить

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информационную политику в стране [1]. А также Президент Республики Узбекистан подписал Постановление ПП-4996 «О мерах по созданию условий для ускоренного внедрения технологий искусственного интеллекта» от 17 февраля 2021 года» в соответствии со Стратегией «Цифровой Узбекистан – 2030» и ускоренного внедрения технологий искусственного интеллекта в нашей стране. Определены приоритеты для широкого использования, доступ к цифровым данным и их высокое качество, создание благоприятных условий для подготовки квалифицированных кадров в этой области [2]. В результате создана правовая база для реализации радикальных реформ в сфере и созданы условия для образования с использованием интеллектуальных систем.

Не будет преувеличением сказать, что использование систем электронного обучения в образовании восходит к 1980-м годам [3]. Многие развитые страны, такие как США, Канада, Китай, Франция, Япония и Германия, делают упор на образование с помощью систем электронного обучения. Мы видим, что не только приобретение знаний в этой области играет важную роль в формировании навыков использования современных технологий. Интеграция информационных и коммуникационных технологий с обучением повысит у учащихся мировоззрение, мышление, восприятие существования посредством современных технологий, а также

С точки зрения науки использование систем электронного обучения требует применения различных педагогических методов для эффективной организации уроков и на высоком уровне [4]. Самые передовые учебные заведения мира ведут образовательный процесс с использованием следующих образовательных технологий:

Смешанное обучение (Blended Learning) – уроки организуются с использованием как традиционных, так и дистанционных форм обучения одновременно. Это эффективная технология целевого использования знаний педагогов на высоком уровне. Используя эту технологию, можно организовать уроки в режиме реального времени по некоторым научным темам, а по остальным — через среду электронного обучения;

Технология на основе интерактивного обучения (Interactive tutorial based technology) - является уникальным методом обучения. Это

один из самых эффективных методов получения знаний в интерактивной среде. В этом случае студенты могут взаимодействовать с преподавателем в режиме реального времени из системы электронного обучения.

Обучение основанное на кейсах (Case based training) - представляет собой приобретение знаний учащимися на некоторых существующих примерах из реальной жизни. При этом приводятся примеры ситуаций, с которыми сталкиваются студенты на производстве, и рассматриваются меры по их преодолению в ходе урока.

Проблемно-ориентированное обучение (Problem based training) - Проблемно-ориентированное обучение рассматривается как процесс, включающий решение проблем и критическое мышление в проблемных ситуациях. Это дает возможность решать более широкие образовательные задачи, направленные на подготовку работников к активной и ответственной роли в своей работе. Студенты приобретают опыт решения конкретных проблем, и основное внимание уделяется развитию навыков и развитию навыков мышления при решении проблем, возникающих на рабочем месте.

Чтобы использовать системы электронного обучения, мы можем сначала создать такую систему или использовать LMS (система управления обучением) [5]. Сегодня использование систем LMS имеет самые высокие показатели в мире. Есть популярные системы LMS, такие как Moodle, Thinkific, TalentLMS, iSpring Learn, Open edX, Canvas. Благодаря использованию этих систем студенты могут одновременно использовать как традиционные, так и дистанционные формы обучения. Также мы можем использовать возможности этих систем для организации качественных уроков. В то же время мы можем создать собственную систему электронного обучения. Преимущество этого в том, что когда мы создаем такую систему, мы создаем себя в соответствии со своими потребностями и возможностями.

Системы электронного обучения сегодня называются LMS (система управления обучением), и в настоящее время существует более тысячи систем образования по всему миру. www.elearningindustry.com На сайте мы можем увидеть системы LMS, относящиеся к разным отраслям. Также на этом сайте мы можем увидеть рейтинг самых используемых систем LMS в мире (рис.1).

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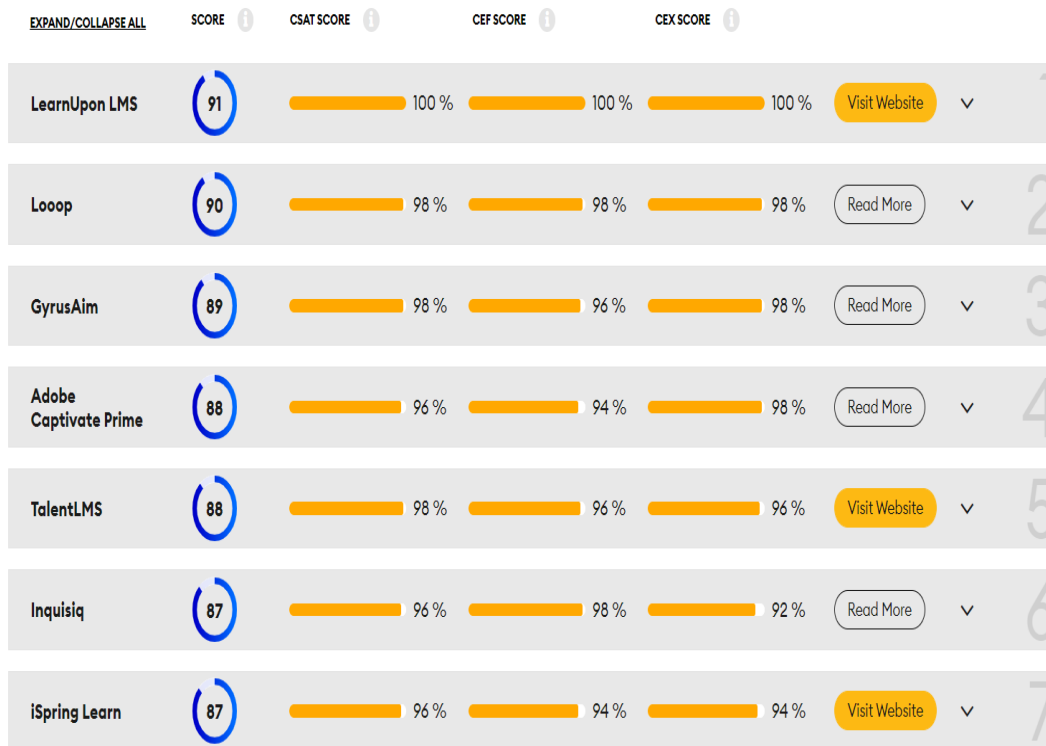


Рисунок 1. Рейтинг систем LMS по состоянию на февраль 2022 года.

