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Issue **Article**

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THE PREFERENCE AND QUALITY OF PRODUCTS IS A GUARANTEE OF ITS DEMAND FOR CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: *In the article, the authors, using the developed software, assessed the possibility of a new term for assessing the quality of products, namely, "lean products" to help the consumer of this very light industry product have more effective criteria for preference when choosing an assortment for their needs. For the first time, we explored the possibilities of motivating a person for his effective management of the team of a light industry enterprise for the manufacture of demanded and import-substituting products in the demand market, taking into account its attractiveness and guaranteeing the enterprise sustainable TPE from their activities, considering the possibilities of a union of culture and effective management to ensure the production of demanded and competitive products consumers of the regions of the Southern Federal District and the North Caucasus Federal District. In addition, the authors believe that control within the framework of the QMS carries a psychological load and forms in the team a sense of responsibility for the implementation of the tasks formulated before it. But this is provided that a competent selection and recruitment of personnel is implemented, who have communication skills, professionalism and stress resistance.*

Key words: *respondents, experts, randomization, demand. competitiveness, import substitution, concordance coefficient, competence, survey, questionnaire, demand, product sales, convergence, divergence, quantity, measure, market, consistency, consumer, manufacturer, consumer culture, quality activity, quality of life, purchasing qualifications, economic policy.*

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Introduction

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Reanimating the concept of "Product attractiveness", we seem to return the domestic consumer to the market, although the market is waiting for a buyer with a high paying capacity. But today there are only 7% of such consumers in Russia, and they are not frequent visitors to those markets where the mass consumer makes purchases. The mass consumer differs from the solvent consumer in that he is extremely economical and it is difficult to "shake" him for purchase. This is where the main criterion for making a decision to purchase by a mass consumer will be the concept of "Product attractiveness", which requires a certain type of product that can charm him, and the presentation of this very product. And no less important factor is "cultural packaging", that is, the very criteria laid down in the "Product attractiveness" status.

Agreeing that today manufacturers do not produce what they can, but mainly what is especially profitable, because needs in the market are not determined by buyers. The markets are ruled by the seller in all persons and as the organizer - the owner of the market. And, of course, the owner of the market, in turn, is well aware of the importance of cooperation with the manufacturer for his well-being. Such a vicious circle provokes a situation that the concept of "quality" has become a bargaining chip, dependent on the understanding and taste of the seller, who, unfortunately, does not have such criteria, he simply does not own them. In this regard, the status "Product Attractiveness" is a litmus test for the consumer, if the manufacturer again turns to him through an alliance with the designer, making artsy products, that is, original, ultra-fashionable and modern.

Main part

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

The task of increasing competitiveness is especially urgent for shoe enterprises, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensified, one of which is the union of commodity producers and the state.

The basis for the formation of criteria for assessing the competitiveness of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District is the content of the concept of "competitiveness of an enterprise", which is understood as its advantages over other enterprises in ensuring the economic development of the region, as well as in the innovative and investment potential of international cooperation. The content of the concept is transformed into a general model for determining the competitiveness of an enterprise (formula 1).

Kpk- f (Zreg; Pinw; Pinnov), (1)

where *Kpk*- assessment of the competitiveness of the enterprise; Zreg - a criterion for assessing the importance of an enterprise for the economic development of a region; Pinv is a criterion for assessing the investment potential of an enterprise; Pinnov is a criterion for assessing the innovative potential of an enterprise. Thus, on the basis of these criteria of competitiveness, we have proposed a system of indicators for assessing the value of any enterprise for the development of the regions of the Southern Federal District and the North Caucasus Federal District, which is presented in Table 1.

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

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

Table 1. Indicators for assessing the importance of the enterprise for the development of the regions of the Southern Federal District and the North Caucasus Federal District

Directions for assessing the value of the enterprise for regional economies	Indicators for assessing the importance of the enterprise for the development of regions
1. Promoting the growth of budget revenues	Added value created by the enterprise
2. Promoting general employment	Number of employees at the enterprise
3. Promoting the formation of a positive foreign trade balance	The volume of export of products by the enterprise
4. The contribution of the enterprise to the economy of the regions of the Southern Federal District and the North Caucasus Federal District	The share of the enterprise in the structure of production of the regions of the Southern Federal District and the North Caucasus Federal District

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

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

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

Effective Skills - Well-Learned Principles and Modelsbehavior. To turn something in your life into a skill, you need three components: knowledge, skill, desire.

Knowledge is a theoretical paradigm that defines what to do and why.

Skill determines how to do it.

And desire is motivation - I want to do (Figure 1)

Fig. 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, initiating what is happening, subordinating our feelings to our values, we are responsible for our actions and, first of 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. (Fig. 2) Stephen R. Covey believes that in order to achieve personal victory over himself, a person needs at least two more skills, except - "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 this enterprise, the tasks for 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 ...

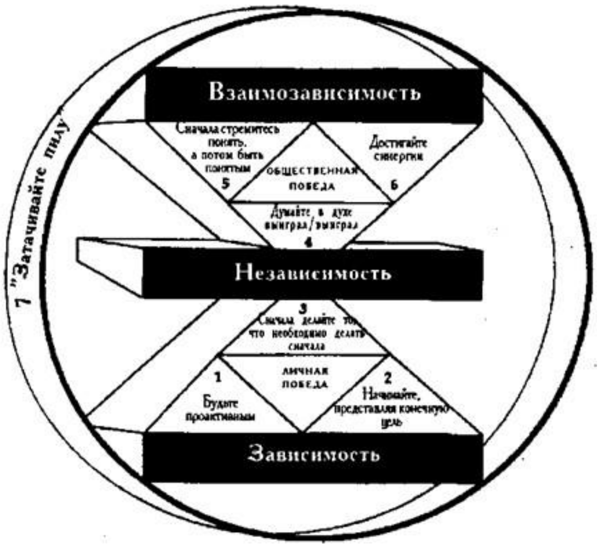

Fig. 2- Time Management Matrix:
1 - Be proactive, 2 - Start with the ultimate goal, 3 - Do what needs to be done first, 4 - Think win / win, 5 - Seek to understand first, then be understood, 6 - Achieve synergy, 7 - "Sharpensaw "

It is quite obvious that in order to master the skill "First, do what must be done first", not urgent, but very important things to maintain our resource, we will try to do first of all, and it is in this matter that we will develop the first and second skills ... As we master the first three skills, we will gain more and more independence from external factors and more and more open up the opportunity to consolidate personal victory, trying to interact in a new way with the world of our own kind, realizing objective interdependence. To do this, we need three more skills: “Think in the spirit of won / won” (4), “First strive to understand, and then be understood” (5), “Achieve synergy” (6). Cooperation and trust are both the result and the condition for consolidating these skills, which are important in communication and collective activity. Seventh Skill (7) Stephen R.

He did not ambiguously believe that we can count on success, on efficiency only when we make constant efforts in the formation of all these skills, working on comprehensive self-development.

Thus, it must be admitted that, working on your update alone, it is doubtful to be successful, even with all three ingredients to develop the necessary skills. Man is a social being. In reality, upbringing is carried out only through an act. Three are involved in upbringing: - in addition to the educated person, there should also be - an educator (do as I do) and a connoisseur (what they teach and how it turns out). With self-education - where to get two more missing ones? There is only one way out - to find an image that would be a teacher, to find an image that would be a connoisseur. We did not make a reservation, and you were not mistaken - it is the image or images. For this, literary heroes, friends, girlfriends, dads, mothers, grandmothers, grandfathers can come up with your rich imagination.

Once again I want to recall another Russian proverb: "That until the thunder breaks out, the peasant does not cross himself." Is it really necessary to step on a rake, get a tangible blow on the forehead and shout - "Fu, I remembered the name of this tool, that it is a rake." It's funny and sad, and yet we believe in common sense that the truth is more expensive and the truth will prevail - we will be able to revive this very light industry, which was confirmed by the experts - respondents, showing unanimity on the main criteria for assessing the competitiveness of light industry enterprises, the list of which, approved following the meeting are summarized below.

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 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.

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 as follows:

- production;
- marketing;
- finance;
- work with personnel;
- accounting (accounting and analysis of economic activity).

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:

- controlproduct development and design;
- selection of a technological process, placement of personnel and technology in the process in order to optimize manufacturing costs and selection of methods for manufacturing a 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.

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.

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:

- budgeting 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 need to improve the quality management system at light industry enterprises is due to the following important reasons.

Firstly, it is an increase in the confidence of potential consumers in the products manufactured by this enterprise.

Secondly, this is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand the spheres of influence by entering new domestic and foreign markets.

And thirdly, this is a significant increase in labor productivity of any industrial enterprise, which is supposed to introduce QMS with the use of participatory management.

At present, enterprises pay great attention to the motivation of employees, since depending on how motivated the employee is, the results of his activities will also be visible. The main task of managers is to fully utilize the full potential of employees in their work. Moreover, managers understand that material incentives do not increase the loyalty and commitment of the enterprise. Participatory governance solves this problem.

The essence of such management is that under it the employees of the enterprise are included in the management process, participate in the activities of the enterprise, and make decisions on a number of issues. Moreover, if an employee of the enterprise has the right to vote, takes part in the activities of the enterprise, receiving remuneration for this, then he will work better and more productively. An employee whose opinion is taken into account, whose ideas are being implemented, will have a better attitude to their place of work and will work with full dedication.

In participatory management, employees can negotiate with the manager the goals and tasks that he will need to accomplish. Employees of the enterprise can form working groups from those employees with whom it would be pleasant and comfortable for them to work. In addition, employees of the enterprise can put forward their ideas and suggestions for improving the work of the enterprise as a whole. Moreover, for the advancement of ideas, there should also be a reward.

Effective governance has several benefits. Participation in the management of employees leads to an increase in the quality of decisions made, since employees may have information that is not known to the manager. With such management, employees can fully express themselves, show their knowledge and skills, as well as feel their importance for the company, thus increasing their motivation. Motivation is usually based not only on the personal achievements of the employee, but also on the overall result of the enterprise. The consolidation of employees into working groups can best reflect the corporate spirit of the enterprise. However, the participatory approach has its drawbacks in addition to its advantages. Not all people, by their nature, are ready to participate in the management of the organization and put forward ideas and proposals, bearing responsibility for them. Many employees find it much easier to do work as directed by their supervisor. Involvement of employees in management at the enterprise may not reflect in the best way on managers, as they may lose their influence on employees. A lot of time will also be spent on discussing problems, while an unambiguous decision may not be made, but time is wasted. Many ideas and suggestions of the company's employees may be irrational and inappropriate due to lack of knowledge. Therefore, the leaders of the enterprise need to inform employees about the state of affairs at the enterprise, train staff in order to deepen their knowledge and put forward more effective and relevant proposals. Lack of recognition of the employee's idea can cause an ambiguous reaction from the employee putting forward his innovative proposals, thereby demotivating him. Therefore, the heads of the enterprise need to explain why this idea does not fit in a given situation.

Having considered all the pros and cons of participatory management, we can conclude that such management is not a lifesaver for improving business at the enterprise, but it allows you to see the problems of the organization from the inside and try to solve them not by the efforts of one person, but by the whole team, where everyone can express themselves for the benefit of the enterprise.

Regardless of the fact that the participatory method of personnel management of an enterprise is getting more and more approval in most countries with developed and developing economies every year, Russian light industry enterprises are not yet ready to introduce and fully realize the advantages of this method. This is because HR services tend to operate in a traditional fashion.

The majority of Russian enterprises, both long-running and newly established, use a directive management method. At such enterprises, managerial decisions are made individually, career growth is due to "good connections" with the manager, and not their own merits in work, frequent violations of labor laws are commonplace. The reason for the preference of the directive method is the national mentality of our country that has developed over many centuries, as well as the Soviet ideology still present in many enterprises. As a result, management in such enterprises is centralized, administrative and formal in nature.

No more than half of HR managers can achieve and skillfully use the consistency of the goals set with the capabilities of the enterprise and the interests of employees.

Another very important factor that does not allow adopting the parsitiative method of personnel management at Russian enterprises is the influence of the national culture of Russia. The choice of a strategy for human resource management in the practice of an enterprise depends on this influence.

The cultural peculiarities of Russian entrepreneurs, according to the majority of researchers who have used a systematic approach, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, and avoiding responsibility. Often the personal qualities of the employee are given priority over their success in the work performed, there is a mixture of personal and business relationships. Also, our Russian reality has noticed a tendency of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee; in another way, we can say that the head of the enterprise is not available to lower-level workers. It is also noticed As a result of the foregoing, the conclusion suggests itself that in Russia the enterprises and the management of personnel management are formed ineffectively and working collective ties are practically absent. Enterprises devote all their attention to fulfilling the conditions set by the state bureaucratic apparatus, and not to fulfilling responsibility to consumers and society. Therefore, there is a difficulty in introducing "Western" management methods into Russian practice.

In order to most successfully implement parsitiative personnel management and prepare employees for a change in the approach to work in a team, first of all, it is necessary to establish measures to encourage individuality in each employee of the enterprise and to eliminate the established inaccessibility of the leader for the lower level. It is important to create a high-quality and effective system of motivation and continuous professional development, so that personnel become a source of competitiveness of the enterprise, meet modern requirements for human resource management.

The quality manual is aimed at applying a “process approach” in the development, implementation and improvement of the effectiveness of the quality management system in order to increase customer satisfaction by fulfilling their requirements.

The advantage of the process approach is the continuity of control, which it provides at the junction of individual processes within the system, as well as in their combination and interaction.

The main processes of the quality management system are:

- designand product development;
- drawing up a production plan;
- production;
- control and testing of products;
- packaging and storage of products;
- sale;
- purchases;
- provision of resources;
- marketing research.

Measurement and monitoring activities to ensure and verify product conformity are defined in comprehensive documentation, production plans and shift orders, technological processes, measurement, analysis and improvement procedures.

Monitoring, measurement, analysis and improvement activities include:

- customer satisfaction survey;
- internal audit;
- monitoring and measurement of processes;
- monitoringand product measurement;
- management of nonconforming products;
- continuous improvement, including corrective and preventive actions;
- determination of places of application of engineering and statistical methods.

Defects manifested in the sale of manufactured products indicate not only the poor quality of the products, but more about the unsatisfactory work of the enterprise.

The reduction of such cases will be possible through the use of participatory management of the implementation of the Policy and goals in the field of quality and procedures developed by the management of the enterprise within the framework of the quality management system, which form the requirements for all participants in the process to create conditions at the enterprise for the production of defect-free products and with strict control over them. implementation, namely:

1. Quality quide. It is the fundamental document of the management system. The quality manual describes the structure and content of the quality management system aimed at ensuring the conformity of products to customer requirements and mandatory requirements of regulatory documents (ND), and also sets out the Procedures (or provides links to them) developed within the QMS, describes the interaction between the processes of the management system quality.
2. Internal audit of the quality management system. This procedure is a mandatory documented procedure that establishes the order and sequence of actions when conducting internal audits (checks) of the quality management system.
3. "Warranty repair of products." This document describes the Product Warranty Repair process and sets out the procedure for handling customer claims.
4. Document and records management. Controlled documents are those that are prepared, identified, reviewed, agreed, distributed, stored and revised on the basis of predetermined, systematically used rules.
5. Management of nonconforming products. This document is a mandatory documented procedure that establishes: a) specific responsibilities of structural units, officials and individual performers for the management of nonconforming products; b) goals, objectives, terms, procedure for registration and registration of records and documents for the management of nonconforming products in the main and auxiliary production.
6. Organization of quality control. This document establishes: a) the procedure for organizing product quality control at the enterprise; b) the specific duties of officials and individual performers

to control the quality of the enterprise's products, manage and identify non-conforming products.

7. Purchasing. This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, determines a unified procedure for purchasing components, materials and semi-finished products, storing them, ensuring production and effectively working with product consumers.

8. Design, development of assortment and its production. This document establishes the order of execution of the process "Design, development of assortment and its production" and is intended for: a) regulation and management of the activities of the division for the design and development of new types of products; b) continuous improvement of the quality management system and the results of the manufacturing process of demanded products.

9. Production of products. This document establishes the procedure for performing the process "Manufacturing products" and is intended to regulate and manage the activities of units for the production of products. "

10. Customer Satisfaction. To determine the dynamics of customer satisfaction, the QMS manager collects and organizes data from information sources. Sources of information about customer satisfaction are: customer satisfaction assessment questionnaire; consumer reviews; production volumes; volumes of products sold; prizes, awards and diplomas.

11. Technological preparation of production. This document establishes the procedure for performing the process "Technological preparation of production" and is intended for: a) to regulate and manage the activities of the division for the technological preparation of production of new types of products. b) continual improvement of the quality management system and the results of the process.

12. Organization and procedure for the "Quality Days". "Quality Day" is an operational meeting of the heads of structural divisions dedicated to the control and analysis of the quality of the enterprise and its divisions.

13. Statistical methods of quality management. Statistical control of product quality is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while the manufactured assortment of products is checked before and after its manufacture, and not only during its manufacture.

The main purpose of using statistical methods - regulation the process of creating a high quality product at all stages from marketing to operation with lower economic costs and high efficiency.

Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for taking corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

The implementation of the quality system is a complex of works that affects various aspects of the enterprise and its subsystem - the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document flow, etc. In this regard, the implementation of the quality system is quite difficult. a long and time consuming task. The solution to this problem, as a rule, takes place in several stages.

Let's formulate the main stages of QMS implementation, namely: improving the QMS makes sense only if the enterprise team has a desire to achieve significant results in the fight for the quality of its products, but all this should provoke the desire of the teams to reach new heights, move forward and guarantee themselves and their enterprises stable results from their activities.

To implement the formulated procedures and wishes, the following measures must be carried out, namely:

Step 1 - awareness by the top management of the purpose of creating and implementing the QMS at the enterprise;

Step 2 - establishing the needs and expectations of consumers and other stakeholders;

Step 3 - formation of management strategy, Quality Policy and Goals;

Step 4 - organization of quality training for all employees;

Step 5 - planning of work on the implementation of the QMS;

Step 6 - implementation of the QMS with the formation of a team consisting of various specialists;

Step 7 - establishing a system of processes, their coordinated relationship and interaction, highlighting the key processes necessary to achieve quality goals;

Step 8 - documenting the QMS (to the extent and degree of specification required specifically for your enterprise - not forgetting about the obligation of some documentation in accordance with the requirements of ISO 9001-2015);

Step 9 - internal audits;

Step 10 - revision of the QMS documentation and elimination of comments based on the results of internal audits and testing during the implementation of the developed regulatory documentation;

Step 11 - certification of the QMS;

Step 12 - further development of the QMS.

The light industry enterprise of the regions of the Southern Federal District and the North Caucasus Federal District has identified and manages numerous interrelated activities. The procedures have been identified, described and documented.

In addition, we developed, documented, implemented and maintain a quality management system in working order, which provided the company with constant improvement of its performance in accordance with the requirements of GOST R ISO 9001: 2015.

Such procedures within the quality management system are:

Basic procedures:

* design, development, production of prototypes and setting for serial production of LP 08 - 01;

* preparation of a production plan for medicinal product 03-01;

* control and testing of products for their compliance with the requirements of technical regulations;

* packaging and storage (produced according to standard and individual technological processes for each product);

* sale (The process is carried out by trade organizations, or marketing services of the enterprise);

* provision of resources. Management procedures:

* management processes of management;

* marketing research;

* the sequences and interactions of the processes are determined;

* defined for each procedure, the criteria and methods necessary to ensure effectiveness, both in the implementation and management of these procedures.

The procedure for the selection of criteria is set out in LP 01-01 "Procedure for the development, design, coordination and approval of the quality management system processes" and assumes:

ensure that each process has the resources and information necessary to support and monitor those processes;

monitor, measure and analyze these processes;

take actions necessary to achieve planned results and continuous improvement of these processes;

the processes of ensuring management are carried out: in terms of marketing, this is joint participation in exhibitions, issuing an assignment for advertising and researching market trends, in terms of sales, it is an agreement for the sale of products.

The transferred \ results of the development, documentation and implementation of the quality management system are confirmed by an internal audit (LP 13-03), conducted according to the audit program on a quarterly basis.

Internal audits of the QMS at the enterprise are carried out in order to:

* verification of the QMS compliance "with the requirements of ISO 9001: 2015 (GOST R ISO 9001-2015);

* assessment of the QMS compliance with the requirements established by the internal documentation of light industry enterprises;

* assessing the ability of the QMS to function effectively and efficiently;

* checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits;

* identifying areas of activity for improvement, opportunities and ways to improve the QMS.

Internal audits (inspections) are carried out: scheduled audit quarterly in accordance with the QMS internal audit program, approved together with the order on conducting internal audits by the heads of light industry enterprises, and an unscheduled audit is the basis for it:

* an increase in the number of comments or complaints about manufactured products;

* deterioration in qualitymanufactured products;

* checking the implementation of corrective and preventive actions and assessing their effectiveness;

* changes in the structure of enterprise management;

* the need to improve the procedures and processes of the enterprise's QMS;

* other reasons.

Audits can be carried out by both the QMS manager and other employees of the enterprise.

The selection of the audit team is carried out by the Deputy Executive Director for Quality, taking into account the need to ensure the independence of auditors from the audited activities; or other factors that can affect the effectiveness and efficiency of the internal audit of the QMS.

During the internal audit of the QMS, the chief auditor with the audit team collects information in order to verify the compliance of the QMS with the requirements of the international standard GOST R ISO 9001: 2015, fulfill the customer's requirements and the requirements of the QMS documents, the effectiveness and efficiency of the implementation of records and maintain them in working order, knowledge and understanding of the Policy and Objectives of enterprises in the field of quality, the degree of achievement of objectives in the field of quality, determining the possibility of improving the QMS.

Information gathering methods include:

* interviewing officials;

* monitoring activities, working environment;

* analysis of documentation.

Information revealed in the process of internal audit of the QMS is recorded by auditors.

At the end of the audit, the chief auditor prepares a report on the internal audit of the QMS. The report must contain complete, accurate and unambiguous information on the audit performed. This report is one of the types of quality records and is necessary for assessing the QMS and making decisions on its improvement. Copies of the report are sent to heads of structural divisions and senior management.

Light industry enterprises plan and conduct inspections of the quality management system in accordance with LP 13-03 "Internal audit of the quality management system"

The company's top management reviews the quality management system on a quarterly basis to ensure its continued suitability, adequacy and effectiveness. The analysis includes an assessment of opportunities for improvement and the need for changes in the enterprise's quality management system, including in the Quality Policy and Objectives. The quality manual is the main defining document of the quality management system and describing it in accordance with the requirements of GOST R ISO 9001: 2015.

The authors managed to develop software, with the help of which such a search will be justified and effective and will allow finding the best solution. At the same time, as criteria for a reasonable choice of the optimal power when forming

the algorithm justifiably selected exactly those criteria that provide the greatest

impact on the cost of finished products, namely:

– percentage of workload of workers,%;
– labor productivity of one worker, a couple;
– losses on wages per unit of production, rubles;
– unit reduced costs per 100 pairs of shoes, rubles;
– shoe production, 1 m2;
– the cost of equipment per unit of flow assignment (C)
– total price (Stotal);
– financial strength margin (Zfp);
– break-even point (TB.y);
– unit profit (Ex);
– product profitability (R);
– expensesfor 1 rub. marketable products (31p etc.);
– conditional variables costs (Zusl. per.units);
– conditionally permanent costs (Zusl. settlement units).

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

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

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

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

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

– the break-even point allows (Tb.y) to determine the minimum required volumesales of products, in which the enterprise covers its costs and operates at break-even, without giving profit, but also does not suffer losses, that is, this is the minimum size of product output, at which the equality of sales income and production costs is achieved;

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

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

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

– conditionally variable costs (total variable costs of production of a unit of production) (Zusl.trans. maintenance and operation of equipment; 7st - costs for general production needs; 8st - costs of general operating expenses, they, together with conditionally fixed costs, constitute the production cost; 9 st - costs of commercial expenses. and the conditionally fixed costs make up the total cost, that is, the conditionally variable costs can be determinedas the full cost - conditionally fixed costs, and vice versa, conditionally fixed costs can be defined as the full cost - conditionally variable costs);

– costs for 1 rub. commercial products show the relative amount of profit per ruble of operating costs, that is, this is the ratio of the unit cost to the wholesale price, which characterizes the effectiveness of measures taken to increase the competitiveness and demand for products in demand markets.