Эти системы LMS предлагают собственные системы, использующие новейшие веб-технологии в обучении с учетом возможностей как преподавателя, так и учащихся. На этом веб-сайте также есть сравнение, чтобы пользователь мог определить, какая система наиболее эффективна для использования. Это, в свою очередь, позволяет пользователям выбирать и использовать систему, которая им больше всего нравится. Поскольку большинство систем LMS находятся в разделе иностранных языков, в ходе экспериментов выяснилось, что наши студенты сталкиваются с рядом проблем при использовании таких систем. Мы считаем, что лучшим решением для нас является создание для себя системы электронного обучения на узбекском языке в местном контексте. Причина в том, что во-первых, не все доступные LMS-системы бесплатны, что может вызывать некоторые проблемы с экономической точки зрения. Во-вторых, так как системы LMS в основном на английском языке и не все наши студенты знают английский. По этой причине мы считаем, что использование нашего программного обеспечения при обучении информационным технологиям эффективно во всех отношениях, принимая во внимание тот факт, что система преимущественно на узбекском

языке, а также то, что мы не платим за использование системы и другие аспекты.

Организация уроков на основе интеллектуальных систем в электронной образовательной среде не только служит повышению эффективности обучения, но и способствует развитию у них компетенций в использовании современных технологий [6]. Интеграция информационных и коммуникационных технологий в образовательном процессе оказывает положительное влияние на учебный процесс. Интеллектуальные системы сегодня являются одной из самых развивающихся областей, потому что с помощью современных информационных и коммуникационных технологий создаются автоматизированные системы управления на всех производственных предприятиях, системы управления транспортом, образованием, медициной и всеми отраслями экономики с помощью интеллектуальных систем. Сегодня в развитых странах мы можем наблюдать развитие интеллектуальных систем посредством умных улиц, беспилотных транспортных средств и продуктов, изготовленных с помощью роботов в производстве.

Интеллектуальные системы в настоящее время развиваются быстрыми темпами, и это уже

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оказывает глубокое влияние на процесс обучения. Например, IBM использует суперкомпьютер Watson, новую форму интеллектуальных систем в образовательных учреждениях. Это решение обеспечивает консультирование студентов 24 часа в сутки, 365 дней в году для студентов Университета Дикина в Австралии. Хотя он основан на алгоритмах, подходящих для выполнения повторяющихся и относительно предсказуемых задач, использование Watson повлияет на будущую группу административных работников в интеллектуальных системах высшего образования. При этом меняется структура качества услуг, временная динамика образовательного учреждения и состав его персонала [7]. Суперкомпьютер, который может в любой момент времени обеспечить индивидуализированную обратную связь, снижает потребность в том же количестве административного персонала, который ранее выполнял эту функцию. В этом контексте также важно отметить перспективность воздействия интеллектуальных систем на процесс обучения.

Интеллектуальные системы представляют собой совокупность методов и средств организации, накопления и применения знаний для решения сложных задач в какой-либо предметной области [8]. Интеллектуальная система, основанная на высококвалифицированном опыте команды экспертов, достигает более высокой эффективности при выборе решений за счет избыточности большого количества альтернатив, анализа влияния большого объема новых факторов, их оценки в стратегии. Основу интеллектуальных систем составляет совокупность знаний (база знаний), структурированная таким образом, чтобы формировать процесс принятия решений.

Интеллектуальные системы могут использовать материалы традиционной учебной программы для создания индивидуальных учебников по конкретным предметам [9]. Такие системы оцифровывают этот учебный материал и создают новые обучающие интерфейсы электронного обучения, чтобы помочь всем. Интеллектуальные системы могут указать на ту часть, где темы нуждаются в улучшении. Учителя могут не всегда знать о пробелах на лекциях и учебных материалах, которые могут сбить учащихся с толку некоторыми понятиями. Интеллектуальные системы предлагают решение этой проблемы. Coursera, крупный поставщик онлайн-курсов с открытым исходным кодом, уже применяет это на практике. Если обнаружится, что большое количество учащихся неправильно ответили на домашнее задание, система оповещает учителя и отправляет личный ответ ученикам и дает подсказки для правильного

ответа. Такая система помогает заполнить любые пробелы, которые могут возникнуть в курсах, и создать единую концептуальную основу для всех студентов. Вместо того, чтобы ждать ответа учителя, учащиеся получают немедленную обратную связь, которая помогает им понять концепцию и вспомнить, как это сделать в следующий раз.

Интеллектуальные системы и процесс обучения идут рука об руку, и потребуются новые методы, чтобы гарантировать, что все учащиеся достигнут своего окончательного академического успеха. Умный контент — очень актуальная тема на сегодняшний день, а также включает в себя виртуальный контент, такой как видеоконференции, видеолекции [10]. Как вы понимаете, учебники вступают в новую фазу. Интеллектуальные системы используют традиционные учебные программы для создания специализированных учебников по конкретным предметам. В результате учебники будут оцифрованы, и будут созданы новые интерфейсы электронного обучения, которые помогут всем классам и учащимся всех возрастов.

Интеллектуальные системы помогают определить, что студент делает, а чего не знает, создавая индивидуальный график занятий для каждого студента с учетом пробелов в знаниях. Таким образом, интеллектуальные системы учатся в соответствии с конкретными потребностями учащихся и повышают их эффективность.

В процессе обучения интеллектуальные системы расширяют сферу обучения. В целом интеллектуальные системы и цифровые технологии помогают расширить образовательные возможности для студентов по всему миру. Интеллектуальные поисковые системы и механизмы направления предоставляют учащимся информацию и ресурсы, необходимые им для продолжения чтения. Такие платформы, как Massive Open Online Course (MOOC), предоставляют мгновенные ссылки на курсы для всех, кто подключен к Интернету [11]. Это одно из важных преимуществ интеллектуальных систем в процессе обучения. Для обучения нет границ, и интеллектуальные системы могут помочь разрушить эти границы. Технологии обеспечивают резкие переходы, облегчая изучение любой области из любой точки мира и в любое время. Интеллектуальное системное образование дает учащимся фундаментальные навыки в области информационных технологий. Чем больше изобретений, тем шире будут охватывать онлайн-курсы, а с помощью интеллектуальных систем студенты будут получать образование независимо от того, где они находятся.

Интеллектуальные системы могут изменить то, где учатся студенты, кто их учит и как они

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осваивают базовые навыки. Хотя в ближайшие несколько лет могут произойти большие изменения, реальность такова, что интеллектуальные системы могут радикально изменить все, что мы знаем. Интеллектуальные системы, используя программную поддержку, учащиеся могут учиться из любой точки мира в любое время, и такие программы смогут заменить

определенные виды чтения на уроках. Образовательные программы на основе интеллектуальных систем уже помогают студентам приобретать базовые навыки, и в дальнейшем по мере развития этих программ и расширения знаний разработчиков интеллектуальных систем предлагают обширные услуги.

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Mohichehra Mirzayeva

Karakalpak State University named after Berdaq
Master's degree in Linguistics (Uzbek)

GRAMMATIC STRUCTURE OF SOME OYKONYMS OF THE SURKHANDARYA REGION (ON THE EXAMPLE OF DENAU DISTRICT)

Abstract: The grammatical structure of the oykonoms of the Denau District of the Surkhandarya area is discussed in this article. Simple, joint, and compound oykonoms were investigated as simple, joint, and compound oykonoms in the same territory. The toponymization of derivative terms gave rise to the majority of the oykonoms in the area (onomastic method of conjugation).

Key words: ethnonym, component, toponymic forms, historical core, derivative oykonoms, geographic terminology, toponymic indicator, onomastics, anthroponymy, hydronym.

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Introduction

The territory of the Surkhandarya region is one of the ancient cultural centers of Central Asia. In the Middle Ages, it was considered the historical core of the Chaghaniyon (Saghaniyon in Arabic sources) region. According to the Arab geography Muqsiy (X century), there were about 16000 villages in Saghaniyon. [1; 126] Chaghaniyon was near the present City of Denau. Some sources say that Denau is an ancient name.

Observations carried out on the grammatical structure of oykonoms in the Denau district (oykonom means City, Village, hometown and other population living quarters) showed that according to the structure of oykonoms there are three types:

I Simple oykonoms. Oykonoms consisting of one simple word, are considered simple oykonoms. Among the Stallions of the Denau district, the names of such a place can be cited as an example of *O'rikzor, Lolazor, Totuvlik, Chim, Chambil, Jamatak, Lo'pon, Ozod, Pojur, Lochin, Ushor, Sezbor, Yurchi*. Such a simple Stallion of this type differs from the stallion horses, which by structure consists of several components. Simple oykonoms are divided into tubal and derivative oykonoms depending on the toponym. [2:41-42] In the composition of the root words

oykonoms there will be no word-building morphemes. To such Stallions it is possible to give an example of *grass, Willow, free, Valley, Lochin, pattern, usor etc.* *Yasama* oykonimlar is a robbery in the territory of the Denau district. These can be brought such oykonoms as *Lamb, delightful, apricot, tulips, Sezbor, Youth, Peace, Harmony, friendship, Spring, Gulistan, Nuristan, Uzbekistan, entrepreneur, scholar, industrialist, Jurchi*. Toponomist scientist T. Rakhmatov showed that simple toponyms, formed from the root words, can be formed as follows:

- from geographic Temin (Lake, Spring, Shadow, Mountain, adir, country, hell);
- from ethnonyms (Niman, chibar, sweet, solin, mergen, Koza, Mongolian);
- names and surnames of people (Abay, Shodman, Okhunboboyev);
- from the names of animals and plants (canvas, Poplar, grass, plumage); [3: 31]

In the Denau district, morphological (toponymic) forms like *-li, -lik, -chi, -chilik, -zor, -kor, -iston* are commonly utilized in the formation of basic oykonoms. Let's have a look at it.

- I'm not sure. In today's Uzbek language, *-li* suffix is an adjective-building suffix derived primarily from terms in the horse category. (4:51)

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Delightful, for example. According to Turkish scientist E.V. Sevortyan has an ethnographic value and is commonly employed in Vietnamese formation. [5:395]

In the Denau region, oykonoms created with the same suffix are quite rare. A gorgeous lamb-eared Stallion can be used as an example for them. The lamb Stallion, on the other hand, is a derivative simple stallion derived from animal names.