The maximum values of indicators for assessing the competitiveness of an enterprise are determined on the basis of their comparison between identical enterprises in the regions of the Southern Federal District and the North Caucasus Federal District. If only one enterprise of this direction operates in the regions, then to assess its competitiveness, the maximum values of the indicators for evaluating an identical enterprise in other regions of the Southern Federal District and the North Caucasus Federal District can be used. The values of the coefficients for assessing the competitiveness of an enterprise can theoretically vary from 0 to 1 (ratio 2).

$$TO_{NS} = 0 \div 1. \qquad (2)$$

Consequently, enterprises that have received a comprehensive assessment, the value of which is close to one, will be competitive. In fact, the value of the coefficient will be less than one. To select the most promising enterprise for state incentives within the framework of PPP projects, attracting foreign investment, or receiving donor assistance, it is advisable to use the selection criterion, which is determined by function (3).

$$KP\text{- max...} \quad (3)$$

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

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

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

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

1) comparison with competitors;

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

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

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

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

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

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

– make a quantitative assessment of the main factors of the competitive advantages of the enterprise and, on the basis of it, identify the competitive advantages and competitive problems of the enterprise in order to develop an effective strategy for increasing competitiveness;

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

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

To assess the competitiveness of an enterprise, a system of dimensional (with different units of measurement) indicators is proposed. The index method was used to bring them to comparable (dimensionless) units of measurement.

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

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

– selection of indicators for assessing the factors of enterprise competitiveness;

– determining the importance of indicators in the overall assessment of competitiveness;

– calculation of dimensionless estimates of the indicators of the competitiveness of the enterprise;

– assessment of the competitiveness of the product;

– calculation of the generalized indicator of the competitiveness of the enterprise;

– analysis of the competitiveness of the enterprise.

Table 2 shows a system of indicators for assessing the competitive potential of enterprises.

Table 2. The system of indicators for assessing the competitive potential of an enterprise

Factors of the competitive potential of the enterprise	Indicators for assessing the competitive potential of an enterprise
1.Efficiencymarketing	The ratio of the quality of the product and the costs of its production and marketing
	Growth rate of marketable products
	Growth in sales and profits
	Profitability
	Market share, image
2. Efficiencymanagement	Return on total assets, return on equity; return on investment
	Net profit for 1 rub. sales volume; profit from product sales per 1 rub. sales volume; profit ex. period for 1 rub. sales volume
3. The financial condition of the enterprise	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments
	The share of certified products in accordance with international standards of the ISO 9000 series
	Depreciation of OPF, growth of labor productivity
5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of goods receipt; profitability of transaction costs; profitability of purchasing goods
6. Activity of 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 innovation, the number of acquired and transferred new technologies, software
7 competitivenessstaff	Personnel turnover rate, performance lead rate labor in relation to wages, educational level of the labor force, level of professional qualifications of workers

For each factor of the competitive potential of enterprises, indicators of enterprise competitiveness and their significance were selected (Table 3).

Table 3. The system of indicators for assessing the competitiveness of the enterprise and their significance

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

Determination of the importance of indicators in the overall assessment of competitiveness. The economic meaning, embedded in the content of the concept of "enterprise competitiveness" (as the ability of an enterprise to produce competitive goods due to the higher value of its competitive potential in comparison with competitors), should be formed in such a way that the importance of the terms of enterprise competitiveness is equal, i.e. 50% is the “contribution” of the competitiveness of the product and 50% is the “contribution” of the competitive potential, and then the economic and mathematical model for assessing the competitiveness of the enterprise will have the form (function 4):

$$Kp = f\,(50\%\ Kt,\ 50\%\ PC), \qquad (4)$$

where Кп is the competitiveness of the enterprise;
CT - the competitiveness of the product;
PC- the competitive potential of the enterprise.

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

The significance of the other five factors of competitive potential (management efficiency, the financial condition of the enterprise, the level of production organization, the efficiency of the material supply chain, the competitiveness of the personnel) is assumed to be equal to each other and is determined by mathematical calculations:

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

The significance of particular indicators for assessing each factor of competitive potential is determined by dividing the significance for each factor by the number of indicators for assessing this factor. As a result, the following estimates of significance were obtained, which are presented in Table 3. Probably, another solution is possible, but the authors came to the conclusion that such an approach would be more reasonable and more effective. Indices of dimensionless indicators are determined for positive indicators that have a positive trend - growth (for example, profitability of products sold, labor productivity) and for negative indicators that have a positive trend - decrease (for example, depreciation of fixed assets, excess of finished goods in the warehouse compared with the norm, the rate of turnover):

For the maximum (minimum) value for each index of the dimensionless indicator, the value of the indicator of an enterprise-leader in the industry is taken. The proposed methodological approach is a method for constructing a model of an industry “leader enterprise”. It can be a conditional enterprise, which is formed according to the highest indicators of the analyzed enterprises of the industry. This approach to the formation of a model of an enterprise-leader is acceptable, since it will provoke each enterprise to improve its performance in a competitive environment.

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

Assessment of the competitiveness of the product. Light industry products, due to their diversified nature, are diverse in their consumer and technical properties and have a wide assortment. In order to reduce the complexity of calculations, it is proposed to assess the competitiveness of the assortment group of goods. An assortment group is understood as an assortment of goods, united by common characteristics into certain sets of goods.

Light industry goods have different properties due to their industry affiliation (garments, knitwear, footwear, fabrics, etc.). The parameters for assessing the consumer properties of light industry goods are subdivided into the following groups: aesthetic, functional and cost. Each group of parameters is characterized by a system of single indicators. To determine them, it is proposed to use a priori ranking using the developed questionnaires, in which a list of assessment indicators by type of goods has been prepared for the respondents. Respondents can supplement this list by including indicators that, in their opinion, are important in assessing the competitiveness of a product. The developed questionnaires make it possible to assess the significance of individual consumer parameters of goods for various market segments.

The final set of parameters of the product, by which the competitiveness will be assessed, is carried out according to the value of the assessment of the importance of consumer parameters.

The values of assessing the competitiveness of an enterprise can theoretically vary from 0 to 100:

$$TO_{NS} = 0 \div 100. \qquad (5)$$

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use.

The criteria for assessing the competitiveness of a light industry enterprise using the software developed by the authors made it possible for the first time to formalize the role of experts - respondents on the basis of their competence to the problem under consideration. The need for such an approach is due to the desire to have an objective assessment of competence, taking into account not only the opinion of the invited party of the expert respondents to participate in the survey, but also using the assessment criterion - the coefficient of concordance - the value of which varies from 0 to 1. And if W = 0–0, 5 - this is their lack of agreement with the opinion of those experts whose value of the coefficient of concordance (W) tends to 1, which confirms their high competence and the possibility of their further participation as expert respondents. The results of a survey of experts on assessing the competitive potential of light industry enterprises, although they received the value of the coefficient of concordance (W) in the range of 0.4-0.6, but excluding heretics, that is, those respondents whose opinion does not coincide with the opinion of most other experts, we found a pleasant fact that the opinion of those respondents whose authority is beyond doubt, and those whom the program classified as heretics, have an unambiguous or close opinion that the factors characterizing the influence of competitive potential on the competitiveness of an enterprise are identical, and they can be used in further research in assessing this very competitiveness of enterprises, assuming that he is able to manufacture import-substituting products for consumers in the regions of the Southern Federal District and the North Caucasus Federal District. At the same time, manufacturers have every reason for these criteria,

– the ratio of the quality of the product and the costs of its production and marketing;
– sales growth rates;
– costs of innovation;
– labor productivity;
– the level of partnerships with interested participants in the production of import-substituting products;
– costs per ruble of products sold, and the main criterion;
– the weighted average of the product range of the competitiveness of the goods.

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

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

Once again I want to recall one more Russian proverb: "That until the thunder breaks out, the peasant does not cross himself." Is it really necessary to step on a rake, get a tangible blow on the forehead and shout - "Ugh, I remembered the name of what this tool is, what a rake." It is funny and sad, and yet we believe in common sense that the truth is more expensive and the truth will prevail - we will be able to revive this very light industry, which was confirmed by the experts - respondents, showing unanimity on the main criteria for assessing the competitiveness of light industry enterprises.

To confirm the effectiveness of the software product on assessing the competence of survey participants who are invited as respondents, we first calculated the results of a survey of respondents about the impact of the criterion of competitive potential on the competitiveness of an enterprise, in terms of their competence. The most interesting thing is that the results of assessing the influence of the criterion of the competitive potential of an enterprise coincide only by 50%, but this result is justified by the complexity of the questions - the factors proposed to the respondents, the meaning of which assumed the participation of only highly qualified specialists on the problem under study. But then the task formulated by the authors when developing this software for assessing the consistency of survey participants with any degree of their awareness of the object under study would not have been realized.

Even obtaining a negative result when the value of the coefficient of concordance (W) is less than 0.5 or tending to 0, this is also a result that confirms either the complexity of the problem or its lack of study, that is, additional investigated problem is required with the correction of the questionnaire with an increase in the number of factors. but more often with a decrease in the number of factors, since the researcher is entitled to exclude from the questionnaire those factors on which the researchers already have an identical opinion. Such formation of the questionnaire will provoke a decrease in the cost of a priori ranking, get a reliable answer to the question posed and formulate an opinion that will be more significant for making a final decision.

To confirm our assumptions, it is necessary to conduct a survey on the influence of factors on the demand for fur products in connection with their chipping, in order to reduce counterfeiting and exclude manufacturers from the desire to make products from low-quality, less popular furs, passing them off as elite ones.

A questionnaire was developed, in which we included only those factors that are always heard by the specialists involved in the production of these very fur products.

The same factors are understandable to consumers of fur products, since each of them was naturally interested in the product that he was going to purchase. The results of the survey confirmed the validity of our assumptions about the effectiveness of the software for assessing the most significant factors, because the opinion of the expert respondents is consistent with the experts, namely:

X6- type of fur;

X7 - resistance to low temperatures, heat-shielding properties;

X8 - price;

X1 - lightfastness to fur coloring;

X3 - resistance to dry cleaning;

X10 - weight (product weight);

X14 - the thickness of the hairline;

X9 is the duration of the warranty period;

X4 - lack of variability in the product;

X15 - the softness of the hairline;

X20 - grade of skin.

Other factors were not identified by experts for several reasons, but the main thing is that they did not have sufficient experience in participating in assessing the quality of fur products, and on the role of those factors that shape their quality. This is confirmed by the obtained value of the concordance coefficient in the range of W <0.5. But in any case, the use of software allows customs to ensure the supply of high-quality fur products to the domestic markets, protecting our consumers from counterfeiting, counterfeiting, and smuggling. In addition, the identification of the most significant factors creates the direction of the researcher's actions in order to offer manufacturers the improvement of innovative technological solutions in the production of fur products that meet the requirements of technical regulations and regulatory documents,

Tables show the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes for the entire range of footwear. The analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So, with a range of 300 - 900 pairs, the best according to the given criteria is the output volume of 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of these districts - the Southern Federal District and the North Caucasus Federal District - according to the normative indicators, will not allow the calculated production volumes to be realized, then, in this case, the option of the optimal capacity is chosen that is acceptable, for example, the production volume of 556 pairs, which corresponds to the normative indicators for the proposed production areas and is characterized by the best values of the indicated criteria, which form the cost of the entire assortment of shoes. The generalized volumes of the main costs in the production of men's shoes are shown in Table 13, and in the production of women's shoes.

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.

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

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

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

The assortment formation system includes the following main points:

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

– assessment of existing competitors' analogues;

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

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

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

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

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

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

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

− assessment and revision of the entire range.

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

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

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

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

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

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

Here it will be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive no more than 5–7 (rarely up to 9) semantic constructs at a time. Thus, a person, making a choice, first chooses these same 5-7 options based on the same number of criteria. If the seller offers a larger number of selection criteria, the buyer begins to feel discomfort and independently weeds out criteria that are insignificant from his point of view. The same happens when choosing a product itself. Now imagine what happens if there is a hundred practically indistinguishable (for him) goods in front of a person, and he needs to buy one. People in such a situation behave as follows: either they refuse to buy at all, since they are not able to compare such a number of options, or prefer what they have already taken (or what seems familiar). There is another category of people (about 7%), lovers of new products, who, on the contrary, will choose something that they have not tried yet.

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

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

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

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

Of particular importance in such a situation is the role played by certain positions in the assortment. For this, products can be classified into the following groups:

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

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

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

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

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

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

After that, it is necessary to determine the share of each group in the total production. For a stable position of the company in the assortment structure: group of goods A and B must be at least 70%.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The minimum and maximum costs for the production of footwear models A and B, respectively, amount to 179,465 rubles. (358.93⊙ 500) and 428 180 rubles. (428.18⊙ 1000). The difference in the levels of the volume of production is 1100 pairs (1600-500), and in the levels of costs - 248715 rubles. (428180-179465). The variable cost rate per item is 226.1 (248715/1100). The total amount of variable costs for the minimum production volume is 113,045 rubles. (226.1 * 500), and for the maximum volume - 361,760 rubles. (226.1 * 1600). The total fixed costs 179465-113045 = 66420, 428180-361760 = 66420. Thus, for our example, the value of fixed costs will be 66420 rubles. and they will be distributed among the manufactured types of footwear in proportion to the total cost of each type of product.

The profit from the sale of Model A is negative. However, before deciding to exclude this type of footwear from the assortment, it is necessary to calculate the profit from the sale of all manufactured types of products. At the same time, it is important that the amount of revenue exceeds the amount of variable costs.

Let's see how the profit of the enterprise will change if the production of unprofitable model A is abandoned. In this case, the company's revenue will decrease by the volume of revenue from the sale of this type of product and its size will be 753,508 rubles. (951 008-197 500).

At the same time, the total costs of the enterprise will also be reduced by the amount of variable costs required for the production and sale of brand A footwear. This value will be equal to 164,290 rubles. Since fixed costs do not depend on the amount of revenue, the abandonment of the production of brand A shoes will not affect their total value.

Thus, the total costs of the enterprise without the production of brand A footwear will amount to 633,842 rubles. (798 132-164 290). And the organization will not receive a loss in the course of its activities (753 508-633 842 = 119 666 rubles). The use of the method of calculating the average size of the coverage makes it possible to make a decision on the feasibility of further production of brand A footwear.

The average coverage for both shoe brands is positive. If the company reduces the output of brand A footwear by one unit, it will lose 66.6 rubles. from covering fixed costs. The exclusion from production of the entire volume of production of this brand will lead to losses in the amount of 33,300 rubles. (500 - 66.6). From the foregoing, we can conclude that brand A shoes should be kept in stock.

Thus, it is not always advisable to make a decision based only on the value of total costs and profit per unit of production, because in the end result the enterprise may lose profit. Now let's consider the situation (example 2), when the company plans to release a new product - model B in the amount of 1,700 pairs at a price of 467.40 rubles. for 1 pair. However, the production facilities of this organization are suitable for the production of only 4,000 pairs of shoes. And if it is going to start producing Model B shoes, it will have to abandon the production of 500 pairs of other models. The question arises: should we introduce new products into the assortment, and if so, what products should be cut back?

The average value of variable costs for a new type of product is 375.34 rubles. Then the average coverage is 92.06 rubles. (467.40 - 375.34). The increase in the profit of the enterprise due to the production of shoes of model B will amount to 156,502 rubles. (1700 * 92.06). Among all types of footwear produced by the enterprise, model B has the smallest average coverage (66.6 rubles). If the production of 500 pairs of shoes is abandoned, the organization will lose 33,300 rubles, while the enterprise will additionally receive 156,502 rubles from the production of brand B footwear. The profit of the enterprise from the change in the assortment will amount to 123,202 rubles. (156 502 - 33 300). Let us trace how the safety factor, the effect of production leverage and the profit of the enterprise will change if model B is included in the assortment of footwear production (table 4).

Table 4. Solution of the second example

Index	Value, rub.
Revenues from sales	1,745,588
Variable costs	1,520,478
Fixed costs	66420
Coverage amount, 1-2	225 110
Coverage ratio, 4/1	0.13

Threshold revenue, 3/5	515,046
Safety factor,%, (1-6) / 1 * 100	70.49
Profit	158 690
Production Leverage Effect, 4/8	1.42

The given data show that as a result of the renewal of the assortment, the position of the enterprise has improved:

– profit increased from 86,456 rubles. up to 158 690 rubles;

– safety margin increased by 14.14% (70.49 - 56.35);

– the effect of production leverage decreased by 0.35 points (from 1.77 to 1.42).

Thus, in the costing system for variable costs, profit is reflected as a function of the volume of sales, and in the full distribution system, it depends on both production and sales.

Both considered systems have their own advantages and disadvantages. So, for example, when the volume of production exceeds the volume of sales, a higher profit will be shown in the system of full cost allocation. In the case when the volume of sales exceeds the volume of production, the higher profit will be reflected in the calculation of the cost price at variable costs. However, when calculating the cost of variable costs, information for making a decision can be obtained with significantly fewer calculations. The choice is up to the management of the enterprise in order to ensure its stable position in the conditions of unstable demand with timely and effective actions. This is especially important in the manufacture of the entire assortment of children's shoes and when working with customers - with mothers and children, creating all the conditions for them to satisfy their interests.

In a market economy, in order to survive in a constantly changing economic environment, shoe enterprises need to focus on the target audience:

- an increase in the amount of profit as a result of a company in the volume of sales of products, a decrease in its cost price and an increase in product quality.

In order to get the desired profit in conditions when the prices for shoes and production volumes are dictated by the market, the company always faces the choice of what products and how much to produce in terms of the costs of manufacturing them and taking into account the solvency of potential buyers. The availability of high-quality, competitive footwear is a prerequisite for the highly efficient functioning of a footwear enterprise.

An important criterion for the competitiveness of footwear on the market is its cost with its corresponding quality and the purchasing power of the population.

The main criterion for the viability and profitability of an enterprise is profit; in order to increase losses, first of all, it is necessary to reduce the cost of shoes.

The change in the total cost, which includes all the costs of manufacturing and selling footwear, depends on the ratio of changes in costs for each calculation item.

An important factor affecting the level of costs for the production of footwear is the change in the assortment and the technological process.

Choosing a technology that is capable of efficiently realizing unmarked goals in a highly competitive environment will ensure that the developed range of footwear will be chosen by the buyer and will allow the enterprise to get the maximum profit.

To solve this problem, it is necessary to most widely use the injection method, which ensures the manufacture (production) of the entire assortment of high quality footwear with different profitability of certain types of footwear to meet the demand of various groups of the population.

In the cost of footwear production, the largest share is made up of costs for raw materials and basic materials, and then for wages and depreciation deductions.

The production of footwear by the molding method is possible with the use of artificial and synthetic leather and textile materials, which will reduce the cost and get a large profit, because the range of these materials is cheaper and much more varied.

Production per year before the introduction of 98,800 pairs, after the introduction of 172,900 pairs.

To make a profit, the company must constantly monitor the proportion of costs for the manufacture of the proposed many assortment of footwear.

Conclusion

This is possible only if the heads of enterprises implement modern technological solutions formed on the basis of the use of multifunctional and universal equipment and at the same time it is necessary to remember that the innovative technological solution itself should not be costly, that is, on the one hand, provide the enterprise with sustainable technical and economic indicators and guaranteeing their demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but in the regions of other districts of Russia and to be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority. This will be possible during the formation of production,

The wider application of the injection method will allow enterprises in market conditions to receive such a volume of profit that will allow them not only to firmly hold their positions in the sales market for their shoes, but also to ensure the dynamic development of its production in a competitive environment, this is especially important in the manufacture of the entire product range. children's shoes:

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

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

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

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

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

secondly, it reduces the subjective factor in the assessment;

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

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Issue **Article**

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ON THE IMPORTANCE OF THE FORMATION OF WORKAHOLICS TO ENSURE THE PRODUCTION OF LEAN PRODUCTS FOR CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract*: In the article, the authors analyze the reasons provoking the production of light industry products that are not in demand by consumers due to their low quality, due to their inconsistency with the requirements of GOSTs and technical regulations. Today, there are all the prerequisites for import substitution: both the adopted customs barriers and the imposed sanctions that limit the availability of demand for branded products from leading foreign manufacturers in the domestic markets, but there is no positive result so far. The authors propose to remember that it is necessary to instill in domestic manufacturers a sense of personal responsibility to their consumers for unsatisfactory results of work, not to nod at the circumstances, to be patriots of their country and to please their consumers by filling the markets with competitive and demanded products.*

Key words*: quality, demand, innovative technological solutions, competitiveness, import substitution, professionalism, production culture, digital production, consumer demand, professional responsibility, quality system, high-tech economy, personal responsibility of the manager.*

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Introduction

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Is it permissible within the framework of scientific analysis to compare a real object with a phenomenon from folklore classics, for example, a market with the fabulous cave of Aladdin? It is not easy to answer this question, since thinking is quite specialized, and specialization is fixed in certain traditions that formalize the approach. Scientific editing requires compliance with the requirements of the way of presenting the content of thoughts characteristic of science. Neo-positivists generally tried to build a special language of scientific communications, however, unsuccessfully. The conflict was resolved practically by the scientists themselves, most of whom actively involved imaginative thinking in scientific publications, rightly believing that thinking is a single flow of concepts and images, logical and non-logical, real and fantastic, imaginary. Cognition in any expression is a progressive process, connects the continuous with the discrete, the ordinary with the unusual. Normalized thinking is relatively, conditionally, organized artificially. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of cognition is naturally technologically conditioned.

Thinking cannot exist outside of culture, it is a product of cultural progress. The multidirectional development of culture is the basis of its wealth, and the contradictions of cultural thinking are dialectically united. Comparing the riches of a fairytale cave with the riches of a developed modern market, one can clarify a lot, both in economic knowledge and the dynamics of the transformation of economic theory, in particular, explain why modern economists are stubbornly distancing themselves from the political nature of economic science, opposing the economic theory to classical political economy.

Will, perseverance, resourcefulness provided Aladdin with access to the cave riches. No amount of intricacies can stop a purposeful person. There is no unknowable, there is still the unrecognized. The market is a complex economic mechanism, but it can also be understood and taken into control. The riches of the cave belonged to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to curb the market elements, which serves as a fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers were not going to add anything else, and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and along with it problems, the main one of which is the realization of commodity receipts. What should be the product for the customer to sweep it off the shelves? What kind of buyer would you like to see on the market?

If the “buyer” is considered outside the socio-economic context, then the answer to the second question looks very clear. The market is waiting for a buyer with a high paying capacity. There are such buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the market familiar to the masses, rather by chance than by necessity. The mass consumer is extremely economical and it is difficult to "shake" it for purchase. It requires a certain type of product that can charm, and the presentation of the product, “cultural packaging”. It is necessary to attract the buyer, to bewitch. As a reflection of the desire to comprehend the specifics of the status of demand for a product on the market, one should consider the revival of interest in the concept of “product attractiveness”. It is much more specific in content in comparison with the close and more pseudo-scientific concept of “demand for a product by the market”.

The concept of “attractiveness of a product” concretizes in the characteristics of a product at the same time its use value - the degree of “exchangeability” for money and the realism of the price set by the seller. Both the manufacturer and the seller have to be on friendly terms with the concept of “attractiveness”, which is vector towards the buyer. It knots the interests of all the main subjects of the economically free market. This “attractiveness” function explains the active advancement of the concept into the group of those economic categories that reveal the potential of the product's competitiveness in the market. Some authors tend to interpret this proposal as traditional actions in the interests of applying advertising production, which is inappropriate to do due to one-sidedness, interfering with the achievement of a systemic understanding of the value of the attractiveness of a product in the reproduction process. Advertising production is indeed present here, but as an accompanying factor, that is, the usual place of advertising on the market is confirmed.

The growing interest in scientific research and economic policy in the concept of "product attractiveness", in our opinion, shows the regularity of the restructuring of mass production from the existing simplified type to a new, sometimes opposed to it, method of organization - lean production (lean production), focused not on the abstract variety of buyers' needs, and on the specific architectonics of consumer requests and the ability to pay of potential buyers. Economic science is called upon to become a direct productive force through the study of the architecture of the market, thus objectifying the main consequence of the scientific and technological revolution of the middle of the 20th century.

The history of the allocation of the market for goods to the area of special attention of economists and sociologists is associated with the birth and development of mass production. The time of mass factory production is calculated with the Industrial Revolution, which laid the scientific, technical and organizational prerequisites for such a development of labor productivity, which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the bulk of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction on a national and then transnational scale.

Main part

The natural economy that preceded the industrial stage does not fully correspond to the concept of "reproduction", it was determined by the local demand for the product produced and was essentially closed on the producer, not contributing to the proper degree of national progress. Hence the cult of wars of conquest aimed at plundering near and far neighbors, feudal fragmentation, and constant redistribution of property. Wars and violent actions performed the functions of the market. The market worked in addition to politics, it was not permanent.