-lik suffix the law is straightforward, oykonoms. This suffix is considered a historical suffix, including variants such as -lik/lig/lug in old Turkish languages. - The terms with likenesses denote the possession of a certain subject or substance, as noticed by the renowned linguist Mahmud Qashgari. [6: 499] According to Azim Hajiyev, this suffix is generated mostly from noun, adjective, and adverb terms in the present Uzbek language. [4:42]

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-zor - simple oykonoms with dice. By origin -zor suffix is an element of the Persian-Tajik language. This suffix is added to nouns and forms toponyms. Most often, -zor suffix refers to botanical terms, that is, to the names of plants and fruit trees, where there is a lot of the genus. Made with the help of -zor can be found in all regions of our republic. In the area we are studying, there are also place names-with the help. Including: *O'rikzor, Lozazor*.

-kor suffix is simple okonoms. The main part of the words that are used with the help of this suffix and are now used in the Uzbek language are words that have mastered the Persian-Tajik language (ready); Sinner, hypocrite, entrepreneur, etc. [4:54]

Actually, -kor suffix helps to make individuals nouns in Uzbek language at this period, case in point: *g'allakor, paxtakor*. It depends on -kor suffix means that, place names maybe common use: *Sohibkor, Ziyokor*

-iston suffix is simple okonoms. This suffix means that, national names or country names, or it comes with other words and make a news words, those refer to residential country or nations names, it usually formed nouns. For example: *Tojik-iston, Arman-iston* as well. We are learning area -iston suffix comes with place names, such as: *O'zbekiston, Nuriston, Bahoriston, Guliston*.

II. Compound oykonoms it is formed from the combination of two or more words: *Qoratepa, Mehnatobod, Yangikuch* as well.

According to the morphological structure of the joint stallions are divided into the following types:

1. Noun+noun joint oykonoms in the mold. In the second part of the joint oykonoms of this type often take part such words as top, spring, prosperous, struggle. The first part of them can be made from anthroponyms, ethnonyms, phytonyms, gidronyms. In this area, too, to the joint oykonoms in the noun+noun mold *Surnaytepa, Dunyotepa, Gulobod, Paxtakurash* as well place oykonoms.

2. Adjective+noun joint oykonoms in the mold. The first part of the joint names, made in this mold, represents color-hue, size, taste. *Qiziljar, Oqqo'rg'on, Yangikuch, Zaxartepa* like aykonim are the names of the place where it is made so.

III. Accumulated Stallions.

Place names consisting of three or more components are called compound oykonoms. It can be met many such oykonoms in the structure of the toponymy of Uzbekistan. In particular, the philologist scientist T. Rakhmatov provides information about Yakkabuloksoy, Epepasoy, Oykonimlari in his scientific research work called "Toponymy of Samarkand City and its suburbs". [43] on the territory of the Denov district there are also compound oykonoms, to which there are Place Names *Qovunlisoy, Qorabog'tepa*.

The fundamental reason for the toponym's established existence is that individuals rarely consider the meaning of a term before it becomes a toponym. As a result, the nominative of any object remains the word. If you carefully examine this toponym, even a small object name, known as a microtoponym, may turn out to be "Makroguvoh," which otherwise represented a significant historical event. The names of the seeds that carried key events from different times, as well as the names of historical personalities, are known to reflect toponyms. There are also Place Names with the names of tarkhy people on the Denau district's territory. Examples of aykonoms include *Zahiriddin Muhammad Babur, Ibn Sina, Abdurahman Jami, Su' Alloyor, Muqumiy*.

It is feasible to determine the location of the Uzbek Seeds based on toponymy. Many villages in our nation are named *Jalayir*, for example. The *Jalayir* tribe resided in the Ohangaran Basin and near *Khujand* from the beginning of the thirteenth century till 1375. Amir Temur executed the commander of the *Jalayirs* and transplanted the *Jalayirs* to separate sides that year for his steadfast opposition. Since then, other ethnic groups under their authority have begun to be referred to be Algerians, in addition to the actual *Jalayirs*. The present-day *Jalayir* communities have a similar heritage. As a result, toponyms always arrive in the world as a result of historical events.

the suffix -lar This does not include the suffix in the series of word-building morphemes, according to Professor A. G'ulomov. It signifies a further indefinite plural, respect, emphasis on any thinking, *Khon* concretization of the concept, and generality. Such a person as *Oylarxon, Qizlaroy*, passes the function of

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making a name in the composition of three names and in this place throughout these months of life. It makes no difference to the meaning of the word.

Observations show that the larvae form only toponyms related to people: *Arabs, Princes, rich people, jewelers, leper, sheikhs*, etc. According to the 1959 census, the population of the Khorezm region ends with the addition of more than 720 people from more than 80 thousand people. It is interesting to note that among these names are toponyms such as *dogs, Seagulls, goats, Crows three*. In such a comparison, these toponyms are similar to content on animal names. But in fact it is not so: there are names of seeds, which are called *Foam, gravel (hyacinth), goat, Crow*. The toponyms that have not yet been mentioned are named after these seeds. For example, a crow means "the place where people from the crow's Seeds Live".

-on suffix. In the conditions of Uzbekistan, this Tajik language forms the opposite toponym, and some social group of people, case in point: 1) to a certain nation - Arab (arabs), Kyrgyz (Kyrgyz), Uzbek (Uzbeks); 2) some kind of seed-aymakka – Manguton (mangits), Minggon (people from a thousand seeds); 3) to a certain category - Mirzoyon (secretaries), Tarkhon (Oli-tax-exempt); 4) craft - profession-Wicker (Wicker), kosagaron (Cup Masters), word-wicker (needle Masters); 5) denote the belonging of religion to the kikode: Muḡeti, Muḡiyon (fire worshippers), Hinduyan (Hindus), etc.