It is also appropriate to emphasize that the development of the market and the formation of the image of reproduction that has become a classic is due not only to scientific and technological progress, a change in the method of organizing production, but also to the competition of production products in the market, and the differentiation of the market structure. The history of the market shows the dialectical law of the relationship between quantitative and qualitative changes. When the manufacturer entered the market, the product became a commodity. The status of the product has changed, and the requirements for it have also changed. In order for a product to be realized as intended, it had to attract the attention of the buyer. A product is not a product for sale, but a product that can interest you. The term "hot commodity" reflects just the movement of the goods, its demand by the buyer. "Running goods" - the locomotives of the market.

The sign of "attractiveness" belongs to the basic characteristics of the product, and is its "relic" property, which has strengthened its position. It is absurd to produce an unattractive product unprofessionally. Households could be forced, taught to consume what they had prepared, grown or made, while buyers always have their own reason and vote with a coin that is so necessary to continue production.

In modern times, the term "presentation" is used as a synonym for "attractiveness". Hence, perhaps, the expression “prominent product” came from, that is, the one that accumulates attention to itself, “catches” the eye. The ability to make a product “prominent” and “attractive” requires both the manufacturer and the seller to have high qualifications, professional imagination, and presentation skills. This is a costly business, but the costs are paid off by the result. The demand for an “attractive”, “prominent” product is high, accelerates the acquisition of working capital, stimulates the increase in production, consolidates the relationship between the seller and the manufacturer, gives stability to the growth of production, which serves as a good advertisement for the manufacturer in the market, eliminates some of the direct payments for advertising services that cost everything. more expensive because of its pretentiousness.

Even a panoramic-historical review of the systemic position of the concept of "attractiveness" testifies to its versatility and complexity of manifestation. The fact that the term “attractiveness” is not so often found in journal publications should not enter consciousness into a state of question regarding the actual significance of this mark of marketability in the ongoing economic restructuring at the level of lean production. It is no coincidence that, answering the question of the Levada Center, asked in April 2017: “What first of all inspires you with a sense of pride in Russia?” giving the last to "relative" - "health care system".

K. Marx began his study of the bourgeois mode of production with an analysis of the contradictory nature of the commodity. The commodity is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second - the measure of such demand. Cost objectifies labor costs - the quantity and quality of labor produced. Labor also manifests itself through a contradiction born of the commodity essence of capitalist reproduction. On the one hand, he is the creative, creative power of man - the facet of his essence, on the other, he necessarily alienates this human essence, because the product of labor, which has absorbed the creative power, is produced for someone else's consumption. Marxism deduces from the theory of alienation the social impasse in the development of bourgeois society. In his main work, K. Marx developed not only the theory of the development of capitalism, it was important for him to bring the dialectical-materialist method of scientific analysis to a working form. Hegel's dialectic was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he thoroughly traced the dialectics of production, focusing on the material nature of the commodity created by labor. The quality of a product is created by the contradictory nature of the product and manifests itself through its relationship in the form of essential features. Dialectical materialism is based on the recognition of the materiality of a commodity. Intangible goods are a kind of semi-finished commodity, a "transitional form" to practical expression, materialization. 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The quality of natural phenomena is indeed identical to their material nature, but a commodity, even in its final form, materiality, is something different from that created outside and independently of the existence of man. Labor in a commodity materializes the rational essence of man - feelings, thoughts, ideals. The rationality of human reality is expressed in the product, therefore, the concept of "quality of the product" should capture the spirituality of a person, confirming that the product is created by a person for a person. In our opinion, the market quality of a product is designed to reveal the unity of values by combining the natural nature of the material and its artificial transformation by human creative activity. The quality of a product, along with functionality, is determined by its attractiveness.

Attractiveness is a highly significant pricing factor. Partattractiveness-dependent prices can be viewed as the economic equivalent of attractiveness. This part is measured by the size of demand. Receiving goods with new functions is costly and limited in physical nature. This way of surprising the consumer is fraught with the risk of lower competitiveness due to high production costs. It is easier and more promising to manipulate consciousness. For this, there are ready-made psychological mechanisms and the necessary scientific knowledge. If the product in its form did not make the proper impression, did not attract, it can be made attractive by modulating in a certain context, for example, acting on the psyche of subcultural perception. How many pop "stars" we have without the proper voice and vocal culture. Not only do they attract with their performing "skill", they try to copy clothes, accessories, shoes. They shape the taste of certain social groups, indirectly influencing the market position of goods. There is no data to enter state schools and universities of arts, go to the "factories of stars".

Attractiveness has reserves that managers still have a very unprofessional understanding of. There is no doubt that in the future, marketers will go beyond the range of knowledge currently defined by education and will squeeze out managers of production and assortment. Market management does not require the same as now, the doctrine of Z. Freud about "it", "ego" and the conditions for achieving "superego"; theory

K. Jung's "collective unconscious"; E. Fromm's ideas about the meaning for consciousness of the ability to be surprised and the role of dreams in real life.

Market and production prospects are related to the activity that managers will show in relation to the concept of "product attractiveness." The most difficult for them will be the process of restructuring thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to obtain the final margin, to a new principle:

get the maximum margin legally and morally. With more and more energetic focus on mathematical methodology, economists are losing the specifics of political economic analysis, which requires acting against the background of perspective. More often it is necessary to return to the works of the classics - W. Petty, A. Smith, D. Ricardo. The "classics", understanding the present, thought about the future, correctly believing that science, limited by the current course of events, resembles an anchored ship, built as a means of propulsion. The "fathers" of economics were philosophers, their heirs slipped into accounting.

Economists are understandable. In conditions of instability of world development, looking ahead beyond the nearest corner is extremely dangerous. The crisis of 2008, the consequences of which are still causing storms in the world economy, is a man-made work. The path was paved by the Nobel laureates, they wanted the best. It turned out as always. It is time for economics to return to thinking scales - not only spatial, but also temporal. Research of the present, to carry out with a backlog for a reasonably foreseeable future, integrating them with related sciences, including the teachings of V.I. Vernadsky about the noosphere. E. Deming back in the 1950s, developing the philosophical foundations of the quality of management, in the section "Seven Deadly Diseases" put planning in the first place, not focused on the production of such goods and services that the market requires,

The lack of sufficient elaboration of the concept of "product attractiveness" for management makes one recall its philological roots, the interpretation of "attractiveness" in classical sources. IN AND. Dahl identified “to attract” with “to attract”, emphasized the physical meaning of the term, pushing the physiological and psychological aspects of attraction into the background - “to attract morally, by feeling, by the power of persuasion ..., to attract, to attract, to carry away”. F. Brockhaus and I. Efron did not include this term in their collection. Britannica also bypassed him, which is difficult to justify, taking into account the publication's desire to make changes to the text taking place in the world.

A detailed analysis of the content of the concept can be found in the four-volume Academic Dictionary of the Russian language. "Attractive, tempting, interesting .. which disposes, excites, awakens curiosity" Continuing the argument about attractiveness, we come to the sign of "originality." Usually, it is with originality, its concreteness, which arouses interest in a phenomenon, that the attractiveness of a product is associated, which in general corresponds to ideas. At the same time, we must try not to absolutize the position of “attractiveness” on the product market.

The fate of a product on the market is determined by its demand.

"Demand" is a concept of the social and humanitarian level. It is conditioned, on the one hand, by the degree of development of society and the solvency of the mass consumer, on the other, by the structurethe buyer's needs. Epicurus differentiated needs on the basis of two characteristics - naturalness and necessity. According to the view of the ancient thinker, needs are divided into three types: “natural and necessary”, “natural and unnecessary ”and“ unnatural and unnecessary ”.

In the judgments of Epicurus there is a clue to understanding the status of the goods. There are objectively necessary goods, their need is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the consumer's "basket of existence" were not only useful, but also pleasant to the senses, but such goods are not allowed to be purchased only in two cases, when there is nothing to pay with and nothing to exchange for.

Naturally necessary goods are always "popular" on the market. If they stay in warehouses or in places of sale, then there is only one reason - price unavailability, greed of speculators who have occupied the market. Shoes –a typical representative of the group of naturally essential goods, along with clothing and household utensils. The main function of the shoe lies in its ability to protect the lower limbs from mechanical and thermal damage. The design of footwear is primarily governed by its functional accessory. The aesthetic side of the design is built on top of the basic function. A characteristic feature of the shoe halls of modern stores are various kinds of promotions, supposedly aimed at reducing prices. When the third pair is promised to be handed over free of charge at a trade establishment, it means that the price of the first and the second allows you to painlessly compensate for the losses associated with the “gift”. They pay for the "gift" with their own price. There is no clearer argument in favor of defining the pricing situation as one-sided. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and unexploited is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, which a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design; the level of scientific and technical support, the need for risky actions, significantly mitigate the critical reaction. unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, which a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design; the level of scientific and technical support, the need for risky actions, significantly mitigate the critical reaction. unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, which a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design; the level of scientific and technical support, the need for risky actions, significantly mitigate the critical reaction.

"In war, as in war," the front-line writer who burned in a self-propelled gun called his famous story, extrapolating his approach, we repeat after: "On the market as on the market." By releasing free market relations between the producer of the goods, the consumer-buyer and the seller-intermediary, the authorities made life easier for themselves and, possibly, made it comfortable at the expense of the producer and the consumer. Pricing in the market economy objectively assumes the participation of such factors as the cost of goods, consumer interest in it of the buyer, the solvency of demand and payment for the participation of the seller. But we are talking about proportional complicity. The strength of market factors cannot be calculated by the formulas describing the forces in mechanical movement, the parallelogram of forces cannot be obtained here, however, the proportionality of participation in the formation of the final price can be obtained with a given degree of accuracy. And it was high time to carry out this operation in order to determine politically and economically where the border of the civilized market and the bazaar, built “according to concepts”, lies.

For what and whose market freedom are liberals-politicians fighting for, why are distortions in market pricing treated as natural costs of development, normal for democratic governance? Why don't they combine empty Soviet-era store shelves with queues? So that there is no contrast with the clogged shelves of the current stores and the lack of customers? There was indeed a shortage until the 1990s, but it was primarily associated with a high level of purchasing power and affordability of most goods. Demand outstripped production. Now, on the contrary, the offers of sellers clearly exceed the real possibilities of buyers, which hurts domestic producers as well, since they sell imported cheap goods that are hazardous to health.

As a consequence of the next political and economic imbalance, lending is flourishing, creating the illusion of purchasing power. The Russian consumer is driven into a financial trap by economic policy. The essence of the situation is not in the economic illiteracy of the population, but in the worldview primitivism, which is implanted everywhere and aggressively. Schoolchildren are taught to memorize, students are not taught to think scientifically, calling it modernization of education. Life is the ability to act effectively based on real possibilities. The substitution of the reality that really exists, earned, for a virtual-objective, life on loan, inevitably leads to spiritual nihilism, moral decay and a personality crisis.

The primary reasons for the consumer's one-dimensionality of the individual must be sought in the anarchy of a non-civilized commodity market. What's next? The answer must be sought in the same place, that is, where everyone meets with necessity - on the market. The economic priorities of politics are designed to determine the role of the market: will it become a fraternal burial of native producers or a trigger for the rise of domestic production? But producers should not contemplate what is happening, criticize politicians and demand favorable development conditions for themselves. By their status in society, they are confronted with the vital necessity of looking for new factors of advancement, thinking about reserves that have not yet been involved in the process.

In the idea of O. Comte that every science must be a philosophy, far from everything is false. Philosophers who adhere to classical ideas about philosophy argued with Comte, considering it wrong to give methodology and, especially, worldview to the mercy of particular scientific reflection. The dissolution of philosophical reflections in scientific knowledge will lead the latter into an epistemological dead end, since it will provoke absolutization in solving the universal problems of scientific knowledge. Making generalizing and guiding decisions in cognition is the lot of a “judge” independent of the specifics of private judgments. At the same time, O. Comte was indisputably right, believing that only thinking that is not clogged with stereotypes is capable of acting productively, being innovative, innovative, and creative.

Anyone who has taken the path of organizing business development, like Prayer No. 1 "Our Father", must know and repeat: only dialectical thinking will help me to be successful, will save the enterprise. But who in our years will teach you to think dialectically? The Russian democrats, who ruled the politics of the end of the 20th century, identified dialectics with the directives and slogans of the Soviet era and deliberately cut off its democratic roots as vigorously as M.S.'s henchmen uprooted the Massandra vineyards. Gorbachev, and even earlier the builders of communism raised virgin soil where it should not have been done, according to the voluntarist instructions of N.S. Khrushchev.

An enterprising entrepreneur is conditioned in decision-making by the state and trends of the existing market. But dialectically organized thinking will not allow him to find himself in the grip of market conditions when developing a business plan for the foreseeable future. No matter how arbitrarily formed, anarchically free the market is, it is regulated by the movement of production. Everything in production is connected by a common knot. “Everything is one”, the ancient dialecticians argued, and they were looking for something that makes everything one. The market today demands one thing, tomorrow the situation on it will be different, however, it is impossible to exclude a repetition of today. Therefore, we need a preliminary, comprehensive, better systemic approach. The systemic one is better, because it allows you to get involved in the essence of what is happening, it presupposes the allocation of a system-forming factor. The system-forming factor of the economic analysis of market production has been and will be the commodity. It is no coincidence that K. Marx in Capital began with the commodity, called it the cell of the economic organism of capitalism and built contradictions in the movement of the bourgeois mode of production out of the contradictory nature of the commodity.

It is not the goods themselves that compete in the market, but the minds and will of the producers, of course equipped with capital. Goods are the visible side of the market, which objectifies the power of the entrepreneurial spirit in specific physical forms and actions. Here we are forced to turn again to dialectics, its requirement to look for the source of development in contradictions and not be surprised at the transformation of opposites, spirit - into material, material - into spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth explains: what is true now will become a delusion later. When? The question naturally arises. The answer must be sought in the tendencies of movement. It is imperative to start with a comprehensive study of what everything is from. For us, this is a product, its necessary and additional (superstructure) features.

The production of a product is market driven. Once the market was formed at the expense of surplus product and manifested itself in the form of fairs. Now the goods are made according to the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusual new appears on the market. Theoretically, taking into account the rationality of human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, we can assume the conclusion that all goods will find their consumer. If the market accumulates unsold goods, it will lose its function and die as a sale. This is practically the way it happens sometimes. Only the market is not something abstract that exists outside of time. It represents a form of concrete temporal reality.

The market is the most important link that ensures the timely reproduction of goods. Stocks are not born out of fantasy. Sellers agree to bear certain costs, to sequester their expectations precisely because of the need to do everything on time. Otherwise, losses will increase, status costs will join the financial costs. The authority of the market entities themselves will be at risk. In the context of these considerations, the idea is ripening that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized organized market is intended not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly can this be done?

The paradox of the market is that the future of the market is cloudless, all market problems are always modern, they will remain modern as some are resolved and others grow. Where such confidence? From the analysis of the objectively real foundations of the market history. The basic market product is one that provides the natural needs of a person. Outside the market, it is impossible to satisfy that without which social and individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. Accordingly to this purpose, the market is supposed to be a developing reality, and society is to take care of the development of the market. Not the freedom to give "as much as he can swallow" (Boris Yeltsin).

Let's return to the generic structure of the commodity market and continue its analysis, starting from the original idea of the “basic product”. Satisfaction of basic human needs with its help requires deciphering with the involvement of worldview achievements. You can do it in a different way, simplified, only simplification will lead to the warning of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything. Human reality is dualistic, absorbing the biological and the social. As a first approximation, it is not difficult to separate the biological and the social in a person.

Biological - satisfying the body's needs for nutrition, maintaining water-salt balance and metabolism, normal gas exchange, protecting the temperature conditions of life, reproduction of offspring, moving in space through self-movement.

Social - satisfaction with the conditions of work, the development of thinking, consciousness, speech, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activities. Public and interpersonal communication also requires its market expression. The biological and social characteristics of human reality are multifaceted. They are not set once and for all, grow, there are synthetic forms of manifestation. So, the prospects for the market of naturally necessary goods and services are ensured, as well as market competition, following in the wake of its function to promote the mass availability of buyers to the offered products.

The development of the market is in line with the development of a person, his personal expression, new trends in the social movement. The 20th century added sports, scientific activities, space, cinematography, and international tourism to the traditional sectors of the market. Terror has morphed into terrorism largely thanks to market penetration. The market services of terrorists are actively used by the United States and regional states to strengthen their political position. Especially when such actions have the desired effect on traditional market and exchange trading, for example, hydrocarbons.

The market is developing in the direction of increasing its autonomy. This vector is paid special attention to by representatives of financial capital, who are well aware that the market represents the optimal preconditions for speculative stocks. Finally, in the twentieth century, the market has become a favorite subject of economics, seeking to prove that the forces of economic movement are concentrated in the market. The market has become a symbol of the new economy, its leaders are not against giving this symbol a scale of social and historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way.

The market is not only a place where speculation has acquired the size of a mass legal phenomenon, it has itself become the subject of speculation over time. Market speculation and speculation on the market phenomenon is an objective reality that is necessarily generated by the market, its, so to speak, reverse sides, development costs.

No matter how important they are for the history of the market naturally - the necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of the product line indicates the nature, characterizes the essence of the object. But the nature and essence of the commodity does not appear directly, they are mediated by the phenomenon, the form of existence of the material transformed by production.

Low temperatures, high humidity, the need to protect themselves from injury, correspond to the workplace and the specifics of the performance of official duties, will bring a person to the store and make him a potential buyer of goods that he lacks, but will force him to purchase only in one case, if nothing else is found anywhere ...

This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 are chosen first of all for the price, based on the contents of the wallet, and then focusing on the satisfaction of aesthetic claims.

Sellers need not panic, no crisis will deprive the market of customers. Their problem is: who exactly will the consumer buy from? He will buy what he sees as a combination of the need to purchase a product, free financial resources, more precisely, the price on price tags, and the appearance of the product, including the art of service. The purchase formula is simple - "the relevance of the need plus the charm of the offer." The terms should be filled with specific content by specialists, relying on the experience of market relations. Let us remind ourselves that there are two types of demand in the ordinary, non-exclusive, author's market: natural and artificial, provoked by the promises of manufacturers and the advertising process.

The domestic consumer, hooked on the "pop culture" effect of "mass media", has lost the independence of taste along with the ability to think. The national flavor has been largely lost, the cult of globality is flourishing, the market is overwhelmed with foreign consumer goods and counterfeit products, to which a qualitative assessment cannot be applied.

The market is developing a specific cultural picture that is difficult to understand. The state is not seriously interested in the culture of the buyer. The previous experience of cultural education and upbringing has been banished. “A holy place is never empty,” and instead of the state came organizations from the structure of civil society, which have neither official powers, nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly involved in production, reducing costs, increasing profitability. By doing so, entrepreneurs are driving themselves into the trap of the spontaneity and whims of the market forces, abandoning the levers of demand management.

The "prudent housekeeper" replacing the current irrationally organized mass production, focused on the absolute freedom of choice of goods by the consumer, when the assortment must satisfy the demand here and now, otherwise the seller will lose customers and question the continuation of his business, is "tied" to knowing the needs of a specific buyer. Of course, such knowledge is specific, it is indicative, relative, conditional, more like knowledge, an assumption, but still knowledge, in contrast to an abstract attitude of the type: the buyer came for the product and he must buy it, we are obliged to help him. How exactly? We do not know, so we initiate his desire with an assortment. There is a certain logic and ethics in such reflections. The price of this logic is holding back from support - the high level of costs and load on the natural environment. They will not be written off, they will be distributed among consumers, increasing the purchase price.

The attractiveness of the product can become a magnet that initiates the interest of the buyer. It was not without reason that V.I. Dal interpreted “attractiveness” as “attractiveness”, “magnetism”. The economic system is formed by production relations; therefore, there will be no radical transformations of the existing system of the economy, there will be a restructuring, a reboot, which changes not the system, but the order of functioning of the system, the vector evolution of economic policy.

The economic system will be optimized by rationalizing costs, minimizing the cost of assortment.

Does the consumer benefit? Apparently, yes, provided that manufacturers and sellers are not stingy with research work on consumer demand. Here, the simplest research is not enough, it will require a deep analysis and integration of different approaches - economic (marketing), sociological, cultural, ergonomic, hygienic, focusing scientific research on regional, national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

The transition from good to better in any field of activity is associated with an increase in the costs of implementation, including the financing of risks. In our view, the analyzed transition to a new economic policy should justify the expectations – lead to a reduction in costs, losses, environmental burden, but the result will largely be determined by the construction of scientific, technical and educational policy. Good intentions often result in worse results due to poor management.

The bad experiences of the past are described even in the sacred books. The modification of the economy of mass production in lean production involves the mobilization of scientific and technical initiative, the maximum connection of cultural assets and the implementation of the Soviet experience of educational work in the environment of the immediate needs of the final product. It is illogical to improve the principles and forms of organization of production, designed for mass consumption, without appropriate preparation of consumers. The adjective "mass", regardless of desires, indicates the inclusion of activities in the political process, which also requires a political scale of participation. A change of course within the economic system is a political process with the specificity that it begins in the economy.

The time has come again to temporarily disconnect from the production of goods and, following the example of Karl Marx, focus on the cell of the modern economic organism - the commodity, but, unlike the author of Capital, place the commodity not in production, but try to fit it into the subsystem of market relations. Capital without circulation is not capital. Capital is a process. The reproduction process of capital is a characteristic way of its existence. The market ensures the reproduction of capital, creating conditions for the sale of marketable products. For production, initial capital in financial form is required, for implementation, as a condition for reproduction, demand for a product is required, which the market must provide - a condition that connects the producer with the consumer. Everything, as we can see, rests not even on the characteristics of the product, but on the organization of the market. Of course and the properties of the product are important here. The doctor is able to revive a dying person, but he is not able to revive a corpse. The same can be said about the market.

As for the cultural organization of the market, it is rational to make work with the buyer and the manufacturer, the real subject (object) of relations, which is a commodity, as a set of properties that can satisfy all market participants, as its core. The commodity will pass from one property to another only if there is a consensus. Consensus is intended to provide the market. Consensus is a measure of market culture.

When the market moves from the concept of consensus to the understanding of consensus, the market will acquire the status of a “cultural organization”. Can this process be accelerated? Undoubtedly. We need to organize work on both fronts. Both the buyer and the seller must be culturally prepared for the meeting in the market. The fulfillment of the real mission of the market is determined by the quality of its information and scientific equipment.

The social function of the market is the satisfaction of sociocultural and naturally necessary needs of the mass buyer, thereby contributing to national development and political progress. The economic task of the commodity market is to involve in production the financial reserves of the country's population, and they are considerable, actually comparable with the annual budget of Russia.

It is possible to manage the market. Japan and China are economically different, however, despite this, they successfully manage both production and market. Market management is different from production management. The market is more complex and reacts in different directions to the desire to put things in order. The orders are also not uniform. In the theater, one order, at the races - another, in the barracks - the third. It is possible (and desirable) to manage the market economically.

The final stage of market relations is the sale of goods, therefore, the market should be managed through the conditions for the sale of goods, creating favorable conditions for the demand for goods. Such management is effective both in relation to the consumer and the producer. Building the market according to the principle: "here and now the buyer must satisfy his request" saves time and possibly insignificant financial means of the consumer, but unnatural, because it is wasteful for society and nature. This is "foolishness" due to political myopia.

Do not give up on it, society will place the next generations of people in a responsible position. The future of the country and the people will be called into question.

The transition to market-oriented production based on the structure of concretized consumption can be viewed as a way to resolve the growing contradiction between growing socio-cultural needs and natural sources. And in this sense there are sufficient grounds to speak about the objective laws of the development of reproduction. The center of concentration of activity is shifting to the territory of the market, its scientific potential is being updated. Lean production question # 1: is the market ready to increase allocations for researching the structure of mass consumer needs? It is not difficult to find individual examples. At the end of June 2017, Google conducted a survey of the culinary preferences of Russians in order to make a rating of 20 basic products and the same number of dishes. The taste of Russian consumers has encouraged marketers and terrified nutritionists. However, experts are convinced that no changes will take place in two or three years. Manufacturing, which provides the food market, received the necessary information for thinking about the directions of investments in manufacturing. Now it is important to avoid a rush of restructuring, to agree on quotas within the relevant unions, associations and other associations of producers. We were interested in the study of a well-known firm in the context of general problems, as it highlighted several characteristic reasons for thought. The first and, probably, the most important one leads to the conclusion that economists-theoreticians are late again and instead of a forecast they have fixed the real fact of the existing reality. The market that caters to the needs of the mass customer was not and it was unclear when it would fit the models of marketers. He shapes himself.

The domestic buyer put a chicken egg in the first place, sent pork in the middle and milk even further. The production of chicken and eggs was established back in the 1970s and 80s, lost in the 1990s, saving American farmers, later returned to their own farm, and quickly restored in the required volumes. The market is reliably provided with this assortment of products. The prices are kept, the manufacturer, the sellers cannot overestimate them - there is no shortage, the manufacturers have created a network of stores. A varied assortment, its timely replenishment, quality, affordability of products form the buyer's interest in them. Pork production also began to increase even in the pre-reform period, the peculiarity of raising a pork herd allows solving problems relatively quickly.

The hardest part is with milk. Market liberalism hit hardest of all at the weakest link in agricultural production - the dairy herd. Until the nineties, it was largely in disrepair. Collective farms were abolished, farming, designed to raise production, did not take place as planned. The biology of cattle is such that the required volume of a herd of animals with satisfactory characteristics should be waited for at least 10 years. The investment required is huge! The West is not interested in us as a competitor. All of the above are conditions of instability and scarcity. The market orientated itself to the deficit and introduced its own price order in cooperation with dairies. Milk, available and of high quality during the difficult Soviet years, became both low-quality and inaccessible to the average mass consumer. Especially milk products. The market has weaned consumers off of milk. The question arises. Why? The market must be interested in the buyer. That's right, but smart people work in production and in the market. They understand that the herd of cattle will be forming for a long time. The indefinite time for obtaining the result is enough to take the greatest margin, and it is not necessary to count on the mass consumer.

Second, natural and sociocultural needs are formed spontaneously only in the most general, abstract form. They are concretized in the real conditions of national reproduction, on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, if you do not manage, then at least know the rationality of goods and the assortment architecture of the market through the study of consumer preferences is quite realistic. Economic, sociological and psychological tools make it possible to do this. You just need to be able to "look into the soul" of a potential client of the market, make him open up. A common environment that builds trust is required. The public is pretty tired of the questioning, which is understandable. Efficiency is not visible, questions are often not clear, the technique of questioning is primitive, without application to the process. On the other hand, ongoing "sale" actions are not used for questionnaires. Questioning the buyer in specific conditions of sale, depending on the ability to reduce their costs, by specialists, and not by random counterparts, naturally disposes to reciprocity. You should try to make the questionnaire a part of the promotions. Why not spend “buyer's days” in specialized stores with the wide involvement of representatives of interested organizations. The compilation of questions for questionnaires and interviews should also be dealt with not by random "scientific units" working under any order. We need permanent research centers specialized in the main sectors of the consumer market, periodically conducted analysis of the state of consumer interests. Moreover, a very high analytical and methodological qualification of the employees of such centers is required. There is no doubt that the reduction of losses, the acceleration of turnover will significantly exceed the costs of the activities of these divisions.

The current state of the study of consumer demand is proportional to the cost of its implementation. If statistical methods, as a rule, are in a satisfactory state, they are borrowed from mathematics, then the methodology for developing questionnaires and questionnaires raises many questions. The wording of the questions testifies to a poor understanding of the structure and specificity of the thinking activity of homo sapiens. How, for example, can one understand the “perceptibility of the need to purchase a product,” in what units can this feeling be measured. The feeling of pain tells the doctor about a possible illness. It is different in character, and in strength, and in the course of time. The perceptibility of the need should first be differentiated and only, having received a specific picture of the options for the saturation of feelings, should it be introduced into the information circulation, and interrogated. Lack of prior, prepared to assess the feeling of working with a client will result in a poor-quality answer, in which the respondent is least to blame - you need to be able to ask. During the interview, an oversight - in the formulation of the question, can be corrected by leading additional questions, in the questionnaire there is no such possibility.

Content questions overlap, repeat each other. So the questions: "Manufacturer's responsibility for the quality of the goods" (by the way, it is superfluous to ask, because it is clearly spelled out in the terms of purchase and sale) and "impressive warranty period" duplicate one another. The latter is really important. In the general questionnaire, there are specific questions that help to assess the state of consumer relations and synthesizing ones, which do not belong in the questionnaire, but in the analysis of who will evaluate the answers and make an expert opinion. For example, the question "Cultural services" should not have been entered into the questionnaire in this way. It is usually divided into questions so that the respondent does not know and is not engaged in advance. The one who ordered the research will have to judge the culture.

Quite often questions drive the consciousness into a dead end and for a long time. How to understand the question: "The level of interest of the manufacturer in the formation of the attractiveness of the product"? What does it have to do with the buyer? Does the question “Completeness of the goods” require clarification? Two or three such questions are enough to turn off the buyer, alerting him.

The questionnaires are poorly structured, it seems that the questions are arranged as they come up. For example, often questions, the purpose of which is to unfold the willingness of the client to make a purchase, to determine the degree of “client's maturity,” stand side by side in the general section with questions aimed at establishing the rating of information sources. The question of the possibility of subsequent exchange (regulated by law) is clearly superfluous in the questionnaire, especially in the vicinity of the question of modern design. He puts in a stupor a question like: "Does the consumer need to buy an attractive, original product?" It combines meaninglessness with uselessness.

Drawing up a questionnaire is an art that is not available to every specialist. The best is when teams of specialists and consultants and advisers work on the development of the questionnaire. We can only assume a variant of the structure of the questionnaire, aimed at identifying the place and role in inducing the consumer's consciousness to purchase a product of its attractiveness. It seems to us that such a questionnaire should consist of 3 sections:

- the first is formed by questions designed to reveal the degree of readiness of the consumer's consciousness to purchase a product of a given group;
- the second is to help determine the attractiveness of the product that leads the consumer to the state of a buyer, specifies the mood of his consciousness in detail, determines the choice;
- the third is to understand what can prevent the consumer from becoming a buyer, eliminate factors of negative impact on a potential buyer.

A rare product is able to brainwash the consumer, force him not to think or feel anything except what he holds in his hands.Such a product must combine all the signs of an ideal degree, be perfect in everything. The main danger for abandoning a seemingly resolved purchase issue is usually created by the behavior of the seller, violation of the cultural order - signs of the operator's lack of interest in selling the goods. A potential purchase decision is subjective and, as such, needs to be objectified - to make a purchase - under certain conditions that show the reciprocity of interests of the parties to the transaction. Customer service culture is sometimes more important than attractive product attributes. Unfortunately, we have not yet rooted in the minds of sellers of the understanding that their actions are an integral part of the attractiveness of the product. They think that a mirror is a mirror and a face is a face, not realizing that the image of a face in a mirror combines the quality of the mirror with the quality of the face in a single image.

In the context of the philosophical characterization of the attractiveness of a product, the first group of questions is especially interesting, which allows monitoring the movement of consciousness. Here, apparently, it is necessary to distinguish four phases:

- the need for a product at the level of feeling (wanting);
- interest at the level of a systematic assessment of the purchase opportunity;
- maturation of the relevance of the acquisition;
- super maturity, forcing to attract a loan.

The market, taken in the abstract, in the form of a necessary link in commodity reproduction, is a clear and important concept for political and economic thinking, indicating the role of the market in ensuring the sustainability of social progress. This importance of the market is speculated by those who objectify, materialize understanding, transform it into socio-economic reality. The concepts of economic theory have cultural design within the framework of the most general requirements, ensuring reproduction in its fundamental expression. This is the level of cultural abstraction.

The real market is determined by the available cultural equipment of the society. Here culture is concretized historically in time and space. What they brought up is what they got on the market. Let's add to what has been said also the meaning of the attitude to culture. It is one thing to understand culture as an ordinary factor; it is quite another thing to see culture as the source of social development.

Prophetic Oleg at A.S. Pushkin was surprised at the prophecy of the Magi regarding the cause of his death. Someone, probably, having read the following, will remember the surprise of the prince of the Russians. The ability to be surprised is a sign of active thinking, an argument in favor of the creativity of consciousness, but it requires caution and knowledge, not opinion. In an effort to find out what does not make the product attractive, it was logical to come up with the originality of the product. Dealing with the concept of “originality”, we remembered about “pretentiousness”. Progress is carried out in a spiral, so a return to the forgotten past is natural. At one time, the concept of "pretentiousness" was common, the term was often used by Russian classics: V.G. Belinsky, N.V. Gogol, I.S. Turgenev, F.M. Dostoevsky. Interestingly, none of them used pretentiousness in a positive way. Pretentiousness was understood as a dangerous deviation from the cultural norm, emphasizing the need for delicate handling of the word. V. I. Dal also, it seems, did not come to a common attitude to the content of the concept of "pretentious", preferring to let the readers think for themselves how they will operate with the term. Dahl was only completely determined with the origin of the word. “Pretentious” from the verb “to fake it out”, but initially from “chur” (“in games: to get rid of what from what, to protect yourself (or a thing) with a“ conspiracy ”). “Pretentious, according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange ... " Dahl was only completely determined with the origin of the word. “Pretentious” from the verb “to fake it out”, but initially from “chur” (“in games: to get rid of what from what, to protect yourself (or a thing) with a“ conspiracy ”). “Pretentious, according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange ... " Dahl was only completely determined with the origin of the word. “Pretentious” from the verb “to fake it out”, but initially from “chur” (“in games: to get rid of what from what, to protect yourself (or a thing) with a“ conspiracy ”). “Pretentious, according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange ... "

The content of concepts and the attitude to concepts change over time, sometimes even to the opposite point of view. We compared V.I. Dahl with explanations in the "Dictionary of the Russian Language" published by the Academy of Sciences of the USSR: "pretentious" - intricate, overly intricate, overly decorated. Literary examples, taken from Belinsky, Dostoevsky and Nikulin, are selected in such a way as to emphasize the negativity of the presence of this excess in the pretentiousness. Over a century and a half, as we can see, there have been no special changes in the understanding of “pretentiousness” for the cultural status of the concept “pretentious”.

Pretentiousness is the lot of experienced, skilled artists. One thing is for sure, pretentiousness implies product exclusivity. The mass product excludes pretentiousness, as it is designed for a consumer of standard cultural taste. The mass consumer will not understand pretentiousness without a preliminary explanation, but then pretentiousness loses its meaning as "something beyond what is." Boutique managers have the right to hope for the effect of pretentiousness. They have a specific customer. Pretentiousness is the element of stylists, established fashion designers, and not all, but only those who have not crossed the threshold of measure, subtly feels the border of the allowed intrusion of personal fantasy into the formed variety of tastes. And again on our way is the philosophical position of the artist, who is faced with a choice: to do for whom and for what? Because his future depends on who will be in it, connoisseurs or consumers of creativity. History has pronounced its verdict of pretentiousness at the beginning of the Enlightenment. Pretentiousness was associated with the past, leaving a place in the future for pretentiousness not as a product, but as a creative method of searching for "productive" thinking. Pretentiousness is normal for fantasy in test terms in order to determine the reaction to innovation, avant-garde detail. The inclination to pretentiousness should be viewed through the prism of the fate of avant-garde movements.

They left behind ideas, technical tools. The demand for avant-garde products was aesthetically pretentious, determined by the size of free finances, and remained an exclusive phenomenon. The demand for fanciful products on a mass scale can be counted on for a short time, and after the total processing of the mass consumer by the mass media. It is clear that the consumer here is also a specific one with an unformed culture of thinking, looking not for answers to questions, but for hints of what exactly and how to do. Judging by the paradigm of the domestic modification of the modernization of education, manufacturers of artsy products can hope for the near future if they correctly orient prices. The logic of sensual thinking "iron" is presented in the mind and is easily broken against practical cliffs. One of them is the margin of the producer-seller union.

The market, both in demand and in the range of offers, is actively used by politicians, mainly during periods of public uncertainty. In particular, today, the rulers and their ideological support in Ukraine. Shirts embroidered with a national pattern before the Maidan events of 2014, provoked by the participation of radical Nazi nationalists, were kept in chests, and in some places hung in huts in the form of relics in the corners. When it was required to activate the national spirit of the freedom-loving Ukrainian people, the Rada blossomed with embroidery. And democratic Europe, which has long defined for itself a normal business suit for an official presence in government bodies, has become blind and has not seen such an obvious nationalist action.

Let's remember the birth of Nazism in Germany. German extreme radicalism was born in a brown uniform. Politicians seeking coups often need pretentiousness. Firstly, to achieve uniformity of the ranks, their cohesion, and secondly, to oppose the essential order with which they are going to fight.

Along with negative examples of the use of "pretentiousness" in clothing, equipment, there is also a positive experience - the scout movement in the USA, the pioneer movement in the USSR. What conclusion can be drawn from the analysis of the political perspectives of design creativity in the form of creating a pretentious product? One conclusion suggests itself: there is a "dialectic" of the individual and the general, usually it is formed through the "special". The dispute about the primacy of the "singular" and the "common" is long-standing. Goes back to Plato and Aristotle, was the basis of medieval scholastic ideology, dividing it into "nominalists" and "realists". Dialectic Hegel at the level of philosophical - metaphysical thinking, considered what is, what and how they are connected in development, natural science confirmed the dialectical understanding of the unity of the "individual" and "general". But, one thing is speculation, another is practically oriented awareness.

Common sense is a pre-scientific form of knowledge production. It attracts by the simplicity of obtaining them, ease of use, but its downside is the danger of getting lost as you immerse yourself in the process of cognition, substitution of opinion for knowledge. Unscrupulous politicians use all this in their private interests. Pretentiousness in creativity is a normal phenomenon, indicating the working state of thoughts. What is needed, however, is creative vigilance to avoid a "pretentious boom." Everything should have a new place. Manufacturers are called upon to go beyond satisfying the practical demand of the mass buyer brought up by advertising pressure. By their socio-cultural status, they are called upon to shape the tastes and aesthetic priorities of consumers in the context of national and universal traditions.

The criteria-based basis of human behavior includes those stable characteristics of his personality that determine the choice, decision-making by a person about his behavior. Naturally, decisions of this kind are greatly influenced by the goals that a person pursues, the conditions in which the actions unfold, his capabilities, the dynamics of the ongoing processes, mood and a number of other factors. However, with all the variety of factors, the behavior of each individual person has a certain stability and predictability, certain inherent principles of behavior, criteria of choice and preference, taboos and the like. Moreover, in exactly the same situations, if they exist at all, different people can make completely different decisions. And it will again be determined by

The criterion base for the behavior of any person consists of his disposition towards people, events and processes, a set of values shared by a given person, a set of beliefs that a person adheres to, and the principles that he follows in his behavior. All these components of the criterion base of behavior are in close interaction, interpenetration and mutual influence. However, despite the strong interdependence, they can be viewed as relatively isolated characteristics of a person's personality that affect his behavior.

The location of the person to people, individual processes, the environment, their work, the organization as a whole plays a very important role in establishing normal interaction between the person and the organizational environment. One and the same phenomenon or action, which has exactly the same manifestation and has the same effect on people, can cause a different reaction due to the fact that people have a different disposition to this phenomenon or action. Reflecting the feelings of a person in relation to a particular object, location makes his decisions and actions individual. At the same time, it is important to emphasize that usually a person has a certain disposition towards each object or phenomenon that he encounters in life.

Location is characterized by the fact that it is, firstly, invisible, since it is contained in a person. Only its consequences are visible on the "surface". Secondly, disposition stems from the feelings that a person has for an object. Thirdly, the location is, as it were, a point located on the axis with the "like" - "dislike" poles. Fourthly, disposition affects human behavior and manifests itself in the fact that he behaves in accordance with an a priori positive or negative attitude towards a phenomenon, object, process or person.

Conclusion

In real practice, all these areas of participatory management are usually used in a certain combination, since they are very closely related to each other and complement each other very well.

Moreover, it is precisely in combination with each other that these individual areas can effectively manifest themselves, and it is the individual established combinations of these areas that are used as specific forms of participatory management. The most obvious example of this is the quality circles that are widely used in the management of Japanese firms.

A person carries out certain actions in accordance with the pressure on him of the aggregate of internal and external forces in relation to him. The combination of these forces, called motivation, causes far from the same reaction in people. Therefore, it is impossible to unambiguously describe the process of motivation. At the same time, based on empirical research, several concepts have been developed that describe the factors that affect motivation and the content of the motivation process.

The so-called content theories of motivation focus on how different groups of needs influence human behavior. The widely accepted concepts of this group are Maslow's hierarchy of needs theory, Alderfer's ERG theory, Herzberg's two-factor theory, and McClelland's acquired needs theory. Despite the fundamental differences between these concepts, they nevertheless have something in common in their basis, which reflects a certain commonality in the motivation of a person to action.

The process of motivation is revealed in theories that try to explain why people are willing to carry out certain actions, spending more or less effort. Expectation theory, goal setting theory, equality theory, and participatory management theory, by explaining how people should be influenced to motivate them to perform well, provide managers with the key to building an effective system of motivating people.The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of opposing the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to “forget” about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied." From the relationship in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule, reflecting the relevance and profitability of activities aimed at the development of production.The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, in the same way as the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The philosophy of quality will also change. We must be ready for the coming events.

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Issue Article

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THE CONTENT OF TRACE ELEMENTS IN THE COMPOSITION OF THE SOIL OF THE ARAL SEA ZONES AND THEIR PATHOLOGICAL EFFECTS ON THE LIVER OF ANIMALS

Abstract: *In this material, the chemical composition of soils in the Aral Sea zones of Karakalpakstan was studied, in particular, for the content of trace elements and salinity. Soil samples were taken in Muynak, Bozatau and Takhtakupyr districts. The soil analysis data gives us the opportunity to study the effect on the body of farm animals in a timely manner with a lack, excess or absence of these elements due to increased salinity.*

Key words: *Salinity, trace elements, biogeochemical analysis, manganese deficiency, metabolism, hypomagnesium tetany, hypocorosis.*
Language: *Russian*
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СОДЕРЖАНИЕ МИКРОЭЛЕМЕНТОВ В СОСТАВЕ ПОЧВЫ ПРИАРАЛЬСКИХ ЗОНАХ И ИХ ПАТОЛОГИЧЕСКИЕ ДЕЙСТВИЯ НА ПЕЧЕНЬ ЖИВОТНЫХ

Аннотация: *В этом материале изучены химический состав почв в приаральских зонах Каракалпакстана в частности на содержание микроэлементов и засоленности. Были взяты пробы почв в Муйнакском, Бозатауском и Тахтакупырском районах. Данные анализа почв дают нам возможность своевременно изучить действие на организм сельскохозяйственных животных при недостатке, избытке или их отсутствия этих элементов из-за повышенной засоленности.*

Ключевые слова: *Засоленность, микроэлементы, биогеохимический анализ, марганцевая недостатаочность, метаболизм, гипомагниевая тетания, гипокупороз.*

Введение

Почвы Каракалпакстана отличаются от других регионов Узбекистана высоким содержанием минеральных солей как карбонаты, хлориды, сульфаты и песчаной почвой. Это в свою очередь приводит к всасыванию этих солей к растениям, тем самым приводит к уменьшению всасывания других микроэлементов к растениям понижая их калорийность и содержание микроэлементов, повышая их засоленность [1],[2].

Заболеваемость животных с недостаточностью микро-макроэлементами порою могут достигать до 35-50% (в весенний период до 70%) [4].

Объекты и материалы исследования.

Отбор проб почв (по 2 проб из разных мест) проводилось на территорий различных мест близких к Аралу районов как Кунградский, Бозатауский и Муйнакский (Казахдарья). Были проведены биогеохимические исследования этих почв на содержание микроэлементов как магний, марганец, цинк, кобальт, медь и на содержание различных солей. Содержание солей взятых из разных мест оказались разными **(Таблица 1).** Повышенное содержание солей в почвах оказалось в пробе взятых из фермерского хозяйства Казахдарья Муйнакского района, среднее в Кунградском районе и слабое в Бозатауском районе.

Таблица 1. Содержание микроэлементов в составе почв и их засоленность приведены в таблице.

Район	Mg мг/кг	Mn мг/кг	Zn мг/кг	Co мг/кг	Cu мг/кг	Засоленность
Кунграт 1	820	50	0,42	9	4,4	Среднее
Кунграт 2	490	55	0,45	8	4,2	Среднее
Казахдарья 1	1210	20	0,25	7	2,6	Очень сильное
Казахдарья 2	1030	25	0,19	6	3,0	Сильное
Бозатау 1	230	130	0,47	23	7,5	Слабое
Бозатау 2	150	100	0,45	19	7,2	слабое

Исследование проводилось в химическом лабораторий в группе мелиорации минеральных удобрений Академий Наук РК Спектрофотометрическим методом на аппарате ХЭШ.

Из таблицы видны что, на почвах взятых из территорий фермерского хозяйства (**Рисунок 1)** «Казахдарья» Муйнакского района содержание марганца находится в пределах 20-25 мг/кг,в Бозатауском районе 100-130 мг/кг, в Кунградском районе 50-55 мг/кг. Основным источником микроэлементов для организма животных являются растения. Лишь 10% потребности в этих элементах могут получать из питьевой воды. (Эшбуриев Б.М.)

Рисунок 1 - На фото изображена «игра языком» у коровы больной недостатком марганца в фермерском хозяйстве «Казахдарья» Муйнакского рациона.

Из-за повышенной засоленности в этом регионе растения не могут всасывать солей марганца из почвы тем самым объясняется частое заболевание животных марганцевой недостаточностью, хотя содержание этого элемента в почве находится вполне достаточном количестве. При недостатке марганца происходит нарушение процесса окисления жиров, углеводов и белков. В организме накапливается недоокисленные продукты метаболизма (кетоновые тела) и пировиноградной кислоты. В печени развивается жировая дистрофия, в яичниках нарушается образование фолликул, у самцов понижение подвижности сперматозойдов и количества спермы (К.Н.Норбоев и Б.Б.Бакиров 2006).

Содержание магния в пробе взятого их Бозатауского района находится в малом количестве (150-230 мг/кг). Поэтому заболевание у молодняка животных гипомагниевой тетанией встречается часто чем другие микроэлементозы [3].,[5].

Недостаточность меди (гипокупороз) во всех районах встречаются только в пустынных и полупустынных пастбищах в частности у мелкого рогатого скота и раннее весенний период у других животных[6]. Это объясняется тем, что в составе всех почв имеется достаточное количество солей меди а в пустынных зонах их недостатаочно. У других животных также может проявляться в раннее весенний период потому, что хранение кормовых сен происходит [7] скирдованием снопами в открытом под дождем (снегом) месте. Под действием сырости в кормах происходит процесс плесения и образование разных токсинов и других алколойдов которые приводят к потере питательности в т.ч. и содержание минеральных солей.

Хотя содержание солей кобальта находится в пределах 6-23 мг/кг все чаще встречается гипопластические [8] анемии из-за недостаточности витамина B_{12}. Это также объясняется тем, что соли кобальта не могут всасываться в растения из-за повышенной засоленности почв[9].

Содержание цинка в составе почвы находится в пределах от 0,09 до 0,47 мг/кг (должно быть 30мг/кг). Это указывает на очень низкое содержание (60-300 раз меньше) цинка. Поэтому у животных часто встречаются паракератоз, анемия и остеодистрофия [10].

Выводы

По данным биогеохимических исследовании различных почв из разных мест приаральской зоны содержание различных микроэлементов разные но, во всех местностях нехватка этих элементов (кроме цинка) не обнаружены. Поэтому в приаральской зоне необходимо частое промывание почв от различных солей и дренаж, тем самым понизить засоленность почв. Это в свою очередь приводит к повышению содержания микро и макроэлементов в составе растении и предотвращает недостаточность у животных в частности марганца. У животных с пастбищным содержанием в пустынных и полупустынных зонах животным рекомендуется добавлять в корм искусственные минеральные добавки в т.ч.солей цинка.

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Issue Article

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VERIFICATION CALCULATION OF HOOK BLOCK OF CRANE

Abstract: *The results of the verification calculation of the hook block of the crane under various static loads are presented in the article. Contact stresses in the parts of the hook block of the crane were determined. The values of safety factors of the parts of the hook block of the crane were obtained.*
Key words: *the hook block, load, contact pressure, the safety factor.*
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Introduction

A crane is a cyclical machine designed to lift and move in space a load suspended with a hook or held by another lifting device in accordance with GOST 33709.1-2015 [1]. The durability of the crane as a whole depends on the operating modes of the parts included in the design of the machine [2-3]. The design should be carried out on the basis of the strength calculation of the parts included in the design of the crane [4].