Toponymist A.L.Khromov (Dushanbe) believes that *-o'n* (on) suffix is poorly used in *matcha* (Mastchoh) dialects, as well as in all Tajik dialects. The sameikikli toponyms are considered quite ancient. At the present time, the plural suffix *-o* (*ho*) is applied to the *-on* suffix. In the conditions of Uzbekistan, the plural toponyms *-o* (*ho*) are extremely rare in the composition of toponyms, and *boMsa* is so much associated with the main component of my toponym that it is difficult to notice it.[11;9]

-ot (*t*) suffix. Toponym *yasayan buiksiks* appeared in two different ways: one is Arabic, the other is watery. In addition, *-t* comes in the ancient Turkic language, and in the Mongolian language, too, in the plural.

Zahiriddin Muhammad Babur wrote only one toponym in two forms: *Badaxshon-Badaxshonot, Lamg'on-Lamg'onot, Xuroson-Xurosonot, Hinduston-Hindustonot*.

It is also known that the Land of Gilons and Garmser in Iran is written in the forms of Gilonot and Garmserot.

Academic V.V.Bartold spoke about the history of Badakhshan, it was said that the mountain country was also in the style of *Badaxshonot* in the form of an Arabic plural in historical sources. So is the truth. In the examples given above, Arabic *-ot* suffix reminds

the Russian suffix *-kina* (Kievkina, Smolenkina) and also denotes the around atrophy of this place.

Also, when Babur writes India in the form of coconut, before that he certainly uses the word "tomam" (whole), and consequently, when he says "tomam Hindustonot", he understands the whole of India and its surroundings.

The name of the city of Herat in Afghanistan can also be included in this sentence. The name of this city was originally in the form of *Hiri*. Hiri was gradually expanded during the period of the capital and during the Navoi period it extended along the river to 15-16 km. The city of *Hiri* began to be called *Hiro* (*Hiri Hot*) with its environs, and we believe that the same name has become law.

The island of *Miyonkol*, which is located between the Tar - Moks of the Zarafshan River and the so-called Karadarya and Akdarya, along with around atrophy, is also referred to as *Miyonkolot*. Toponyms, such as *Bogot, Rabot*, really mean the plural. *Bogot* - "Gardens", *Rabot* - "rabots". It is known that Pamir is also written in the form of a Pamir, since there were a lot of tomatoes (in the works of English authors nine Pamir was noted).

It is worth noting that some Turkishlogists believe that the Arabic-noun plural does not meet in the composition of Turkic, including Uzbek words. However, it is known that the noun suffix *-* in the plural, in the XIII-XV centuries, the words Uzbek village, Army were added to the end and used in the style of the village, Army. By the way-the noun suffix toponyms also made.

We mentioned that *-t* (*-ot*) suffix is also plural suffix in the language of SUHD. Scientists have studied the grammatical properties of the "Yag'nob" language, which is considered the current continuation of the *Sug'd* language, and proved that this is a rear suffix, denoting the plural-*t* in both languages. For example, in the YAG'nab language, the plural of the word brother is *akot* (akaot), the plural of the word *Jo'ra* (partner) is *jo'rot*, the plural of the word cave (mountain) – *g'ararot*, etc.

In toponymy, however, we have a completely different landscape: the *lar* suffix is a topoform in which numerous toponyms reside.

In conclusion, the Surkhondarya region is divided into simple, joint and compound oykonoms according to the names of the places in the Denau district. Part of the simple words are the root words, the majority of which came into being with the toponym of the derivative words. The joint oykonom consists mainly of noun+noun, adjective+noun molds according to the structure, made by means of a syntactic-lexical method. And the compound oykonoms are formed from three or more words, which in the system of oykonoms constitute an insignificant amount.

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Zamira Yuldashevna Ibragimova

Karakalpak State University named after Berdakh
Associate Professor

Shadigul Yabbarbergenova

Karakalpak State University named after Berdakh
Master of Linguistics (Uzbek) 2nd year

WORDS OF POSITIVE WISHES OF THE UZBEK AND KARAKALPAK PEOPLES AROUND THE TABLE

Abstract: The examination of praise and wishes of the Uzbek and Karakalpak peoples around the table is the center of this article. This procedure is frequently used to communicate positive wishes during celebrations and festivities.

Key words: applause, positive desire, prayer, wish, speech etiquette, food, household applause, food, happy life, aging.

Language: English

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Introduction

Applause and wishes are utilized in folklore in various forms and meanings in everyday life. Everyday applause has no unique creators or performers. Wherever they are needed, older people speak them. There are three forms of clapping: applause at the meeting, applause at the table, and applause at the start of a business or event. Each of these three species has its own distinct traits. Due to different circumstances, the lexicon of ceremonial names is genetically generated directly on the basis of that people's linguistic richness, sometimes by gaining terms from the lexical richness of other, typically surrounding ethnic groupings. The emergence of new ethnographic phenomena in the subsequent historical process of ethnos life is also a factor that ensures the continuous development of ceremonial lexicon.

People who live next to one other constantly influence, borrow, and integrate each other's ideas. This is frequently visible in the set of words used to describe the ritual. As a result, in some instances, the influx of vocabulary units expressing rituals from other people's languages is also one of the causes of ceremonial lexicon enrichment.

Folklorists' research into the scope, location, and content of the words acclaim and desire in folklore, in our opinion, needs more precise additions.