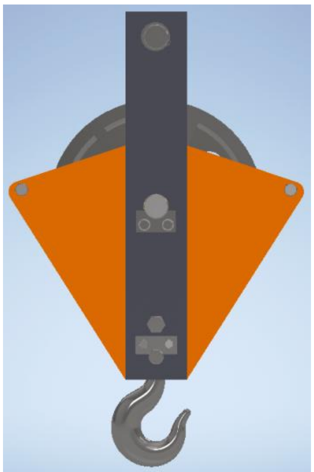
One of the load-handling device of the crane is the hook block [5]. The configuration of the mechanism must ensure the lifting of loads of a certain mass (load capacity). The main part of the mechanism is the hook made of steel by forging or cutting elements from a metal sheet [6]. The hook configuration (single or double) is selected depending on the load capacity of the crane [7]. All parts of the mechanism must have the certain properties sufficient to operate the crane in the various modes [8].

Strength of materials of the mechanism parts is determined by means of the verification calculation performed after the design calculation. Carrying out the verification calculation using the finite element modeling method makes it possible to determine deformations and ultimate strength of the mechanism parts in a three-dimensional representation.

Materials and methods

The deformation analysis of the hook block of the crane was performed using Autodesk Inventor Professional 2022 (Build 260153000, 153). The three-dimensional solid models of the parts included in the assembly were built for the calculation. Next, the parts models were assembled into the mechanism. All models of the parts were given the properties of steels in accordance with IS 24.191.08-81. The total mass of the mechanism was 57.7984 kg, the volume was 7415310 mm^3. The general view of the model of the hook block of the crane, applied loads (5, 10, 15 and 20 kN), selected supports (hinge), partitioning into the finite elements and the materials properties of the parts models are presented in the Table 1.

Table 1. The initial conditions for simulation.



Front view

Top view

3D view

Partitioning into the finite elements, load application and hinge definition

Part name	Parameter	Value
Casing spacer, rib, shaft, hook retainer, casing, upper stop, pulley shaft retainer, rod	Mass density	7.73 g/cm^3
	Yield strength	250 MPa
	Ultimate tensile strength	400 MPa
	Young's modulus	205 GPa
	Poisson's ratio	0.3
	Shear modulus	78.8462 GPa
Pulley, fastener, hook	Mass density	7.85 g/cm^3
	Yield strength	275.8 MPa
	Ultimate tensile strength	448 MPa
	Young's modulus	200 GPa
	Poisson's ratio	0.287
	Shear modulus	77.7001 GPa
M12-6g×16(S18) bolt, M16 nut, washer, M16-6g×85(S24) bolt, 42000 series bearing, 16 L washer, M22 nut, 8000h series bearing, 22 L washer, A 50 ring, M22-6g×105	Mass density	7.85 g/cm^3
	Yield strength	207 MPa
	Ultimate tensile strength	345 MPa
	Young's modulus	220 GPa
	Poisson's ratio	0.275

bolt, M10-6g×10(S16) bolt, M10×1.5×16 heavy hex head screw with collar, M12-6g×14(S18) bolt	Shear modulus	86.2745 GPa

The value of the mesh element made it possible to obtain the required accuracy of the calculation results. The average element size of 0.5 and the heterogeneity factor of 1.5 were adopted for this calculation. Detection and elimination of the rigid body modes and separation of shear stresses of the contact surfaces was provided in the static analysis.

Results and discussion

The stress and strain state of the mechanism parts is represented by the color contours of contact pressure (the Fig. 1). The scale to the left of the mechanism model determines the intensity of contact pressure when loading the hook. It is noted that at a load of 5 kN, contact pressure is distributed on the surfaces of the parts that provide the hinge joint and the hook fixation. The maximum value of contact pressure (15.76 MPa) was determined in the hook retainer. The surfaces of the parts of the hinge joint are subjected to pressure to a lesser extent. The calculated maximum values of contact pressure at a load of 10, 15 and 20 kN were 31.52, 47.28 and 63.04 MPa, respectively. Thus, it can be assumed that at a load of 1 kN on the hook, contact pressure in the retainer will be 3.15 MPa.

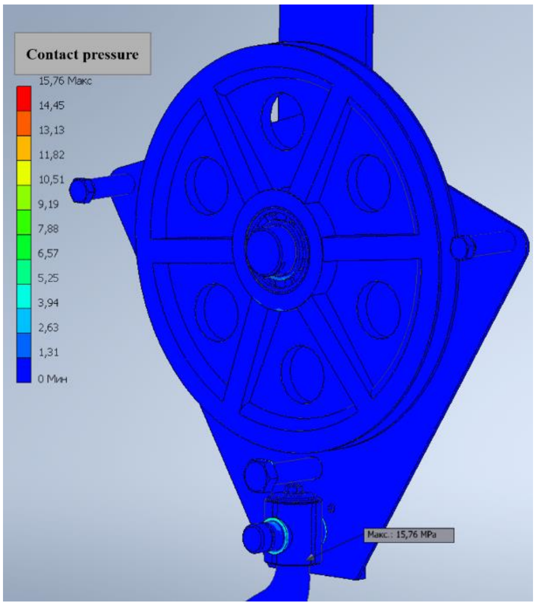


Figure 1. Contact pressure on the mating parts of the hook block of the crane.

The other calculated values of the parameters of the stress and strain state of the mechanism parts are presented in the Table 2. The authors would like to note that the static analysis assumes a linear dependence of the change in the stresses and strains values under conditions of increasing load. The von Mises stress is 2/3 of yield strength of material of the fasteners at maximum load [9]. In accordance with the calculated values of the safety factor [10] in the loads range of 5-15 kN, strength of materials of the mechanism parts is excessive, and at a load of 20 kN, strength of materials is sufficient.

Table 2. The calculated values of the safety factor, von Mises stress and displacement.

Load, kN	Safety factor (min)	von Mises stress, MPa	Displacement, mm
5	9.08	30.36	0.04714
10	4.54	60.73	0.09428
15	3.03	91.09	0.1414
20	2.27	121.5	0.1886

Conclusion

The performed computer calculation provides a qualitative check of strength and determination of the load norms of the mechanism according to the proposed dimensions, geometric shapes and materials of the parts. In particular, the maximum loaded zone was determined, located on the mating surfaces of the threaded part of the hook and the retainer. The safety margin of materials of the mechanism parts is sufficient when lifting the loads weighing up to two tons. In the range from 500 kg to one ton, the minimum value of the safety factor decreases by half, and in the range of 1.5-2 tons, the value of the coefficient decreases by 1.33 times.

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Issue Article

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ENDOMETRIOSIS AS AN ACTUAL PROBLEM IN GYNECOLOGICAL PRACTICE

Abstract*: The article under discussion reveals endometriosis as an actual problem in gynecological practice. The author of the article considers that endometriosis leads to functional and structural changes in the reproductive system, often adversely affecting the psychoemotional state of women, significantly reducing the quality of life. Diagnosis and treatment of endometriosis depend on the stage and localization of the disease. The choice of treatment depends on the age of the patient, the desire to restore fertility, the severity of symptoms and the extent of the disease.*

Key words*: endometriosis, gynecological, fertility, localization, reproductive system, psychoemotional state, quality of life, hormonal therapy.*

Language*: English*

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Introduction

In the gynecological morbidity structure endometriosis ranks the third place after inflammatory processes and hysteromyoma affecting up to 50% of women with menstrual function [1].

Endometriosis leads to functional and structural changes in the reproductive system, often adversely affecting the psycho-emotional state of women, substantially reducing their quality of life. Epidemiological studies show that in 90-99% of patients endometrioid lesions are diagnosed between the ages of 20-50 years, most often in the reproductive period. Endometriosis is an outgrowth similar in structure to the uterine mucosa, outside the normal localization of the endometrium. According to modern concepts of the nature of endometriosis, this disease should be considered as a pathological process with a chronic, recurrent course. Endometriosis forms and develops against the background of disturbed immune, molecular-genetic and hormonal relationships in the female body. Endometrioid substrate has signs of autonomous growth and abnormal proliferative activity of cells. Endometriosis can be localized both in the uterine body (adenomyosis, or internal endometriosis), and outside the uterus (external endometriosis) [12].

Main part

The main theories of the development of endometriosis.

The variety of localizations of endometriosis has led to a large number of hypotheses about its origin, there are more than 10 of them. The most widespread is the implantation theory of the origin of endometriosis, first proposed by J.F. Sampson in 1921, the author suggested that the formation of endometriosis foci occurs as a result of retrograde influx through the fallopian tubes into the abdominal cavity of viable endometrial cells, rejected during menstruation, and their further implantation in the peritoneum and surrounding organs. Although retrograde menstrual blood flow is probably a common occurrence, not all women develop endometriosis. In some observations, the prevalence of endometrioid lesions is minimal and the process may remain asymptomatic; in others, endometriosis spreads throughout the pelvic cavity and becomes the cause of various complaints. The literature suggests that the development of endometrioid structures depends on the hormonal status, the content and the ratio of steroid hormones.

The activity of the hypothalamic-pituitary-ovarian system is of primary importance for the occurrence of endometriosis. Endometriosis patients have chaotic peak emissions of follicle-stimulating hormone (FSH) and luteinizing hormone (LH), there is a decrease in basal progesterone levels, many patients show hyperprolactinemia and impaired androgenic function of the adrenal cortex. There are also violations of immune homeostasis in endometriosis. Numerous studies reliably prove that endometriosis develops against the background of impaired immune balance. Thus, patients with endometrioid lesions show common signs of immunodeficiency and autoimmunization, leading to weakened immune control, which create conditions for implantation and development of functional endometrial foci outside their normal localization. Obviously, in addition to the common signs of immunodeficiency and autoimmunization, there are some other factors (possibly their combination) determining the perception of endometrial particles by the pelvic peritoneum, which creates conditions for implantation of these particles, instead of recognizing them as foreign and promoting their elimination. The possibility of endometriosis metastasis through blood and lymphatic vessels is of considerable interest. This type of dissemination of endometrial particles is considered one of the most important causes of the known variants of extragenital endometriosis, such as endometriosis of the lungs, skin, muscles. In recent years, sufficient data have been obtained confirming the leading role of genetic factors in the occurrence of endometriosis, as well as clarifying the significance of dysfunction of the immune and reproductive systems in the development of this pathology [3].

Oncological aspect.

The oncological aspect of endometriosis remains one of the most significant and debatable. The subject of discussions is quite contradictory information about the frequency of malignant transformation of endometriosis. Many researchers point to a high incidence of endometriosis malignization - 11-12%. According to another point of view, endometriosis malignancy is extremely rare. No one refutes the ability of endometriosis foci to undergo malignant transformation. Thus, in patients with widespread forms of the disease, the risk of endometriosis malignization should be considered.

Clinic.

The disease may be asymptomatic or characterized by pelvic pain, menstrual irregularities, pain during sexual intercourse and urination, infertility, anemia, general disorders (weakness, neuropsychiatric disorders). Infertility is the most frequent and severe companion of endometriosis [4]. It affects on average 46-50% of women with this diagnosis. There are various reasons for the impossibility of becoming pregnant. This could be a disruption of ovulation (maturation and release of the egg) and/or the formation of adhesions in the pelvis as a result of endometrioid foci in the ovarian and fallopian tubes. Literature data indicate that the most frequent concomitant pathological process in endometriosis, especially in adenomyosis, is uterine myoma. The combination of adenomyosis with endometriosis of other genital organs, mainly ovaries, is also frequent and is diagnosed in 25-40% of patients. Pathological transformation of the endometrium is diagnosed in 31-35% of cases in combination with internal endometriosis. Pathological transformation of the endometrium is characterized by polyps on the background of the unchanged uterine mucosa (56%), as well as a combination of endometrial polyps and various types of hyperplasia (44%). It is important to emphasize that endometrial hyperplasia is so frequent that it may not be causally linked to endometriosis, but only combined with this pathology [3].

Diagnosis and treatment.

Diagnosis and treatment depend on the stage and localization of the disease. Diagnosis consists of the collection of anamnesis, gynecological examination, ultrasound, hysteroscopy, laparoscopy, MRI, histology, X-ray methods, colonoscopy, computed tomography, and consultations with related specialists are used if differentiation is required.

Conclusion

In conclusion it should be noted that treatment of endometriosis can be both surgical and medicinal. The choice of treatment depends on the age of the patient, the desire to restore fertility, the severity of symptoms and the extent of the disease. But to date, the only and justified method of treating the disease to rid the patient of endometrioid heterotopias is surgery. Medicinal treatment includes monitoring for minimal manifestation of the disease. When the patient has pain syndrome, either analgesics and nonsteroidal anti-inflammatory drugs or long-term hormonal therapy are used. The goal of such treatment is to reduce the severity of the symptoms, which helps to improve the quality of life, delay the recurrence of the disease in a woman and, if necessary, achieve fertility.

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Issue Article

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CERVICAL CANCER: RELEVANCE AND TREATMENT METHODS

***Abstract**: The article under discussion discusses cervical cancer, the relevance of the disease and methods of treatment. The author of the article believes that cervical cancer is a widespread disease worldwide, which according to the latest data ranks 3rd among all malignant neoplasms affecting women of reproductive age. Screening is important, but it cannot detect all precancerous lesions or all types of cancer. Quality screening will reduce the incidence and mortality of advanced cervical cancer. Vaccination performed in conjunction with screening reduces the risk of cervical cancer compared with screening alone, and also significantly reduces the number of pathological changes detected by screening that require follow-up.*

***Key words**: cervical cancer, cervical cancer diagnosis, cervical cancer screening.*
***Language**: English*
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Introduction

Cervical cancer (CC) is a worldwide widespread disease that according to recent data takes the third place among all malignant neoplasms that affect women of reproductive age. It has been established that a necessary condition for the occurrence of precancerous changes in the cervix is the presence of certain human papillomaviruses (HPV), the subsequent integration of which can lead to the development of cancer. CC is a visual form of the disease, so the possibilities of its early detection are practically unlimited. Proper use of available and informative methods of morphological and endoscopic diagnostics is sufficient for this purpose. Cervical cancer for many years is preceded by precancerous lesions - cervical intraepithelial neoplasia (CIN). Timely diagnosis and treatment of CIN becomes the prevention of invasive CC [1].

Main part

CINs are initiated in the area of cervical transformation and supported by persistent infection caused by human papillomaviruses (HPV) of high carcinogenic risk. Three grades are conventionally distinguished:

- CIN 1 (mild dysplasia);
- CIN 2 (moderate dysplasia);
- CIN 3 (severe dysplasia and preinvasive cancer - carcinoma in situ, CIS).

Diagnosis of severe CIN is the main goal of organized screening and prevention of CC, and CC perfectly meets the requirements for diseases that are subject to highly effective and cost-effective screening: a long period of development with significant precancerous forms, sensitive enough, specific and inexpensive tests (cytological and HPV detection), the possibility of early diagnosis and treatment at CIN stage with a guarantee of recovery. There is a system of examination rooms, where women are referred when they go to district polyclinics for cytological smears. For the last 10 years, non-state institutions often determine high carcinogenic risk HPV by PCR (polymerase chain reaction) method. A positive HPV test result also serves as a reason for extended examination of female patients. In addition, there is now a clear increase in the incidence of the disease in young women under 40 years of age.

Risk factors for squamous cell carcinoma: early onset of sexual activity, sexual activity, frequent change of sexual partners not only by the woman herself, but also by her male partners, non-observance of sexual hygiene, sexually transmitted diseases, viral infections, tobacco smoking, immunodeficiency, vitamin A and C deficiency, possible use of oral contraceptives [3].

Treatment of CC depends on the stage of the disease, but in younger patients

is a question of organ-preserving treatment. The organ-preserving operations for cervical cancer include: cone-shaped electroexcsision, knife conization and cervical amputation, laser and ultrasonic cone-shaped excision, radio-surgical method, extended trachelectomy.

At the same time, organ preserving treatment should be radical and performed only under certain conditions: minimal invasion of the tumor into the stroma (up to 2-3 mm); absence of invasion into the vessels and tumors at the resection margin; squamous cell carcinoma (highly or moderately differentiated); age under 40 years old; presence of an experienced morphologist in the clinic; possibility of dynamic monitoring. The execution of such surgeries are possible only in specialized hospitals [11].

Taking into account the increase in neglect rate, more autonomous and aggressive course of CC, especially in young women, in comparison with hormone-dependent genital tumors, drug therapy and its combination with radiation and surgical treatment of BC patients is currently more widely introduced in clinical practice [5].

The adequate extent of surgical intervention for stage IA1 cancers the adequate surgical procedure is cervical conization with subsequent scraping of remaining cervical canal and, if indicated, uterine cavity, if there is no tumor in the resection margin and scraping of remaining cervical canal (I, A). If there is concomitant gynecological pathology or there is no necessity to preserve reproductive function in patients with stage IA1 CC, the uterine extirpation (type I surgery) may be performed [13].

If the cervical resection margins or the scrapings from the remainder of the cervical canal detects dysplasia or cancer cells, the risk of residual tumor is high enough, and a second conization is necessary before determining further treatment options. If cancer emboli are found in blood or lymphatic vessels when the tumor invades the stroma up to 3 mm deep, there is an increased risk of metastatic involvement of regional lymph nodes. In this case, the patient should undergo a modified dilated uterine extirpation (type II surgery).

In the presence of one of the high-risk factors for progression after type III dilated uterine extirpation (lymph node metastases, parametrium involvement or tumor at the vaginal resection margin), adjuvant chemoradiation therapy (LT + weekly cisplatin at a dose of 40 mg/m2 for the duration of LT) is indicated. For lumbar lymph node metastases, extended-field irradiation is performed.

Intermediate risk of progression group.

If there are no high risk factors for progression after type III dilated uterine extirpation, but if at least two of three factors are present (tumor invasion of more than one-third of the thickness of the cervical myometrium; tumor invasion of lymphatic and blood vessels; large primary tumor size - 4 cm) adjuvant LT is indicated.

Low risk group for progression. After type III dilated uterine extirpation, if there are no high risk factors for progression, but one of three factors (tumor invasion more than one third of the thickness of the cervical myometrium; tumor invasion of lymphatic and blood vessels; large primary tumor size - 4 cm) is not indicated for adjuvant treatment.

If there are metastases in the pelvic lymph nodes, lumbar lymphodissection is necessarily performed. Patients with metastases in the lumbar lymph nodes, extended-field irradiation is performed.

One of the ways to reduce mortality from malignant neoplasms is screening - detection of asymptomatic cancer through mass preventive examinations. Screening for RSCC has significantly reduced the rate of cervical cancer and the number of deaths. DNA testing for human papillomavirus (HPV) detection was first included in the American Cancer Society's (ACS) guidelines for early detection of RSCs in 2002. Since then, numerous studies have been published to support the proposed type of age-specific screening, as well as treatment of pathologies diagnosed by screening [1].

According to the 2014 WHO Guidelines for the Comprehensive Management of CC: A Guide to Essential Practice, it is recommended that [7]:

1. Vaccinate girls aged 9-13 years with two doses of HPV vaccine to prevent infection with HPV, which causes most cases of CC. A shortened two-dose vaccination regimen has been shown to be as effective as the three-dose regimen currently in use. Switching to a two-dose regimen will make vaccination easier and less expensive.

2. Use HPV tests to screen women for the prevention of cancers. Testing for HPV will reduce the frequency of screening. If screening results are negative, a woman may not have to be screened again for at least 5 years, but she must be screened within 10 years. Compared to other types of tests, this means significant cost savings for health systems.

3. Inform a wider audience. The guidelines suggest shifting the focus from recommending screening for women over age 29 to informing a broader audience (adolescents, parents, educators, managers, and people working at all levels of the health system) to ensure that women are reached throughout their lives.

Conclusion

Thus, screening is important, but it cannot detect all precancerous lesions or all cancers. Quality screening will reduce the incidence and mortality of advanced cervical cancer.

Vaccination performed in conjunction with screening reduces the risk of cervical cancer compared to screening alone, and also significantly reduces the number of pathological changes detected by screening that require follow-up .

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Issue Article

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IRON DEFICIENCY ANEMIA AS AN ACTUAL PROBLEM IN MEDICAL PRACTICE

Abstract: *The article discusses iron deficiency anemia as an actual problem in medical practice. The authors of the article believe that the causes of iron deficiency first cause a decrease in its reserves in the macrophages of the liver, spleen and bone marrow, and then the concentration of iron in the blood. A negative iron balance develops, a manifestation of which is ALS. To prevent iron deficiency states it is necessary to effectively and promptly restore iron reserves in the body. Given the predominance of bread in the diet of the majority of the population, it is necessary to ensure the consumption of products (flour, flour products) enriched with iron preparations, combined with C-vitaminization of the diet. In our opinion, this way of primary prevention of IDA is acceptable for city dwellers living in a difficult socio-economic situation.*

Key words: *anemia, iron deficiency, blood, concentration, supply, drug, balance, nutrition, effective.*
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Introduction

Iron deficiency anemia (IDA) is one of the most common diseases. Until now, there are severe, neglected forms of the disease that are difficult to correct. In this regard, one of the most important tasks of improving the quality of treatment of patients with IDA is the timely detection of iron deficiency, correction of risk factors and adequate therapy.

Main part

Etiology. Chronic blood loss is the main cause of IDA.

Uterine: pregnancy, menorrhagia, and myoma. In healthy women, blood loss during menstruation is 40-50 ml. With constant menstrual blood loss of more than 80 ml of blood, iron reserves are gradually depleted, leading to the development of IDA. Myoma, even in the absence of menstrual bleeding, can lead to iron deficiency.

Gastrointestinal: gastroduodenal erosions and ulcers, esophageal hernia of the diaphragm, portal hypertension with esophageal and rectal varices, ulcerative colitis, gastric and intestinal tumors, diverticula. Donation of blood on a regular basis (5 or more times in a year). Bleeding from the kidneys and urinary tract, especially in hypernephroma, bladder cancer.

Hematologic diseases: coagulopathies, thrombocytopenia, thrombocytopathies, Randu-Weber-Osler disease. Vasculitis and collagenosis (especially Goodpasture's syndrome).

Alimentary factors: vegetarianism, starvation, malnutrition, monotonous food. Gastrointestinal iron absorption disorders: complete gastrectomy, gastric and/or intestinal resection,

Especially duodenum, where the iron absorption is most intense (90%), atrophic gastritis, celiac disease. Increased iron requirement: in infants (all types of milk contain very little iron), during pregnancy, during adolescence (increased iron consumption during rapid growth).

Other causes: paroxysmal nocturnal hemoglobinuria; isolated hemosiderosis of the lung; hemodialysis in 50 % of cases leads to development of ALS. Pathogenesis. The total amount of iron in the adult body is 3.5-4.0 g. Most of it is a part of hemoglobin (about 2.5 g), a considerable amount (about 0.5-1.0 g) is deposited in ferritin or included in hem and other enzymes (myoglobin, catalase, cytochrome) of the body (about 0.4 g), and a small amount of iron is bound to the hemoglobin in the blood. The balance in the body is maintained by matching the amount of incoming iron with its losses. Transferrin transports iron absorbed into the intestine or obtained after the destruction of old red blood cells to the bone marrow, where it is utilized to synthesize young red blood cells, or to the liver, where iron is is deposited as ferritin. Ferritin is a key protein reflecting the body's iron stores. [1]

It stores iron in a non-toxic form, which is mobilized when necessary. On average, one ferritin molecule contains up to 4,500 iron atoms. Iron is mainly deposited in the liver, bone marrow and spleen. A decrease in serum ferritin levels is a good indicator of an iron deficiency, and an increase in serum ferritin levels indicates an iron overload.

In case of iron excess in the body, ferritin turns into hemosiderin. At the same time remember that ferritin belongs to the proteins of the acute phase of inflammation, therefore the increase of ferritin in the blood may be due to an active inflammatory process and not only to iron excess. Some malignant tumors also have the ability to synthesize and secrete large amounts of ferritin into the blood (as part of the paraneoplastic syndrome). Its normal serum content is 30-300 ng/ml. The causes of iron deficiency first cause a decrease in iron stores in the macrophages of the liver, spleen and bone marrow, followed by a concentration of iron in the blood. A negative balance of iron develops, a manifestation of which is an iron deficiency disease. In ID, erythron cells are unable to synthesize normal Hb, and the cytoplasmic hemoglobinization decreases in normoblasts. The concentration of Hb in mature erythrocytes decreases, morphologically manifested by hypochromia. Since the cell size partly depends on the critical Hb concentration, this leads to the formation of not only hypochromic but also small in size erythrocytes (microcytes). Consequently, WBC will be hypochromic and microcytic, and Hb and hematocrit levels will be disproportionately lower than the number of erythrocytes. Anisocytosis, poikilocytosis are observed and occasionally normoblasts appear in the blood [3]. The half-life period of erythrocytes is somewhat shortened due to a defect in the cells themselves, rather than in their surroundings.

According to the degree of severity, the following classification of GAD is accepted:

- mild - Hb concentration in blood from 110 to 90 g/l;

- of moderate degree - blood Hb concentration in blood from 90 to 70 g/l;

- severe degree - blood Hb concentration in blood from 70 to 55 g/l;

- extremely severe - blood Hb concentration <55 g/l.

Clinical picture. Iron deficiency in the body is manifested by sideropenic and anemic syndromes. Sideropenic (hyposiderosis) symptoms: pronounced changes in the skin, mucous membranes, nails, hair; muscle weakness, perversion of taste (pathophagy - addiction to chalk, clay, charcoal, toothpaste, ice) and smell (pathoosmia - like the smell of gasoline, paints, shoe polish, exhaust fumes).

On examination, attention is drawn to the pallor of the skin, sometimes with a slight greenish hue ("chlorosis"); the skin is dry, flaky, cracks form easily on the hands and feet; no pigmentation from tanning. Hair loses its shine, becomes thin, split, breaks easily, thinning and graying early. Nails become thin, matte, flattened, break easily, and sometimes become concave [12]. Sideropenia leads to atrophy mucous membrane of the tongue, angular stomatitis, tooth decay; atrophic changes in the mucous and muscular membranes of the esophagus may manifest as sideropenic dysphagia (Plummer-Vinson-Bechterev's symptom), manifested by difficulty in swallowing dry and solid food and even saliva, which is accompanied by excruciating spasms, especially at night. Esophagoscopy and X-ray examination reveals spastic narrowing of the initial part of the esophagus Anemic symptoms: complaints of patients about weakness, fatigue, chronic fatigue, brokenness, decreased capacity for work, headaches, dizziness, flickering of flies in front of the eyes, noise in the head. These symptoms are due to a decrease in iron-dependent and iron-containing enzymes in the muscles and the development of intracellular hypoxia.

Common symptoms for patients with IDA may include shortness of breath, palpitations, chest pain, irritability, arterial hypotension. Tachycardia, expansion of the boundaries of relative dullness of the heart to the left, anemic systolic murmur at the apex and pulmonary artery are defined. The jugular and femoral arteries exhibit a wave-like murmur, which is explained by hydraemia and increased velocity of blood flow. The murmurs have a functional character and disappear along with elimination of anemia. In severe IDA, elderly patients may develop cardiovascular insufficiency.

A manifestation of IDA is sometimes fever, the body temperature usually does not exceed 37,5ºC and disappears after treatment with iron-containing medications.

Diagnosis. Laboratory tests of blood, bone marrow, and iron metabolism are decisive for diagnosis. The blood picture is characterized by the presence of signs of hypochromic microcytic anemia. Hb concentration decreases. The number of erythrocytes also decreases, but to a lesser extent than the Hb level. Small hypochromic erythrocytes, erythrocytes of unequal size and shape (anisocytosis, poikilocytosis) prevail in blood smears. In severe anemia, individual erythroblasts may appear. The number of reticulocytes is unchanged [13]. Specific signs of IDA

Low serum iron content (normal 12.5-30.4 μmol/L). Increased total serum iron-binding capacity (the norm 30.6-84.6 μmol/L). Low serum ferritin concentration: a reflection of low levels of iron deposited in the bone marrow. Low levels of MCV (mean red blood cell volume) <80 fl and MSN (mean hemoglobin content of the erythrocyte) <27 pg.

Treatment. The aim of iron deficiency therapy is the elimination of iron deficiency and restoration of iron reserves in the body. This is possible only by eliminating the underlying cause of ALS and at the same time compensating for iron deficiency in the body.

The most common causes of ALS in women are menorrhagia and myoma. Menorrhagias (hypermenorrhea) are uterine Bleeding in patients with a preserved menstruation rhythm, when the duration of bleeding is more than 7 days. They are recommended to take Aminocaproic acid 1 g four times a day from the 1st to the 4th day of menstruation, which reduces the blood loss by 50%. Non-steroidal anti-inflammatory drugs (ibuprofen, nimesulide) reduce the production of prostaglandins and thromboxanes in the endometrium, reducing the volume of blood loss during menstruation by 30-38%. Ibuprofen is prescribed 400 mg 4 times, nimesulide 50 mg 3 times a day on the days of menorrhagia. Their effect is comparable to that of aminocaproic acid. Immediate laparotomic hysterectomy is recommended in the presence of myoma.

IDA therapy should not be stopped after normalization of Hb levels to replenish iron stores in the depot, and a significant increase in Hb in contrast to the improvement of the well-being will not be fast - after 4-6 weeks; hemotransfusions in WDAS should be performed strictly on vital indications. Real danger of infection with viruses of serum hepatitis, mononucleosis and HIV during hemotransfusions is high. In addition, transfusion of red blood cells immunizes the recipient with antigens that he or she does not have. This can affect the course of the pregnancy later in life. In these cases, miscarriages are possible, stillbirths, hemolytic disease in newborns. Transfusion of red blood cells is indicated in pregnant women with very low Hb in labor or 1-2 days before delivery. It is not recommended in the earlier term . It is now recognized that iron in the form of heme (blood sausage, liver, meat, fish) is better absorbed in the body than from plant foods.

It should also be noted that even a diet balanced by the basic ingredients allows only to "cover" the physiological need of the body for iron, but not to eliminate its deficiency.

Two groups of iron preparations are used: those containing divalent and trivalent iron. A daily dose of iron should be 100-200 mg. Maximum absorption occurs when tablets are taken on an empty stomach; intake during or after meals reduces it by 50-60%. In the presence of marked adverse events associated with irritation of the upper gastrointestinal tract, it is possible to take the drug during or after meals. The bioavailability (absorption) of iron increases in the presence of ascorbic acid (approximately 2-3 times).

Divalent iron preparations in tablet form: tardiferon (200 mg of elemental iron), feospan (200 mg), ferrogradumet (100 mg), sorbifer durules (100 mg), cheferol (100 mg), actiferin (100 mg), iron fumarate (65 mg), totem (50 mg), ferratab (50 mg), fenuls (45 mg), hemopher (44 mg), ferroplex (10 mg)., catalase, glutathione, tocopherols, B-carotene. Trivalent iron preparations for oral administration: ferrum lek (100 mg), Maltofer (100 mg), Maltofer Fol (100 mg), ferlatum, ferro-III, biofer.

Iron preparations for parenteral administration: ectofer, venofer, ferrumlek, ferinject, ferrovir, cosmofer, lickferr. The duration of treatment of clinically expressed IDA is 3-5 months until normalization of hemoglobin levels, and for pregnant women - at least until the onset of childbirth to restore iron reserves.

Conclusion

To prevent iron deficiency states, it is necessary to effectively and promptly restore iron reserves in the body. Given the predominance of bread in the diet of the main part of the population, it is necessary to ensure the consumption of products (flour, flour products) enriched with iron preparations, combined with C-vitaminization of the diet. In our opinion, this way of primary prevention of IDA is acceptable for city dwellers living in a difficult socio-economic situation.

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Issue **Article**

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THEMATIC CLASSIFICATION OF XILVATIY'S WORKS

***Abstract**: This article describes the thematic classification of the works of the poet Khilvati, a representative of the Namangan literary movement of the early twentieth century. The poet's poems in the romantic, moral-educational, socio-political and humorous directions glorify human relations. It has been analyzed on the basis of examples that science and enlightenment play an important role in everyone's life and that the best way to overcome ignorance is enlightenment.*

***Key words**: manuscript, devon, publishing source, poetry, skill, genre, manzuma, zullisonayn, romantic, moral-educational, socio-political, humorous direction.*

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Introduction

The poet Khilvati, a representative of the Namangan literary movement of the early twentieth century, lived and worked in a complex and controversial period. Academician N. Karimov assesses the peculiarities of the literature of this period as follows: “The XX century is one of the greatest centuries in the history of mankind. No matter how much bloodshed, injustice, and injustice has taken place in this century, humanity has made great strides toward the future in the same century. Everything that has happened in this century is an integral part of human history. It is absurd to try to erase from history the parts of them that we do not like. Twentieth-century Uzbek literature has established a strong connection with the life of the people and society. Such a connection did not exist in the earlier stages of our literature”[4, 24]. Enlightened poets such as Nodim, Khilvati, Ibrat, Sofizoda, who set themselves the task of reforming the educational system in the conditions of the dictatorship, opening new methodological schools, creating a modern press, the literature of a new era, took place in the socio-political process. they captured every news.

Literature review

Representatives of the Namangan literary movement of the early twentieth century have worked productively for the formation and development of national consciousness in the spirit of nationalism, the rise of education and culture. Through his scientific, artistic and historical works, he called on our youth to be loyal to the motherland, to be educated and active in social life. In particular, Khilvati's works can be studied thematically on the basis of the following classification: 1) romantic; 2) moral and educational; 3) socio-political;4) humorous.

There is a lot of love poetry in the poet's work. Hilwati, who began his career writing romantic poems, wants to become a mistress like the representatives of classical literature. But the cruelty, infidelity, emigration and suffering of a lover who is unparalleled in beauty also hurts him.

Khilvati's love poems are distinguished from other socio-political works by their artistic maturity. The poet's poem on the theme of love shows the gradual growth of figurative love to real love, and in some of his poems it is about the state of love in love.

In Khilvati's poetry, figurative love, divine love, and sometimes both are sung in harmony. For example, in his ghazal, which begins with the verse, "I will not go to the flower garden of Paradise, this flower garden", he is ready to give up the flower garden of Paradise in order to see his beloved:

Behishting gulshanin sayrina bormasman bu gulshandin,
Maqobil qilmag'il jannatni gulzorin bu gulzora.
O'gurdum barchadin yuzni sani deb, ey malaksiymo,
Talattuf birla sen ham solma ko'zni so'yi ag'yora [9, 54].

These thoughts of the poet are reminiscent of the famous prayer of the famous Sufi woman Robia Adawiyya (714-801): “If I die, burn me in the fire of hell - I agree a thousand times! But if I spend the night awake for Your beauty, I beg you, do not deprive me of your beauty!” [5, 10]. The lover in the private interpretation gives up everything in order to attain the beauty of Allah, that is, the flower of Paradise promised for the prayers of obedience, and at the same time he asks his lover not to look in the opposite direction. Explaining the high level of love in his heart, the poet creates a unique image in one byte, using the art of proportion. Continuing the tradition of classical literature, the poet wrote many ghazals and muhammas in the same spirit.

Writing on a romantic theme, Khilvati continued the ideological and artistic traditions of classical poetry and expressed his feelings in a new way of thinking. Experiences associated with traditional symbols, such as love, lover, and grief, were written with a unique artistic skill. In some romantic novels, the depiction of an emotional moment enjoying a visual moment means a shift away from the romantic imagery in the work to a closer approach to real life.

In his moral and educational poems, Khilvati sings about the love of the Motherland, the love of the nation, enlightenment, truth, religion, generosity. In her heart, these feelings developed through family upbringing, life skills, and creative experience.

Khilvati's moral and educational poems occupy a significant place in the works of contemporary poets. The poet's adventurous poem "Out" has a moral and educational content and is distinguished by its biographical character. The poet, who received his primary education from Mulla Azim Qazi in the village, studied at the Azizkhoja Eshan madrasah in Namangan for 15 years under the tutelage of such teachers as Bahodirkhan Eshan, Mullo Muhammad Zokir Mahdumi Shoshi, Hazrat Inoyatkhan, Langari, Mulla Akhundshah, Mulla Eshanjon, Abdullah Khan Eshan. 'rganadi. Such biographical information enriches our understanding of the extent to which the poet was able to study religious symbols. This adventure is reminiscent of the narrative style of folk epics, with a mixture of prose memoirs and a 150-verse muhammas. An important source in the biography of Khilwati, the play also contains information about his teachers and friends. At the Khilvati madrasa, he first studied under Bahodir Khan Eshan, and after his death, under Mullo Muhammad Zokir Mahdum. He advised Khilwati to continue his studies after teaching him all his knowledge and handed him over to Hazrat Inoyatkhan Langari. During his apprenticeship, this great teacher will test him with a few questions. The poet describes this process as follows:

G'arq o'lub xijlat teriga haddin oshdi hayratim,
Domi hayratga giriftor o'ldi murg'i fikratim,
Jomiyga qilgan muxammas bor edi bir san'atim,
Matla'in qildim hayo birla nisori suhbatim,
Sharmdin andog'ki bo'ldi ketgudek jonlar chiqib [9, 389].

It is clear from the content of these verses that while studying at the Khilvati madrasah, he enjoyed the works of Uzbek and Persian-Tajik classics and wrote nazirs and takmis. In an interview with the teacher, Khilvati Langari demonstrates his talent by reciting a muhammas he wrote for Jami's ghazal. In turn, this great teacher has repeatedly praised Khilvati's artistic skills in poetry competitions held at the madrasa. When the poet's hidden talent was revealed, he was advised to create under the pseudonym Khilvati:

Boshladim “Shamsiya”din darsu chiqib bo'ldim ravon
So'ngra izhor aylamishlar xizmatig'a hoziron:
“Xilvatiy” derlar muni tab'idadur maxzan nihon,
Oshkor aylar duri pinhonini ba'zi zamon,
Ko'rinur gohi varaqlarda yozilg'onlar chiqib [9, 389].

The notes in a Persian letter to his friends in Tashkent confirm that the poet had previously written under the pseudonyms "Jiydakafagiy" and "Namangani". The poet, who understood the meaning of the word "solitude", accepted the offer and began to use this nickname. The poet did not retreat, but because of his humility he avoided showing off his talent and poetic skills.

The word "solitude" means "loneliness," "loneliness," "distance from people at certain times." A dervish who retreats to seclusion (a person who renounces material possessions, desires of the world, abandons the blessings of this world and enters the path of Truth. had to eat, sleep less, and chill through constant prayer. This is an "experience" of overcoming the nafs and purifying the heart [14, 251]. Dervishes are true ambassadors who follow this path. They are the ones who can "die" for the past and be "born again" for the future. They set an example by their perfect knowledge of the inner nature of the world, and their ability to comprehend the Truth and Truth from within”[8, 213]. apparently with the people, inwardly with the Truth:

Agarchi bir-iki kun zohiran Sandin judo bo'ldim,
Va lekin botinan hargiz dilim Sandin judo bo'lmas [9, 127].

Ey fano, carmoya rohat qilgudek fursat qani?
Ko'z ochib yumguncha ham chun barqi barhamdur hayot [9, 130].

Expressing deep philosophical content in a beautiful artistic form is a characteristic feature of the poet's work. This is evidenced by the fact that in the next verse, ideas about the meaning of human life are effectively expressed through the art of talmeh:

Ahli olamdin nihon so'rsang tiriklik davrini,
Xizr umridek muabbad bo'lsa ham kamdur hayot.
Sihhati tan bo'lmasa, mulki Sikandardin na sud,
Ofiyatmandi gadoga davlati Jamdur hayot [9, 131].

The state of Jamshid, the kingdom of Iskandar, the poet who referred to the life of Hizr, no matter how long the human life is, there is not enough time to do good deeds; the didactic essence of the poem is the philosophy of life that the value of health should be valued, and if there is no health, Alexander's wealth is useless. However, the didactics in Khilwati's poems are presented not only as an ineffective teaching, but also as a difficult interpretation of philosophical ideas embellished with art. For the sane man, life, even if he is a beggar, is a proof of this, as evidenced by the figurative image that Jamshid is superior to wealth.

The poet also skillfully used the art of parables to express deep meaning in an effective and artistic way. Khilvati's artistic interpretation of the article "Don't leave today's work for tomorrow" confirms this idea:

Tobakay ta'rifi kori xayr, ey g'aflatsirisht,
Ertaga qo'yma bu kunni, erta mubhamdir hayot.... [9, 131].

"Ta'rifi kori xayr", that is, to miss the present by boasting of the insignificant good he has done, is, according to the poet, a sign of man's ignorance. According to the creator, early is ambiguous. That is, it is not up to humans to decide what to do early. Therefore, it is important to cherish every moment of today, to cherish every moment that passes.

Poet's *"hayot", "ilm uchun", "ko'ngil", "etib ket", "dilim", "etmagan yaxshi", "kerak bo'lsa"* poems are written on a moral and educational theme, and reflect his views on the glorification of art and science:

Ur o'zing ilm eliga uchrasa mardona dilim,
Bu sifatkim uradur sham'ga parvona, dilim.
Juhalolarga yaqin yurma-yu ulfat bo'lmag'il,
Nazaring solma dari kulbai nodona, dilim [9, 97].

The poet, who likens science to a candle and a student to science like a butterfly, appeals to his heart and calls on young people to study science. Parvana embellishes the poet's idea with the art of fables, citing the scene of him beating himself with a candle. In another of his poems, the poet states that it is possible to gain knowledge in this world and attain glory in the Hereafter, and not to associate with ignorant people:

Cho'milgil bahri ilm ichra, g'ubori jahldin pok bo'l,
Sharofat oxiratda, dunyoda izzat kerak bo'lsa [9, 56].

The following verses on self-control emphasize the need to fasten the chain of contentment:

Hamisha bog'lagil sangi qanoat rishtasin belga,
Va garna qilgusi nafsi eshiklarda gado kam-kam.
G'ururi nafs o'lib, nafsing murodin istasang doim,
Bo'lur munglug' boshing uzra ajoyib mojaro kam-kam [9, 91].

or*:*

Ishonma davlatu johingga, ketgay oz fursatda,
O'tib bayram tuni, qo'ldin ketar rangi xino kam-kam [9, 92].

Speaking of not lusting for wealth, the poet uses the art of rhyme to liken the state to henna caught on a holiday. Citing a living example to prove his point, the poet says that just as the henna caught on a holiday through fable art gradually fades away, so does wealth. Commenting on humility, the poet urges people to act politely:

Tavozepesha qilg'il mohi navdek e baland axtar,
Sipehri manzilatda mohdek raf'at kerak bo'lsa [9, 56].

Even if you are the brightest star, be humble like the new moon, because humility makes the moon in the sky. If you want to be respected and looked like the moon, be humble and humble, "said the poet. In the verse, the poet skillfully uses the art of analysis and parables through real-life examples to encourage people to be humble. Indeed, Ahmad Yugnaki also states in Hibat al-Haqqiq: "Humility is a sign of piety" [7, 207]. Realizing that disagreements between people are mainly due to non-fulfillment of promises, Khilwati urges people to be unanimous:

Na so'z kim, chiqdi og'zingdin ani ijodiga sa'y et,
Agar kelmas qo'lingdin, avval izhor etmagan yaxshi [9, 82].

A generous person is the richest person, even if he is poor; Khilvati says that those who are generous, even if they build a high gate or a porch, look like the poorest people in the eyes of the people:

Chu qasri himmating pastdur daru devoru ayvoni,
Baland darvozayu, ayvonu devor etmagan yaxshi.
Na kim qismatda bo'ldi, Xilvatiy, bo'lmas ziyodu kam,
Kishi ro'zi talab aylab, o'zini xor etmagan yaxshi [9, 83].

The poet says that the spirit of the ancestors should be rejoiced, the spirit of the saints should support us, and the youth should always be ready for the service of teachers:

Sabohu shom o'tgan yaxshilar ruhini shod ayla, *Madad qilg'ay sanga o'tgan azizu avliyo kam-kam* [9, 91].

In general, the poet's poetry encourages young people to be educated, to love life and the Motherland. Khilwati's work emphasizes that patience and courtesy are human adornments. His poetry encourages people to be patient, loving, and faithful.

Representatives of the Namangan literary movement of the early twentieth century made a worthy contribution to the development of Uzbek national Renaissance literature with their socio-political works. Writing about the realities of social life, reacting to every news was one of the leading features of the work of Nodim, Khilvati, Ibrat, Sofizoda.

In Khilvati's lyrics, the negative aspects of society and the behavior of some people are also ridiculed. For example, the poet's humorous poems such as "Tonight", "Our Council", "About the Poor Poet", "Dar Safati Kafshim", "Wife", "Judges", "Greedy", "Poor", "About Arrogance" rlari urges people to be vigilant, not to fall into the same ridiculous situation in life. Khilvati criticizes a poet who does not know how to write poetry in his humorous poem "About the Poor Poet". He says that the balance of meaning and form in a poem, and its distortion, can make a poem deaf and dumb, insensitive and ineffective:

Ayladi izhori jahlu nuqsu xumqu ablahi,
Bemaza abyoti birla bir necha dunu dag'al.
She'r bir ozoda dilbar edi ko'p, ablah ani,
Ayladi ko'zu qulog'in ko'ru kar, boshini kal [9, 457].

In the seventeen-byte satirical poem The Judges, Khilwati criticizes judges who use their profession in the election of judges and risk their lives for the sake of lust:

Keldi saylov, bo'ldilar zoru parishon qozilar,
Ushbu g'amdin chok qildilar giribon qozilar.
Qoldilar bechoralar ravnaqlaridin ayrilib,
Erdilar sohib tarovat chun guliston qozilar [9, 461].

Conclusion

Even after the Russian occupation of Central Asia, the judiciary remained. The literature responds to this process: "In this way, the colonialists tried to present themselves as fair to the local people, as their 'pink refuge" [16, 171]. Judicial proceedings were conducted in accordance with Sharia law, but state-sanctioned cases were banned from the judiciary.

A representative of the Namangan literary movement of the early twentieth century, Khilvati glorifies human relations in his romantic, moral-educational, socio-political and humorous poems. Science teaches that enlightenment plays an important role in everyone's life and that the path to enlightenment is the best way to overcome ignorance.

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Issue Article

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INTERPRETATION OF THE IMAGE OF THE MOTHER IN MODERN UZBEK POETRY

Abstract: *The article analyzes the poems of Khurshid Davron and Usmon Azim, representatives of modern Uzbek poetry. The analysis of the poetic image of the mother in the poem reveals the individual stylistic aspects of the poet.*

Key words: *Poetry, poetic emblem, individual style, fiction, plot, genre, theme, world literature.*
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Introduction

The incarnation of the object of fiction in the image of a woman enriches the plot of the work of art, serves to reveal the bright aspects of life, the contradictions of life. Because it is impossible to imagine a work of art without the image of a woman. The beautiful, graceful, sincere, sometimes cunning, false, deceitful, treacherous images of a woman are represented in various genres. A woman is a mother, a woman is a loyal friend, a woman is a sister, a woman is a beloved girl. Reading such images fills one's heart with joy. A woman is a deceiver, a woman is a traitor, a woman is a deceiver ... Such symbols arouse hatred in the heart of the reader and hurt him for a long time.

The depiction of a woman in the image of a mother is one of the eternal themes of Uzbek artists. There is probably no poet or writer who has not written a pen about his mother. One of the most talented representatives of modern Uzbek poetry, Khurshid Davron's poem "Mother of the Poet" embodies the sincere image of a loving mother:

Она келиб олис қишлоқдан
Ўғли билан яшай бошлади
Ва дастурхон ёзилган чоғда
Ширмой нонниг четин тишлади. [8,41]
(The mother came from a distant village
She began living with her son
And when the table is set
Shirmoy bit the edge of the bread. [8,41])

The restless mother in the village can't sit still even when she comes to the city. He tries to keep his son's house safe and helps with household chores as much as he can:

Ювиб берди бир бозор ктрни,
Сувлар қуйди сўлган гулларга.
Неваралар боғчадан қайтгач,
Эртак айтиб берди уларга. [8,41]
(Washed one bazaar dirt,
The water poured on the withered flowers.
When the grandchildren return from kindergarten,
He told them a story.) [8,41]

Even if the mother is in her son's house, she cannot stand as comfortably as if she were walking in a stranger's house, she does not feel as free as in her own house. The troubled mother, who wants her child to be at peace in her home, also steps anxiously. The poet takes a slow step, afraid of disturbing his son's work, disturbing his peace, and wakes up at night:

Қадам босиб хавотир билан,
Қўрқар эди нафас олишга.
Тунлар хуррак ортмай дея у
Бош кўярди тонгда болишга. [8,41]
(Anxious to step on,
She was afraid to breathe.
He said that the nights do not increase
He would start in the morning.) [8,41]

The image of the mother is common in examples of world literature. Just like in real life, the typical representatives of mothers in fiction are very kind and caring for their child. However, Uzbek mothers are distinguished from other nationalities by their kindness and tolerance. The mother cannot rest well in her son's womb, nor can she feed him. One day his eyes darkened and he fainted:

Аммо бир кун мазаси қочиб,
Кўз олдида ёруғлик сўнди,
Қўлларидан тушиб кетдию,
Чил –чил бўлиб пиёла синди.
Ўша заҳот ҳушига қайтди,
Чайқаларди ўнгида олам.
У югуриб чиққан ўғлига
Шивирлади: "Кетайми, болам? [8,41]
But one day the taste escaped,
(The light went out before his eyes,
He fell out of his arms,
The bowl was broken.
He immediately regained consciousness,
The world in front of me was shaking.
To his son who ran out
He whispered, "Shall I go, son?)[8,41]

The Uzbek character is also evident in this image, which expresses the uniqueness of the Uzbek woman. The mother thinks of her child even when she is ill, and the poet whispers to his son, who is running away from the noise of the mother, who is determined not to disturb the peace of his son's house:

The happiness of such a woman in the expression of Khurshid Davron was in the stability of her child's health and peace in her home.