A lot of social elements are linked to the creation of desire and applause units. The Uzbek people's traditions, rites, beliefs, and national ideals are among them. It appears that, in addition to researching the lexical and grammatical characteristics of Uzbek applauding units, they must also be classified according to their content and speech.

The lexical richness of any language is known to be researched in the linguistics department's lexicology department, which analyzes the structural and systemic elements of lexical richness, as well as the rules of their growth and their relationship with other branches of language (phonetics and grammar).

Lexicology also considers the processes of obsolescence and renewal of a language's vocabulary, the role of linguistic and extra linguistic elements, the functional-semantic description of existing lexical units, old, new lexical layers, and linguistic theme groups.

When the lexical features of each language are studied on various levels, such as the laws of language

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development, language and thinking, the influence of language and society relations on the lexical structure, lexical units in terms of modernity, history, expressive-stylistic the definition of socio-philological processes, such as the division into different thematic layers, lexical units in terms of modernity, history, expressive-stylistic the definition of socio-philological processes, such as the division into different.

People wishing each other well is one of the most popular expressions in the Uzbek and Karakalpak cultures of communication. Praying, cheering, wishing, and wishing well are examples of such statements. However, the term applause is suitable in the above-mentioned research of Uzbek folk oral poetry. In addition to applause, such units include prayer phrases, phrases such as "Let the house be full of wheat," "Find blessings," and some proverbs and phrases.

Positive desire units have been used in our people's history from ancient times, and instances can be found in prayers, ceremonial etiquette, phrases, and proverbs.

The happy wishes around the table are various due to the hospitality of the Uzbek and Karakalpak people.

When Uzbek and Karakalpak families visit a house, the table is set with the following words: "May this room be filled with peace and quiet." May the homeowners live long and see their children's wishes come true! The following positive wishes in the form of text are used when setting the table, eating and after the meal: "Let there be no state, let there be generosity, let there be endless pleasure, let there be no prosperity in your house, let there be happiness in your house, let there be plenty of tablecloths, let there be a face in front of your neighbors May your light be long, may your tongue be long, may your destiny be full, may your intentions be great, may your table be full, may your food be whole!"

Positive wishes to be said around such a table found its appearance even in the Karakalpak families.

As bergenge bas bersin,

Alla uzaq jas bersin,

Ketpes da`wlet bersin,

Ja`n-jaqtan qoldi bersin,

Jortqanda joldi bersin,

Allataala shin jarilqap,

Aytqanimnin`ba`ri kelsin,

A`min ,Allahiw a`kbar! [6:231].

In the people of Karakalpak, there are a lot of types of prayers that can be said after the meal is recognized around the table. Of these, sometimes it is said that only "Awmiyin" can raise a hand, and sometimes the hand spreads. "Ko`p bersin, bereket bersin, esesin alla jekersin", "Awmiyin toy bolsin waqti xoshliq bolsin", "Awmiyin jarliqet, qabilet ,baq bersin, ba`len`nen saqla", "Awmiyin amanliq bolsin, tinishliq bolsin".

Sometimes, after a large meal is eaten in moderation, the Quran is recited in honor of the fathers. For example, prayer is performed: "tiye bersin", "iymani joldasi bolsin", "jayi ja`nnette bolsin".

As in every nation, when the Uzbek people want national dishes, they are applauded. In some places, however, melon, some samples of the so-called applause were preserved after eating meat. For example: "Sweet-juice, good-natured, grandfather "salavot" to the peasant, thank you to the father of the thorn, Amen" [8: 110].

In the people of Karakalpak, too, such applause was preserved. For example: "Ekkenge, tikkenge a`kelgenge, keskenge raxmet, awmiyin. (speaking)

The following prayer is recited around the table: "Let us not lose our seats. May the blessings of what we eat and drink touch those who pass by here! May our work come from the right, may our destiny be formed!"

The most commonly used phrases are "Let the one who gives soup, let the state that does not go, let the state give a broad verb! Blessings, the state increases".

The above instances demonstrate that, according to our people's customs, entering a house is a beautiful gesture to the owners, and then when the table is set, those seated around it desire the human health and wellbeing, longevity, success, wealth, harmony, and well-being in the future. Even when the guest is not present, each apartment owner with a table setup and before the table is washed, himself, family members, and relatives wants applause reflecting similar happy wishes for his connections. The topic of responses and speech propriety reflects the applause heard.

The word **pray** is often used in the context of applause, followed by sentences expressing a positive desire, such as "Let our prayers be accepted, and enjoy the seven rewards of the prayers we recite."

The word duo in the Uzbek language has been used for a long time. Units ending "Olluhu Akbar" in (Allah is great, Allah is great) were used.

The Arabic lexeme duo was adopted in both Persian and Turkish, and is one of the most widely used words in Islam, being used in the language of ancient Uzbek written records from the 14th to the 15th centuries. In the language of "Muhabbatnoma" (Khorezmi's work) and in the works of Alisher Navoi in the 15th century, it became a polysemous word in both poetic and prose works:

- "Pray" - 1. Ambitions; pray to god for good.
2. purpose, demand, desire.
3. Wishing you a long life.
4. Amurlet.

The Persian word for prayer is duo: the phrase "pray for goods" is a prayer for good deeds; "Prayer of the soul" is a prayer for someone's life and well-

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being, and always means "your prayer is in your soul."

The word duo is also formed in compound verbs: to pray, to pray, to pray. The Arabic grammatical form of the word pray is also found in the language of written monuments in Uzbek.

Examples of written texts that show the different meanings of the word duo in a sentence: Golden apple, take a prayer, isn't a prayer a gold? (Proverbs).

"Father, I don't need your money, just pray," he said hurriedly. (S.Ahmad) After the prayer, Otabek took out a blanket and held it in a box. (A.Qodiriy) The prayer of many will be a lake (Proverb) Say a prayer to my aunt, my daughter ... - said Aunt Tokhta (I. Rahim).

The word tandem appeared in the examples above as a syllable of appreciation with several definitions.

In the above examples come from the function of the word expressing applause in different content of the prayer.

"Pray" in Karakalpak language: "pa`tiya" arab tilinen aling'an bolip, ha`r bir insang`a beriletug'in jaqsi tilek, jaqsi niyet insannin`arziw-a`rmanlarinin`a`melge asiwinin` birden- bir tiykari sipatinda qabil etiledi. [5:74]

A`zzeti -abiray, abiraydan ayirmag`ay bir quday. A`wmiyin!

Pa`tiya-tilekten keyin, Lepes :-"Mirzashti jiber, "- dep Aymerekege im qahti (Q .Ma`tmuratov) [11:174].

Joritqanda jolin` bolsin,

Qidir ata joldasin` bolsin,

Qiriq shilterler jilawin`da bolsin.

Ot, jala, suw ba`lesinen saqlasin [7:7].

See the error message at the bottom of this page for more information.

Another feature of the units of the positive desire to be said at the table is to thank God for the blessings that the person has bestowed on him, and to express good intentions to the family members "bless, peace be upon him, let him give over food to our table!" (From the colloquial).

In our people, as soon as they come and sit around the table, water is poured into the hands, in which the adult wishes a long life, happiness to the person who poured water. "Rich as water" (from colloquial speech).

The Uzbek and Karakalpak people are prayer people from time immemorial. Before we start any work, of course, the good intentions of being blessed mainly by the elderly father. For example, before sitting at the table, positive wishes are expressed, such as "do not get out of your head Toy, be Oval-fluffy, so many children". This is evident from the fact that our people are hospitable and childish and reflect our national mentality.

In the people of Karakalpak is also said to pray with good intentions to the owners of the same family when the visitor to the house comes. For example:

Da`wren`nin`basi merekali bolsin,

Da`wletin`nin`basi berekeli bolsin,

Dushpang`a ba`nde qilmasin,

Dasturxang`a ka`nde qilmasin,

A`min,Allahiw a`kbar!

Joqari bolsin da`wletin`,

Jaydari bolsin ul-qizin`,

Du`birli bolsin shabisin`,

Tu`birli bolsin tabisin` [6:533].

Through these lines, one of our people's values was luxurious wedding, the entry of the state together with the guest into his house, the provision-consent, the courtesy of the children of the head of his state, the blessing of family income.

The Uzbek and Karakalpak people are distinguished from other peoples by their traditions, luxurious wedding holidays. People gather around the table on holidays, luxurious wedding and make positive wishes to each other. For example:" let our head not go out of the toy"," let him go to the feast", or" let him go from the Navruz to the Navruz", which means good intentions.

Applause of the table is usually said before the meal is eaten and when the dish is eaten and when the table is brushed. People say thanks to the nozzles that they were given before eating. For example:" let him Give Peace, Blessing ,fullness, peace of mind, " they pray.

And after asking for food, it is said that "Pray, let the food be many, let the trouble be easy, no need to be smooth, cover like a lid, glue like a good approach, make a mistake from the bad" [8:110].

As a rule, the applause of the tablecloth is said by an older man, and the rest listen to him and "Amen" the photo shoot. In our people, respect does not extend to the stay of food before adults, older people or the older the family begin to eat. Even after eating, don't let before an adult from the table does not stand, the prayer is justified and allowed only after being photographed. In the Uzbek and Karakalpak people, the table is considered one of the sacred things, with special respect. Sitting around the table does not stretch the leg, jumping over it or pressing, depending on the table. This is an appearance of our national traditions.

As a result of the foregoing, it can be stated that positive desire content units have a wide range of content and are classified into several content groups. They possess peace, harmony, health, longevity, a pleasant life, good luck, sustenance, congrats on holy days, a large family, money, and strength in particular. The applause's content will be represented as a joyful existence with twofold aging.

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Dilrabo Yuldashovna Khakimova
Navai State Pedagogical Institute
French teacher
Department of Foreign Languages
Uzbekistan, Navai

COMPOSITION OF THE MINING VOCABULARY, SOURCES OF ORIGIN AND FUNCTIONAL CLASSIFICATION

Abstract: *The need for a special word denoting a concept related to a person's professional activity arose a long time ago, in any case, no later than the separation of craft from agriculture.*

Key words: *mining vocabulary, sources, term, terminology, nomenclature, practical necessity.*

Language: *English*

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Introduction

The names of this category of vocabulary - "term", "terminology", "nomenclature" - appeared in the language in the 18th century, but "the problems associated with the linguistic understanding of the relevant concepts took an important place in linguistics only in the 20th century".

With the allocation of terminology as an independent branch of science, the role of linguistic research in this area is not diminished, because their results are the basis for both the development of the theory of terminology and practical recommendations for streamlining existing and building new terminological systems of individual branches of science and production.

The scientific and technological revolution has an impact on all aspects of the language, but the most sensitive due to a number of extralinguistic and intralinguistic reasons is terminological vocabulary [1. 182 p.]. "In connection with the modern progress of science and technology and the social changes accompanying it, which cause a radical restructuring of the conceptual apparatus of many scientific disciplines and the emergence of new branches of knowledge, new concepts arise, which sharply increases the need for a nomination. All this leads to the so-called "terminological explosion", i.e. to the mass emergence of new terms, terminological fields

and entire terminological systems and introduces significant changes in existing terminological systems [2. 56 p]. The task of linguists is to turn the "terminological explosion", which is largely spontaneous in nature, into a controlled process. Standardization and unification of terminology should be considered as one of the urgent tasks of modern society".