One of the most talented representatives of Uzbek poetry, Usmon Azim, also has a unique poetic image of his mother. The poet's poem, which begins with "When the mother comes", also describes the human relationship between a mother and son who came to the city from a distant village to see their child. Just as a mother loves and caresses her child when she is born, she loves and cherishes him as he grows older. If the child lives far away, the mother misses him. A mother who misses her child has no hope but nothing. And the child always feels indebted to the mother:

Она, келганингизда
Кўйлак олиб бермадим...
Пулим йўқ эди, она. [2,98]
(Mom, when you come
I didn't bring a shirt ...
I had no money, mother.) [2.98]

It is natural to understand the painful suffering of a man who cannot afford a single shirt for a mother who has visited her child from a distant village. A child who is busy with public affairs in the city can't even devote some time to his mother. The inability to give the mother even the time when money cannot buy her is evident in the case of the lyrical protagonist:

Она, келганингизда
Очилиб гаплашмадим...
Вақтим йўқ эди, она, [2,98]
(Mom, when you came
I didn't talk openly ...
I didn't have time, mother,) [2,98]

The written and unwritten laws of society, human relationships, family relationships sometimes make anyone depressed, forcing them to think about themselves:

Она, келганингизда
Кулиб - кулиб юрмадим...
Бахтим йўқ эди, она. [2,99]
(Mom, when you came
Laughing - I didn't laugh ...
I was unlucky, mother.) [2.99]

For the mother, the child will always remain a child. The joy on her face lifts the mother's spirits, and the pain worries her. The child cannot reveal his unhappiness to the mother. A boy who has not been able to fulfill his childhood duties, and a soul who has not been able to reveal his pain to anyone, has no right to even cry:

Она, келганингизда
Йиғламадим ўксиниб...
Ҳаққим йўқ эди, она [2,99]
(Mom, when you come
I didn't cry ...
I had no right, mother.) [2,99]

At the end of the poem, the child wishes the mother happiness. "Mother, be happy! May destiny support you." But while wishing happiness, the poet thinks about what happiness is and what unhappiness is:

Она, бахт ўзи нима,
Она ,бебахтлик надир,.. [2,99]
(Mother, what is happiness,
Mother, unhappiness is rare, ..) [2,99]

The mother characters in both poems are very similar in character. A mother who has washed her child white, combed her hair white, has a higher education and is not married, will hear from him again. Both mothers come to town to see their child. The mother may not understand the meaning of the word happiness expressed by the poet. But the real happiness of a mother is that she has a child, that she has a place in society, that she is a necessary person for her people.

From the above poems of Khurshid Davron and Usman Azim, it can be concluded that even if a mother raises her children, she will still be worried about them. The child may not think of the mother, but the mother always thinks of him,

The mother tries to lighten the burden of her child, not to hurt his heart, because she is a mother. The mother is the greatest being in the world.

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MATHEMATICAL MODELING OF MAGNETOELASTIC VIBRATIONS OF A CONDUCTING SHELL IN A MAGNETIC FIELD

Abstract: *The coupled problem of magnetoelasticity for a flexible orthotropic shell is considered in the article, taking into account the orthotropy of conducting properties, and the effect of thickness on the stress-strain state of an orthotropic shell is investigated.*

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Introduction

The effect of the coupling of dynamic and mechanical displacements of electrically conductive bodies with an electromagnetic field is due to ponderomotive Lorentz forces.

Significant effects of ponderomotive interaction occur under high-frequency vibrations at large displacement amplitudes, pulsed magnetic fields, and current-carrying elements.

The construction of optimal designs of modern technology operating in magnetic fields is associated with the widespread use of structural elements, such as flexible thin-walled shells.

The impact of non-stationary fields on metal thin-walled elements leads to the appearance of volumetric electromagnetic forces that, under certain field parameters, can cause large deformations of structures.

Recently, the issue of determining the stress state of flexible orthotropic shells operating in an alternating magnetic field, taking into account the orthotropic electrical conductivity, has attracted considerable interest.

In recent decades, considerable attention in the literature has been paid to the study of the process of deformation of electrically conductive bodies placed in an external alternating magnetic field under the influence of non-stationary force, thermal and electromagnetic loads [1,2,3,4,5,6,7,8,9,10,11,12,13, 14,15,16,17,18,19,20,21,22].

Interest in research in this area is associated with the importance of quantitative studying and evaluating the observed effects of the relationship of non-stationary mechanical, thermal and electromagnetic processes and their practical application in various fields of modern technology in the development of new technologies, in the field of nanotechnology and microelectronics, and in modern measuring systems, etc.

I. NONLINEAR FORMULATION OF THE PROBLEM. Let us consider the nonlinear behavior of an orthotropic current-carrying conical shell from beryllium of variable thickness, changing in the meridional direction according to the following law $h = 5\cdot 10^{-4}(1-\alpha\, s/s_N)$ m. We assume that the shell is under the influence of mechanical force $P_\zeta = 5\cdot 10^3 \sin\omega t\ N/m^2$, external electric current $J_{\theta CT} = -5\cdot 10^5 \sin\omega t\ A/m^2$, and external magnetic field $B_{s0} = 0.1T$, and the shell has a finite orthotropic electrical conductivity $\sigma(\sigma_1, \sigma_2, \sigma_3)$.

We assume that the external electric current in the unperturbed state is uniformly distributed over the shell, i.e. the external current density does not depend on the coordinates. In this case, the shell is subjected to a combined loading of the ponderomotive Lorentz force and mechanical force. The contour of small radius $s = s_0$ is hinged, and the second contour $s = s_N$ is free in the meridional direction.

Let us assume that the geometric and mechanical characteristics of the body are such that an option of the geometrically nonlinear theory of thin shells in the quadratic approximation can be used to describe the deformation process. We also assume that the electromagnetic hypotheses are fulfilled with respect to the strength of electric field $\vec{E}$ and the strength of magnetic field $\vec{H}$ [1,2].

These assumptions are some electrodynamic analogs of the hypothesis of non-deformable normal lines and, together with the latter, constitute the hypotheses of magnetoelasticity of thin bodies. Acceptance of these hypotheses makes it possible to reduce the problem of the deformation of a three-dimensional body to the problem of the deformation of an arbitrarily chosen coordinate surface.

We refer the coordinate surface in the undeformed state to the curvilinear orthogonal coordinate system s and θ, where s – is the length of the generatrix arc (of the meridian), counted from some fixed point, θ – is the central angle in the parallel circle, counted from the selected plane. The coordinate lines $s = const$ and $\theta = const$ are the lines of the main curvatures of the coordinate surface. Choosing coordinate ζ along the normal to the coordinate surface of revolution, we refer the shells to the spatial coordinate system s, θ, ζ.

We assume that the vector of magnetic induction and the surface mechanical forces are known on the surface of the conical shell.

When obtaining a resolving system in Cauchy normal form, we choose $u, w, \theta_S, N_S, Q_S, M_S, B_\zeta, E_\theta$ as the main functions.

With these functions, we can select various combinations of cone fixing. We assume that all components of the excited electromagnetic field and the displacement field included in the equations of the magnetoelasticity problem do not depend on coordinate θ, and we also assume that the elastic and electromagnetomechanical characteristics of the shell material do not change along the parallel.

After some transformations [3,9,21,22], we obtain a complete system of nonlinear differential equations of magnetoelasticity in the Cauchy form, which describes the stress-strain state of a current-carrying orthotropic conical shell under non-stationary action of mechanical and magnetic fields:

$$
\begin{aligned}
&\frac{\partial u}{\partial s} = \frac{1-\nu_s\nu_\theta}{e_s h} N_S - \frac{\nu_\theta \cos\varphi}{r} u - \\
&-\frac{\nu_\theta \sin\varphi}{r} w - \frac{1}{2}\theta_S^2 ; \quad \frac{\partial w}{\partial s} = -\theta_S ; \\
&\frac{\partial \theta_S}{\partial s} = \frac{12(1-\nu_s\nu_\theta)}{e_s h^3} M_S - \frac{\nu_\theta \cos\varphi}{r}\theta_S ; \\
&\frac{\partial N_S}{\partial s} = \frac{\cos\varphi}{r}\left[\left(\nu_S \frac{e_\theta}{e_S} - 1\right) N_S + e_\theta h \left(\frac{\cos\varphi}{r} u + \frac{\sin\varphi}{r} w\right)\right] - \\
&-P_S + h J_{\theta CT} B_\zeta - \\
&-\sigma_1 h \left[E_\theta B_\zeta + 0.5 \frac{\partial w}{\partial t} B_\zeta \left(B_S^+ + B_S^-\right) - \frac{\partial u}{\partial t} B_\zeta^2\right] + \rho h \frac{\partial^2 u}{\partial t^2} ; \\
&\frac{\partial Q_S}{\partial s} = -\frac{\cos\varphi}{r} Q_S + \nu_S \frac{e_\theta}{e_S} \frac{\sin\varphi}{r} N_S + \\
&+ e_\theta h \frac{\sin\varphi}{r}\left(\frac{\cos\varphi}{r} u + \frac{\sin\varphi}{r} w\right) - P_\zeta - 0.5 h J_{\theta CT}\left(B_S^+ + B_S^-\right) - \\
&-\sigma_3 h \left[-0.5\, E_\theta \left(B_S^+ + B_S^-\right) - 0.25 \frac{\partial w}{\partial t}\left(B_S^+ + B_S^-\right)^2 - \right.
\end{aligned}
\qquad (1)
$$

$$-\frac{1}{12}\frac{\partial w}{\partial t}\left(B_S^+ - B_S^-\right)^2 + 0.5\frac{\partial u}{\partial t}B_\zeta\left(B_S^+ + B_S^-\right) +$$

$$+\frac{h}{12}\frac{\partial \theta_S}{\partial t}B_\zeta\left(B_S^+ + B_S^-\right)] + \rho h\frac{\partial^2 w}{\partial t^2};$$

$$\frac{\partial M_S}{\partial s} = \frac{\cos\varphi}{r}\left[\left(\nu_S\frac{e_\theta}{e_S}-1\right)M_S + \frac{e_\theta h^3}{12}\frac{\cos\varphi}{r}\theta_S\right]+$$

$$+Q_S + N_S\theta_S -$$

$$-\frac{\sin\varphi}{r}\left(\nu_S\frac{e_\theta}{e_S}M_S + \frac{e_\theta h^3}{12}\frac{\cos\varphi}{r}\theta_S\right)\theta_S + \frac{h^3}{12}\frac{\partial^2\theta_S}{\partial t^2};$$

$$\frac{\partial B_\zeta}{\partial s} = -\sigma_2\mu\left[E_\theta + 0.5\frac{\partial w}{\partial t}\left(B_S^+ + B_S^-\right) - \frac{\partial u}{\partial t}B_\zeta\right] + \frac{B_S^+ - B_S^-}{h};$$

$$\frac{\partial E_\theta}{\partial s} = -\frac{\partial B_\zeta}{\partial t} - \frac{\cos\varphi}{r}E_\theta.$$

Here $N_s, N_\theta -$ are the meridional and circumferential forces; $S -$ is the shear force; $Q_s, -$ is the cutting force; $M_s, M_\theta -$ are the bending moments; u, $w -$ are the displacement and deflection, $\theta_S -$ is the normal line rotation angle; $P_S, P_\zeta -$ are the mechanical load components; E_θ - is the circumferential component of the electric field strength; B_ζ - is the normal component of magnetic induction; B_s^+, B_s^- - are the known components of magnetic induction from the surface of the shell; $J_{\theta cm}$ - is the component of the electric current density from an external source; e_s, e_θ - are the moduli of elasticity in s, θ directions, respectively; ν_S, ν_θ - are the Poisson ratios characterizing the transverse compression under tension in the direction of the coordinate axes; $\mu -$ is the magnetic permeability; $\omega -$ is the circular frequency; $\sigma_1, \sigma_2, \sigma_3$ are the principal components of the electrical conductivity tensor.

The solution to boundary value problems of magnetoelasticity is associated with certain difficulties.

This is explained by the fact that the resolving system (1) is a system of eighth-order differential equations of the hyperbolic-parabolic type with variable coefficients. The components of the ponderomotive Lorentz force include nonlinear terms, caused by the consideration of shell displacements during its deformation.

II. METHODS FOR SOLVING A COUPLED PROBLEM. The methods developed for the numerical solution to a new class of coupled problems of magnetoelasticity of the theory of orthotropic conical shells of revolution with orthotropic electrical conductivity are based on the subsequent application of the Newmark finite difference scheme, linearization method, and discrete orthogonalization [2,3,4,5,6,7,8,9,10,18,19,20,21, 22]. To effectively use the methods proposed, we assume that when an external magnetic field appears, there are no sharp skin (surface) effects along the shell thickness and the electromagnetic process along the ζ coordinate quickly reaches a mode close to the steady-state one.

III. NUMERICAL EXAMPLE. ANALYSIS OF RESULTS. Let us study the behavior of an orthotropic shell depending on the change in the shell thickness. The problem for an orthotropic beryllium cone of variable thickness $h = 5\cdot 10^{-4}\left(1-\alpha\ s/s_N\right)$m is calculated for different values of parameter $\alpha = \{0.2; 0.3; 0.4; 0.5\}$ characterizing the thickness variability in the meridional direction.

In this case, we write the boundary conditions in the following form

$$s = s_0 = 0: u = 0,\ w = 0,\ M_s = 0,\ B_z = 0.3\sin\omega t; \qquad (2)$$
$$s = s_N = 0.05m: Q_s = 0,\ N_s = 0,\ B_\zeta = 0.$$

Initial conditions have the following form

$$\vec{N}(s,t)\big|_{t=0} = 0,\ \dot{u}(s,t)\big|_{t=0} = 0,\ \dot{w}(s,t)\big|_{t=0} = 0. \quad (3)$$

When solving the problem, the parameters take the following values:

$$s_0 = 0,\, m;\; s_N = 0.05m;\; h = 5 \cdot 10^{-4}(1 - \alpha\; s / s_N)\, m;$$
$$\alpha = \{0.2;\, 0.3;\, 0.4;\, 0.5\},\; r = r_0 + s\cos\varphi;\;\; r_0 = 0.05m,$$
$$\sigma_1 = 0.279 \cdot 10^8 (\Omega \times m)^{-1},\; \sigma_2 = 0.321 \cdot 10^8 (\Omega \times m)^{-1},$$
$$\sigma_3 = 1.136 \cdot 10^8 (\Omega \times m)^{-1},\; \nu_S = 0.03;\; \nu_\theta = 0.09;$$
$$e_S = 28.8 \cdot 10^{10}\, N / m^2;\; e_\theta = 33.53 \cdot 10^{10}\, N / m^2;$$
$$\omega = 314.16\sec^{-1};\, P_\zeta = 5 \cdot 10^3 \sin\omega t\;\, H / м^2;\;\; P_r = 0;$$
$$\tau = 1 \cdot 10^{-2}\sec;\;\; \mu = 1.256 \cdot 10^{-6}\;\, H / м;\; \rho = 2600\, kg / m^3;$$
$$J_{\theta C T} = -5 \cdot 10^5 \sin\omega t\;\;\, A / m^2;\; B_S^{\pm} = 0.5 Tл;$$
$$B_{S0} = 0.5\sin\omega t;\; \Delta t = 1 \cdot 10^{-3}\sec;\, 0 \le t \le 1 \cdot 10^{-2}\sec.$$

The solution to the problem was found on the time interval $\tau = 1 \cdot 10^{-2}\sec$; the time integration step was chosen as $\Delta t = 1 \cdot 10^{-3}\sec$.

In the case under consideration, the anisotropy of the electrical resistivity of beryllium is $\eta_3 / \eta_1 = 4.07$. In the figures below, the graphs (1, 2, 3, 4) correspond to the following values of parameter $\alpha = \{0.2; 0.3; 0.4; 0.5\}$.

Figure1 shows the distribution of deflection w along the meridian of the shell at time point $t = 5 \cdot 10^{-3}\sec$ for various values of parameter α. It was established that the maximum values of deflections along the shell occur approximately in the vicinity of value $s = 0.4m$.

This is explained by the fact that, according to the boundary conditions, the left end is hinged, and the right end of the shell is free in the meridional direction. Besides, the thickness of the shell, from the left end to the right end, decreases up to 2 times at α=0.5.

Therefore, the maximum deflections occur near the right end of the shell. When considering the effect of thickness, the stress of the conical shell is taken as the sum of mechanical stresses and Maxwell stresses, i.e. the general stress state is taken into account.

Figure 2 shows the distribution of maximum stress values $\sigma_{22}^- + T_{22}^-$ along the meridian of the shell at time $t = 5 \cdot 10^{-3}\sec$ of the inner surface of the shell for various values of parameter α.

The figures show the complex behavior of the shell depending on the boundary conditions under the action of mechanical and magnetic fields. It should be noted that with increasing parameter α the maximum values of deflections and stresses increase.

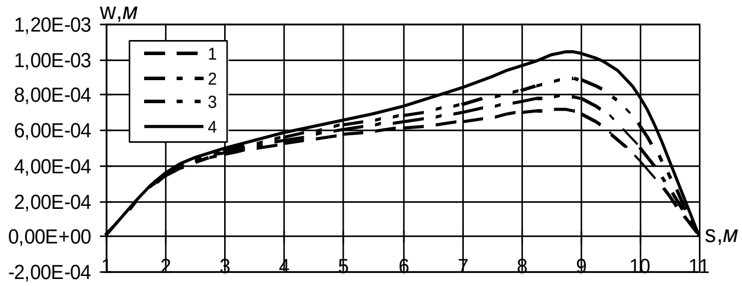

Figure 1. Distribution of w over s at time $t = 5 \cdot 10^{-3}\sec$ for different values of parameter α.

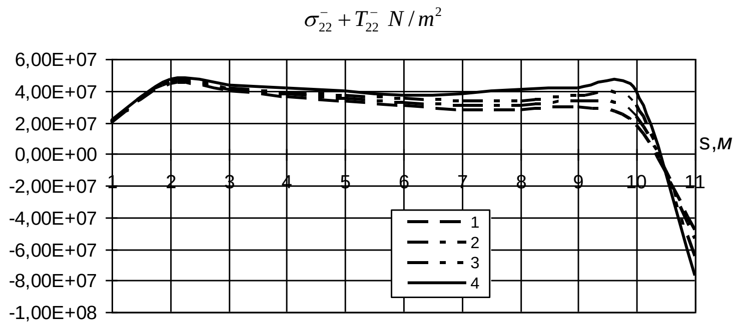

Figure 2. Distribution of $\sigma_{22}^- + T_{22}^-$ over s at time $t = 5 \cdot 10^{-3}\sec$ for different values of parameter α.

IV. CONCLUSION.

The analysis of the stress state of a flexible shell under the action of a time-varying mechanical force and a time-varying external electric current was conducted, taking into account mechanical and electromagnetic orthotropy. The results obtained indicate the effect of thickness on the deformation of the shell and the necessity to consider this factor in the calculation schemes. As seen, the thickness variability has a significant effect on changes in the stress-strain state of the shell, and an account for the geometric nonlinearity makes it possible to significantly refine the deformation pattern.

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Issue Article

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UNEMPLOYMENT IN BULGARIA – CONDITION AND DYNAMICS

***Abstract**: In the modern global world, a very important reference point for the economic condition of a country are the indicators of employment and unemployment. Unemployment became a major economic problem in the early 1930s, with more than a quarter of the workforce unemployed in some countries. Unemployment is typical of the market economy of developed countries and as a social and economic phenomenon. At present, the problems of unemployment are extremely relevant for Bulgaria. In recent years, unemployment has become an economic and socio-political problem in many countries and has attracted the attention of entire societies.*

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Introduction

In today's global and dynamic world, there is hardly a more universal problem than that of human labor as a key tool for stability and social security. At the beginning of the new millennium, society, together with the entire economic system, is facing numerous economic, social and technological challenges that require future solutions. At present, Bulgaria is facing seriously deepening unemployment. The problem of unemployment is certainly not the only current problem, but in the 21st century, thousands of people are failing to realize their knowledge and skills in their own country.

The attention of the state and society should be focused on issues related to the conditions and development of the labor market, employment and reducing unemployment in Bulgaria, which are extremely interesting, but also painful enough as a topic for society.

One of the most important problems of any country is its employment and unemployment. These two indicators characterize its economic condition. This stems from the role of the human factor, which is the link between the other factors of production. In the context of a global crisis leading to the closure of many industries, the topic of unemployment is very relevant and painful. The analysis of the topic is very complex, as the problems are too debatable and very dynamic. Unemployment is the subject of statistical analyzes, which roughly reflect the development and trends in its various periods. Proper and timely analyzes help to take adequate and timely measures to eliminate or at least reduce it. At present, the problems of unemployment are extremely relevant for Bulgaria. Unemployment affects the property, social and spiritual status of people by affecting the most active part of the population. Passing its critical point, unemployment causes rapid political and social changes. This uncertainty about tomorrow as a result of unemployment affects the psychological portrait of man and affects his life [5, p. 120-121].

To a large extent, employment and unemployment are the two factors that determine the labor market. Together, they are functionally connected and form the labor force - a key indicator of economic activity of the population.

Employment and unemployment are extremely important for analysis, because by studying their dynamics one can characterize both the social policy of the government and its ability to implement its economic program.

In any society, the ideal is for gross national product[1] (GNP) to grow at a steady pace, prices to be relatively stable, and unemployment and inflation[2] to be insignificant.

There is a cyclical cycle in economic development, changing periods of economic crisis with rise and progress, and inflation and unemployment are inevitable companions of development

Unemployment is one of the most serious problems for the economy and society, which has a significant negative impact on the economic development of the country and has negative social consequences for the population and threatens social cohesion. One of the great goals of all European governments is the fight against unemployment, and this expresses the presence in social ideas of the ideal of integration through paid and socially recognized work [2].

Unemployment became a major economic problem in the early 1930s, with more than a quarter of the workforce unemployed in some countries. In the 1970s, governments tried to tackle another serious macroeconomic problem - high inflation, through a restrictive demand-side policy, the latter, together with supply shocks in the 1980s, again led to dramatically high levels of demand. unemployment.

Unemployment is typical of the market economy of developed countries and as a social and economic phenomenon is expressed in the mismatch in the supply and demand of labor in the labor market. Unemployment in a country is a sign that the economy is functioning below the level of its potential product, which means that full employment is disrupted and this can be characterized by significant negative consequences for society and the economy as a whole.

Its increase leads to a decrease in gross domestic product, which will lower the living standards of the population and hence shrink production in the future. This problem is becoming increasingly important in developed countries with market economies and especially in Bulgaria, in the conditions of transition to a market economy and the formation of a labor market.

At present, the problems of unemployment are extremely relevant for Bulgaria. In recent years, unemployment has become an economic and socio-political problem in many countries and has attracted the attention of entire societies.

In recent years, unemployment remains the most serious problem of the Bulgarian economy. High unemployment has an "economic cost", which is measured by the loss of the potential product that would have been produced if the economy had created full employment.

Unemployed labor means limiting the potential of economic resources and therefore reflects on living standards. Unemployment also has a "social cost" that is more difficult to measure, but it means social tension, anxiety among the unemployed and poverty.

The way a society perceives the issue of unemployment strongly influences the decisions it is able to discuss and make. Looking behind the numbers for the amount of unemployment, the challenges to the society are also outlined [4, p. 18].

Unemployment is an important problem of every society and at the center of the market economy system where man stands, it raises a number of social, economic, psychological and institutional and other problems. As a rule, the decline in employment has an impact on the level of unemployment. High unemployment comes at a price. Professionally, the unemployed are gradually losing the acquired skills, experience and work habits, which makes it very difficult for them to further integrate into the economy. Therefore, they have to look for opportunities for retraining and adaptation to conditions different from their previous employment status. In economic terms, the price of unemployment is related to the loss of income from wages, from insurance paid by the employer before, and now after a certain period during which the labor office takes them, the unemployed will have to insure themselves with health -insurance contributions, etc.