Linguistic research is not limited to the field of terminology, but covers all layers of special vocabulary: terminology, colloquial professional vocabulary (professionalisms), colloquial professional vocabulary (jargonisms).

One of the professional lexical systems that has not been fully studied from a linguistic point of view is the vocabulary of miners [3. 123 p]. True, there are works devoted to the historical analysis of this vocabulary. Mining vocabulary of other languages has been studied to a greater extent. The current state of the special vocabulary of Russian miners has not been systematically analyzed.

Mining terminology is still actively developing. This is facilitated by the scientific and technological revolution: new equipment is being introduced at mining enterprises, the technology of mining is changing - all this requires a name [4. 74 p]. Evidence of the rapid growth of the terminological system is the reprint of the terminological dictionary.

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At the same time, dictionaries appear that reflect the system of mining terms for individual methods of developing coal deposits (for example, Thesaurus).

Thus, the work to streamline the terminology of mining continues, and linguistic research in this area is necessary.

Mining is one of the oldest on earth. On the territory of our country, traces of the development of ore veins are known, dating back to the 2nd millennium BC. e.. But mining becomes an industrial basis only in the 18th century [5. 87 p].

Initially, the term "mining" meant both the development of minerals and the production of metal. With the development of mining and in connection with the division of labor under the conditions of developing capitalism, when "manufacturing industry is separated from mining, and each of them is divided into small types and sub-types, producing special products in the form of a commodity and exchanging them with all other industries. The development of a commodity economy in this way leads to an increase in the number of separate and independent branches of industry ... ". With the development of mining science and production, the composition of special vocabulary is expanding, and the process of formation of mining terminology is underway. Mining terminology grows out of the professional colloquial vocabulary of miners [6. 264 p]. This process is characterized by complex relationships of words both within the mining vocabulary and with the words of the common language. The growth of the miner's vocabulary is due to extralinguistic factors; it is drawn up according to the laws of the common language.

The material of the study was mining terms extracted from dictionaries, scientific and educational literature on mining, business documentation of coal mining enterprises, professionalism and professional jargon recorded in the oral communication of miners.

The sublanguage of mining serves the communication of miners, thematically limited by scientific and industrial needs. Like any other professional version of the language, the sublanguage of mining arose and developed on the basis of the language, and the main feature that distinguishes it from other professional variants and the common language is the presence of a special mining vocabulary [7. 48 p].

Under the special vocabulary of miners, we mean the whole set of special words correlated with scientific and industrial concepts, realities, processes and actions related to the scientific study and industrial development of coal deposits.

The naming of special mining concepts and realities was carried out mainly in the same ways as in the common language: "a) the use of a ready-made lexical unit of a given language; b) creation of a new lexical unit; c) borrowing from another language.

The words of the literary and everyday language were part of the miner's vocabulary in different ways.

Some of the words became part of the vocabulary of miners in connection with the use in mining of a well-known tool in everyday life, a device. Such words did not change their meaning and were used and are currently used in the same meaning both in the neutral and in the special sphere of communication.

Since these words denote well-known objects and concepts, they cannot be attributed to terms or professionalisms, but they also cannot be ignored, since they denote concepts and realities that are important for miners, the frequency of their use in miners' speech is undoubtedly higher than in everyday speech. communication of ordinary native speakers. The number of popular words actively functioning in the communication of miners is also significant. We have identified 95 words that have the same meaning in the general and special language, which is 8.4% of the total number of ready-made lexical units of the language included in the mining vocabulary.

The development of mining is closely connected with geological science, therefore, a significant number of geological terms have been included in the mining terminology (they make up 5.4% of the total number of ready-made lexical units included in the vocabulary of miners).

The introduction of gunpowder works in mining (the modern term is drilling and blasting) gave impetus to the development of military vocabulary by the sublanguage of mining. New terms are included in mining terminology along with new realities: cartridge case, fuse, charge, primer, cartridge, piston, gunpowder, etc.

Each production has its origins, the foundation laid by the previous experience of people. Such a basis for the coal mining and mining industry was the handicraft ore industry. Naturally, the vocabulary of handicraft mining became the basis of the professional vocabulary of miners.

However, during the development of the coal mining industry (260 years), there have been significant changes in the methods of mining [8. 269 p]. Handicraft tools and equipment fell into disuse, and with it, many special words were lost. In modern mining terminology, there are single names that go back to the vocabulary of handicraft ore mining. These are the names of minerals and host rocks: ore, rock; ways of occurrence of minerals: reservoir, vein and some.

In the terminology of mining and in the colloquial professional vocabulary of miners, there are a significant number of words that "belong to a wide general literary and narrow special sphere. Signified and signifier in these different spheres coincide. They differ in the amount of semantics, the amount of information, the type of value. A common word is borrowed by a special sublanguage, as a result of which it acquires a new meaning, which, in relation to the main one, is a nominative derivative.

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Borrowing well-known words with subsequent specialization of their meaning is one of the active methods of replenishing not only terminology, but also colloquial and professional vocabulary.

In the process of development of mountain vocabulary, many words, genetically ascending to the

dialect, were lost for various reasons: the realia, called the dialect word, fell out of use; a word more suitable for terminating appeared, so a small number of words borrowed from territorial dialects remain in the modern mining vocabulary.

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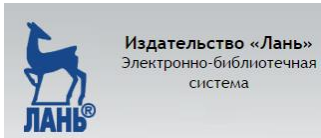


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