Unemployment insurance is one of the concepts for the services of a welfare state. The welfare state can implement social protection in the form of cash payments, food vouchers and benefits. In Bulgaria, these are unemployment benefits (in the form of payments), energy and food benefits for the socially disadvantaged (benefits for the poor). In fact, social protection systems vary from country to country as a way of approaching the problem, but in general such social protection is provided to the unemployed, the sick or people with disabilities.

According to *Rashkova*, the functions of social protection determine the risks or needs that lead to the need for social protection. In the function "unemployment" as part of social protection[3], it includes active and passive unemployment benefits, which are an element of employment policies [7, p. 94]. The list of risks or needs that may lead to the need for social protection are: illness / health care; disability; old age; heirs; family / children; unemployment; housing needs; social exclusion not elsewhere classified [10].

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[1] Gross national product - the market value of all final product in the economy, such as goods and services produced in a country over a period of time.

[2] Inflation is an indicator that measures the rate of increase in average prices of goods and services in the economy.

[3] Social protection covers all interventions by public or private bodies and organizations aimed at alleviating households or individuals from the burden of certain risks or needs, provided that neither simultaneous reciprocal nor individual measures are involved.

Socially, for the unemployed, the losses are related to lowering the social status and environment and moving from a higher to a lower social group, which is related to the lifestyle and communication of the individual.

Psychologically, the unemployed person feels useless, ie. the understanding that "my work is unnecessary and I am superfluous to society." This often reflects on family relationships by increasing tensions between spouses, parents and children. Therefore, unemployment from the point of view of the individual has both economic and social and psychological consequences, which in many cases are more severe and incommensurable with the economic ones [6].

Taken together, employment and unemployment are the main indicators for determining the economic activity of the population. In a country, potential resources depend on the number and structure of the working age population. The size of the economically inactive population is subtracted from this value and the current economically active population is reached, which constitutes the real labor resource, which creates the supply on the labor market. Part of a common system is the ratio between the employed, the unemployed and the labor force, namely the labor market, predetermine the relationship between the phenomena of employment, unemployment and their levels [9].

Unemployment is an economic phenomenon related to the labor market and gives a summary of the potential and efficient use of labor. The number of unemployed and the level of unemployment characterize the unused labor force in absolute and relative terms [3].

The definition rejected by the International Labor Office in 1925 "unemployment is the situation of any worker who can and wants to take a job under employment, finds himself unemployed and unable to take such a job due to the labor market situation" [4, p. 20].

According to *Andreeva, "Unemployment is a phenomenon characteristic of societies with free economic initiative and free labor market, where labor is offered and sought depending on the objectively emerging need of each business entity."* [1, p. 95].

Unemployment can be characterized as a state of the labor market in which the supply of labor exceeds its demand. The number of unemployed plus the number of employed forms the labor force.

The term "unemployment" includes all persons who are not currently actively employed, looking for work or expecting to return to their jobs. The unemployed are part of the so-called active labor force, which covers the part of the population that actively wishes to work, whose lower and upper limits are determined by the legislation of the country. The active labor force that shapes the labor market are the two categories of people: employed and unemployed [10].

According to the Comte, the term "unemployment" covers "any unintentional and temporary deprivation of work, whatever the cause: illness, accidents, unemployment, holidays, etc." During this era, the unemployed is a worker who is looking for a job, risks degrading if he does not find one and as a consequence to be absorbed by the community of unemployed people [4, p. 19].

The main types of unemployment are frictional (current), structural (technological), cyclical (Keynesian) [8]. There are also complete and incomplete, overt and covert, forced and voluntary, residual, seasonal.

The assessment of the severity of the main types of unemployment in the total number of unemployed in Bulgaria could serve as a starting point for the distribution of financial resources provided for the revival of the labor market.

At national level, when the number of people who want to find a job but cannot find it exceeds that level, it is considered that there is underemployment, and when it does not exceed it, employment is full. The concept of full employment does not mean that there are no unemployed people. Unemployment exists, but the unemployed are within its natural level.

Frictional (current) unemployment occurs due to: the continuous process of changing the place of work of individuals within the labor force, incomplete information on the labor market about job seekers and job offers, as well as the technological time needed by employers and unemployed people who have availability of vacancies, hold a meeting on the labor market. It has several distinctive features: frictional unemployment is relatively short-term and affects a large number of people from all groups, economic sectors and regions in a country. A certain amount of frictional unemployment is inevitable due to the significant amount of inflows and outflows of labor and the continuous process of changing jobs [8, p. 90].

Structural (technological) unemployment arises as a result of a mismatch between the types of job vacancies and those seeking paid employment. The discrepancy is related to the educational qualification, work competencies and skills, age or location. Structural unemployment has several distinctive features: it is concentrated among certain contingents that are negatively affected by technological change or job transfers in another region of the country. Structural unemployment is long-term [8] and just as frictional unemployment is a constant phenomenon, both together form the natural level of unemployment.

Cyclical (Keynesian) unemployment occurs when there is insufficient aggregate demand in the economy, which in turn is unable to generate enough jobs for all those seeking paid employment. With cyclical unemployment, there are not enough jobs in the economy to balance labor supply. Compared to structural and frictional unemployment, cyclical unemployment shows much more pronounced fluctuations on an annual basis as a result of alternating periods of economic recovery and recession. The duration of cyclical unemployment is somewhere between short-term frictional and long-term structural unemployment [8].

Under certain conditions, the labor market is in a state of equilibrium, when at the existing level of real wages the planned labor demand coincides with the planned labor supply. Under such conditions, there is no forced unemployment. Frictional and structural unemployment are considered "normal" in view of the patterns of functioning of the market economy.

Economists believe that the natural rate of unemployment can take such non-zero values as 3-5-7 percent. Cyclical unemployment is not included in the natural level. At the natural rate of unemployment, employment is at a level at which the potentially possible social product is produced. In such a state, the economy is in equilibrium.

Classical unemployment is characterized by a state of the labor market in which the number of people willing to work at the appropriate level of real wages exceeds the number of vacancies offered by employers for a given level of wages, which is considered to be above market equilibrium. such.

Full unemployment, often called absolute, includes that part of the country's economically active population that has no paid employment and is ready to take up employment immediately.

Unemployment characterizes the part of the labor force that is employed full-time or part-time but earns an income that is usually below the poverty line in the country.

Explicit unemployment is defined as statistical unemployment, ie. it covers the number of unemployed persons or the unemployment rate in the official statistics of the country by the National Employment Service and by the NSI labor force survey.

Hidden unemployment includes underemployment, but also employment that is directly or indirectly subsidized by the state budget, is inefficient, and at the same time the wages of workers are at the level of the average wage for the country, and often exceed it. The level of hidden unemployment is also rising by people on forced paid or unpaid leave.

Unemployment is forced, which occurs when jobs are closed due to the rationalization of production, increasing labor productivity. The level of voluntary unemployment is determined by those unemployed persons who receive social security or benefits and do not look for work.

The reasons for the emergence of unemployment, according to economists, is debatable. *Thomas Malthus* (1766-1834) argued that the population increased exponentially and the means of subsistence arithmetically. He thus concludes that, over time, fewer and fewer consumer goods fall on the population, and this is the cause of unemployment [2].

Unemployment is a reality and exists in modern conditions and has a number of features: it spreads among all segments of the population, affecting young people who have just completed their education.

According to *Milton Friedman* (1912 - 2006) there is a natural level of unemployment, which is about 4 - 5% and attempts to reduce it lead to an increase in inflation [1, p. 99]. In order to clarify the nature of the natural level of unemployment, its characteristics should be noted. The natural level of unemployment cannot be zero, as a large part of the population is unemployed and the reason for this is the mobility in the production of goods and services, which leads to the emergence of structural unemployment. Low unemployment is preferred by society, but it means paying a price for inflation, and it is the natural level of unemployment that is the golden mean, where inflation neither rises nor falls due to oversupply. There are several factors on which the natural level of unemployment depends: the social policy of the state, structural changes in the economy and demographic changes. The state's social policy can reduce the incentives of the unemployed to take low-paid jobs. With an increase in the scope of social security and the guaranteed minimum wage, an increase in the natural level of unemployment can be expected. The factor - demographic changes for different groups of the population, by sex, age and race, the unemployment rate is not the same.

In Bulgaria, data on unemployment and job vacancies are provided by two institutions - the National Statistical Institute (NSI) and the Employment Agency (EA). NSI data on the unemployment rate and the distribution of the unemployed are based on various classification criteria such as gender, age, place of residence, education, etc. are generated by the so-called. “Labor Force Surveys”, the main purpose of which is to provide information on the most important characteristics of employment and unemployment in Bulgaria by conducting periodic representative surveys of the labor force [8, p. 99].

The NSI describes the absolute number of unemployed and the unemployment rate through the system for registration of the unemployed, established by the National Employment Service and through the regular conducting of statistical surveys of the labor force by the NSI.

The Labor Force Survey is an ongoing representative (sample)[4] survey that provides information on the main characteristics of employment, unemployment and economic activity of the population in accordance with the International Labor Organization and Eurostat. Data on the number of employed and unemployed persons and the labor force are collected by calculating indicators such as: economic activity rate, unemployment rate and employment rate.

Unemployment is registered through the administrative system and covers all persons who are not employed, registered as unemployed at the employment office at the place of residence and active in job search, and this information is not accurate enough to correctly determine unemployment. This is because the statistics cannot cover those who are not employed but do not use employment agencies and those who have terminated their registration with these offices.

Each country identifies specific characteristics that identify a person as unemployed under its legislation. At the XIII International Conference on Statistics in Geneva in 1982, it was accepted that the scope of unemployment includes all persons over and up to a certain age who are unemployed for a certain period of time, ie. they are not paid or have not had income from their own business, but who are looking for work and are able to be hired. These are the three conditions that must be met in order for a person to be considered unemployed. Job search includes activities such as registration with the Labor Office, application for employment, review of job advertisements in the press, job search directly in enterprises and companies, etc.

The level of unemployment in a country is determined using data on the state of the labor market, namely population growth, migration and others, and for the most part we can say that unemployment is the result of disturbed balance in the market, where the supply of labor exceeds the demand. As a third of the population we can include neither the employed nor the unemployed, who are in the so-called outside the labor force that forms the population. This group includes pensioners, householders, students, those who are unable to work due to serious illness and those who are able but unwilling to work.

The category "unemployed" includes persons aged 15-74 who do not have a job during the observed period, while actively looking for work for a period of four weeks, incl. observed, and are available to start work within two weeks of the end of the observation period [12]. Unemployed are also considered to be those who are not actively looking for, but have found a job that they expect to start within three months after the end of the observed period. Persons who are on unpaid unpaid leave for more than three months are defined as unemployed if they are actively looking for work and are available to start work. Students, housewives, pensioners and other persons who do not normally engage in economic activity are also considered unemployed during the observed period if they meet the specified criteria for unemployed persons. Persons outside the labor force (currently economically inactive population) - persons aged 15 and over who are neither employed nor unemployed during the observed period. This group also includes persons who are on parental leave up to 2 years of age. Discouraged people - people aged 15 and over who want to work but do not look for work because they assume they will not find it.

Persons who have been unemployed for one or more years are long-term unemployed. The duration of unemployment is defined as the shorter of the following two periods:

– duration of job search;

– length of time the person has been out of work.

The following are considered active job search methods:

– contact with the labor office in order to find a job;

– contact with a private agency or company providing recruitment brokerage services, etc., in order to find a job;

– direct referral to employers;

– seeking help from relatives and acquaintances to find a job;

– submitting or responding to job advertisements;

– studying job advertisements;

– taking an exam, test or job interview;

– search for land, building, premises, equipment needed to start an independent business [12, p. 5].

Unemployment is measured by two indicators:

– absolute amount, which represents the number of unemployed;

– unemployment rate or rate, which represents the percentage of the number of unemployed and the labor force.

Unemployment rate (unemployment rate) is the ratio between the number of unemployed and the labor force. It is influenced by the following factors: demographic, social unemployment benefits.

Long-term unemployment rate - the ratio between the number of long-term unemployed (unemployed for one year or more) and the labor force.

[4] Representative statistical study is a type of partial survey in which a sample of units is formed from the general population, called general, in compliance with certain rules.

The above coefficients can be calculated for different groups of the population, based on classification characteristics such as age, sex, place of residence, education, etc. [12, p. 6].

Unemployment information in January 2019

In 2019, the unemployment rate ranges from 6.4% to 5.2% with weak, mainly seasonal fluctuations, gradually decreasing from 6.4% in January to 5.2% in June and again rising normally from September, reaching 5.9% in December 2019. At the end of the year the unemployment rate was 0.5 percentage points lower than at the beginning of the year (from 6.4% in January to 5.9% in December).

According to the Employment Agency, in January 2019 the number of unemployed persons registered with the labor offices continued to decrease on an annual basis, and at the end of January 2019 their number was 209,308. Compared to January 2018, they decreased with 28,014 people, and compared to December 2018 increased by 7,842 people. The registered unemployment rate decreased by 0.8 percentage points compared to January 2018 and reached 6.4% in January 2019, and compared to December 2018 the value of the indicator increased by 0.3 percentage points. In 10 districts the level of registered unemployment is lower than the total for the country, as the lowest is in the districts: Sofia-city, Gabrovo, Varna, Stara Zagora, and the highest in the districts: Vidin (15.2%), Silistra 13%), Montana (12.8%) and Vratsa (12.7%).

Table 1. Key labor market indicators

Unemployed according to NSI data	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**IV quarter 2020**	**IV quarter 2021 ***
Unemployed persons - total (thousands)	410.3	436.3	384.5	305.1	247.2	206.9	173.3	142.8	168.6	173.1	146.7
Unemployed youth (15-24 years) (thousands)	69.7	65.1	47.6	39.6	27.7	22.1	18.9	13.1	19.1	20.1	18.7
Unemployed youth (15-29 years) (thousands)	128.5	128.9	100.1	78.4	61.4	51.0	39.1	31.9	36.7	39.3	36.4
Number of long-term unemployed (over 1 year) (thousands)	226.6	250.3	232.5	187.0	146.1	113.8	101.6	81.0	75.9	85.1	80.8
Unemployment rate (%)	12.3	12.9	11.4	9.1	7.6	6.2	5.2	4.2	5.1	5.2	4.5
Youth unemployment rate (15-24 years) (%)	28.1	28.4	23.8	21.6	17.2	12.9	12.7	8.9	14.2	14.1	15.9
Youth unemployment rate (15-29 years) (%)	20.8	21.8	17.7	14.4	12.2	9.9	8.3	6.9	8.8	9.3	9.7
Long-term unemployment rate (over 1 year) (%)	6.8	7.4	6.9	5.6	4.5	3.4	3.1	2.4	2.3	2.6	2.5
Persons outside the labor force according to NSI data	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**IV quarter 2020**	**IV quarter 2021 ***
Inactive persons aged 15-64 (thousands)	1 619.7	1 536.5	1 486.9	1 450.6	1 459.2	1 317.7	1 291.4	1 197.7	1 226.7	1 202.8	1 233.2
Inactive persons aged 15-64 wishing to work (thousands)	309.7	299.7	274.1	251.7	235.5	184.5	160.9	122.3	138.0	139.4	168.3
Discouraged persons aged 15-64 (thousands)	225.6	206.5	188.7	170.0	163.4	112.2	81.4	61.7	61.7	62.1	56.3
Unemployed according to the	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**01.2021**	**01.2022**

Employment Agency											
Unemployed registered with the labor offices (number)	364 537	371 380	366 470	330 816	284 707	236 752	202 994	185 266	241 413	229 750	162 322
Registered unemployment rate (%)	11.1	11.3	11.2	10.1	8.7	7.2	6.2	5.6	7.4	7.0	4.9
Registered unemployed youth up to 24 years (number)	35 839	35 286	28 745	21 578	14 736	12 920	10 023	9 231	12 504	10 489	7 217
Registered unemployed youth up to 29 years (number)	74 779	74 720	64 122	51 680	37 998	33 600	26 785	23 998	30 824	26 283	17 404
Unemployed persons with registration in the labor offices over 1 year (number)	118 832	122 738	138 473	146 010	118 278	87 706	65 074	47 871	47 263	44 215	40 152
Unemployment according to Eurostat data **	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**12.2020**	**12.2021**
Unemployment rate average for EU-28 (EU-27 2020) (%)	10.5	10.9	10.2	9.4	8.6	7.6	6.8	6.3	7.1	7.5	6.3
Unemployment rate for Bulgaria (%)	12.3	13.0	11.4	9.2	7.6	6.2	5.2	4.2	5.1	6.3	4.8
Youth unemployment rate (15-24 years) average for EU-28 (EU-27 from 2020) (%)	23.3	23.8	22.2	20.4	18.7	16.8	15.2	14.4	16.8	18.0	14.3
Youth unemployment rate (15-24 years) for Bulgaria (%)	28.1	28.4	23.8	21.6	17.2	12.9	12.7	8.9	14.2	16.9	14.7

Source: NSI

** From the beginning of 2021, the labor force monitoring is conducted in accordance with the requirements of Regulation (EU) 2019/1700, which requires changes in the monitoring methodology, due to which the results of the LDC (labor force monitoring) for 2021. are not fully comparable with those for previous periods.*

*** Data are seasonally adjusted.*

Unemployment information in January 2020

The Administrative Statistics of the Employment Agency in January 2020 reported a registered unemployment rate of 6.3% in January, an increase of 0.4 percentage points compared to the previous month, and compared to a year earlier decreased by 0.1 percentage points. The registered unemployed at the end of the month were 205,324, their number increasing by 5.4% compared to a month earlier, but decreasing by 1.9% on an annual basis.

The analysis of the unemployment rate by districts shows that it is lower than the national average (6.3%) in 11 districts: Sofia-city, Gabrovo, Pernik, Stara Zagora, Varna, Plovdiv, Yambol, Burgas, Sofia, Ruse and Veliko Tarnovo. In the remaining 17 districts the level is above the national level, and its highest values continue to be reported in the North-West region: Vidin (14.5%) and Montana (12.5%), followed by the districts of Silistra, Vratsa and Targovishte, Razgrad, Lovech and Shumen, Sliven and others. The monthly dynamics in the unemployment rate increased in almost all districts in the country, except for Sofia-city, where it remained unchanged. The districts with the highest growth are Vidin, Dobrich, Silistra, Shumen and Montana.

Unemployment information in April 2020

The administrative statistics of the Employment Agency reported a registered unemployment rate of 8.9% in April, an increase of 2.2 percentage points compared to the previous month, and compared to a year earlier - by 3.3 percentage points. The registered unemployed at the end of the month were a total of 292,810 persons, as their number increased by 33.1% compared to a month earlier and by 58.8% on an annual basis.

The analysis of the unemployment rate by districts shows that it is lower than the national average (8.9%) in eight districts in the country - Sofia, Gabrovo, Pernik, Varna, Stara Zagora, Plovdiv, Veliko Tarnovo and Burgas. In the other 20 districts the level is above the national level and its highest values continue to be reported in the North-West region: Vidin and Montana.

The unemployment rate in the first quarter of 2020 was 4.6%, 0.4 percentage points lower than in the same period of 2019. The youth unemployment rate (15-24 years) increased by 2.7 percentage points to 12.5%, and the long-term unemployment rate decreased by 0.3 percentage points to 2.3%. The inflow of newly registered unemployed in April was 87,063, with 58,774 of them (67.5%) stating during their registration with the labor offices that they had lost their jobs as a result of COVID-19.

Unemployment information in January 2021

According to the Labor Force Survey conducted by the National Statistical Institute, in the fourth quarter of 2020 on an annual basis unemployment increased compared to the same period in 2019. According to the Employment Agency, registered unemployed in the labor offices in a month January 2021 reported an increase on an annual and monthly basis. The state of emergency introduced on March 13, 2020 and the measures taken by the government to limit the spread of coronavirus in the country have a significant impact on the dynamics of registered unemployment.

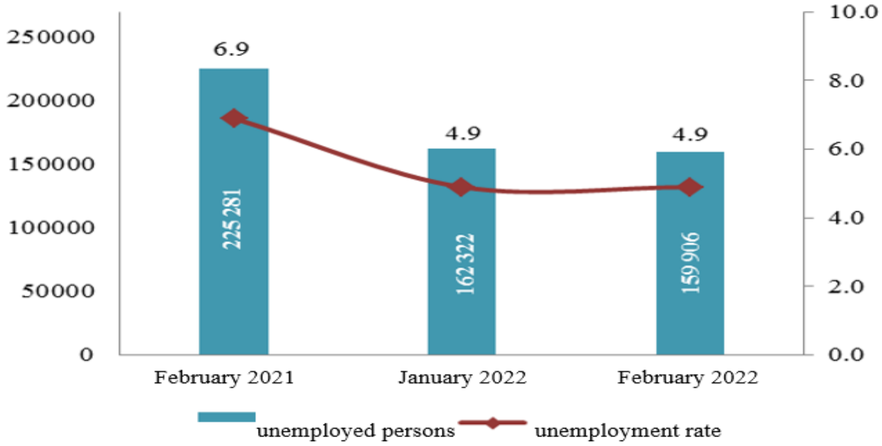

Figure 1. Number of unemployed persons and unemployment rate
Source: Employment Agency

The number of unemployed increased by 34.6 thousand compared to the fourth quarter of 2019 and reached 173.1 thousand, and compared to the third quarter of 2020 there is an increase of 12.7 thousand people. The unemployment rate in the fourth quarter of 2020 was 5.2%, 1.1 percentage points higher than in the same period of 2019. The youth unemployment rate (15-24 years) increased by 5 percentage points to 14.1%, and the long-term unemployment rate increased by 0.4 percentage points to 2.6%. The unemployment rate for the 15-29 age group also increased from 2.6 percentage points to 9.3%.

Registered unemployment, according to the Employment Agency, in January 2021 the number of unemployed persons registered with the labor offices increased on an annual basis and at the end of the month their number was 229,750. Compared to January 2020, they increased by 24,426 persons , and compared to the previous month their number increased by 9,458 people.

The registered unemployment rate increased by 0.7 percentage points compared to January 2020 and reached 7% in January 2021, and compared to December 2020 the value of the indicator increased by 0.3 percentage points. In 10 districts the level of registered unemployment is lower than the total for the country, as the lowest is in the districts: Sofia-city, Gabrovo, Stara Zagora and Pernik, and the highest in the districts: Vidin (14.3%), Montana 12.1%), Vratsa (11.6%), Shumen (11.3%) and Silistra (11.2%).

Unemployment information in January 2022

According to the Employment Agency, in January 2022 the number of unemployed persons registered with the labor offices decreased significantly on an annual basis and at the end of the month their number was 162,322. Compared to

January 2021, they decreased by 67,428 persons. There is an increase on a monthly basis, increasing their number compared to the previous month by 5,039 persons.

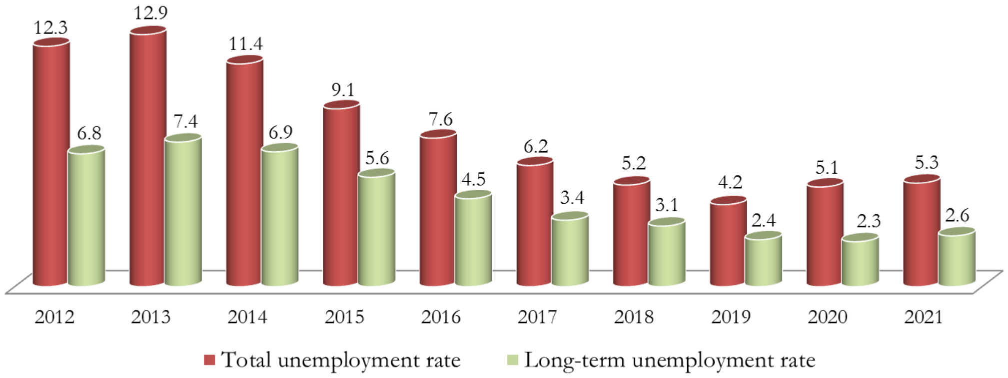

Figure 2. Total unemployment rate and long-term unemployment rate
Source: NSI

The registered unemployment rate decreased by 2.1 percentage points compared to January 2021 and reached 4.9% in January 2022, and compared to December 2021 the value of the indicator increased by 0.1 percentage points. In 10 districts the level of registered unemployment is lower than the total for the country, as the lowest is in the districts: Sofia-city, Gabrovo, Varna, Plovdiv, Stara Zagora, Burgas, Pernik, and the highest in the districts: Vidin, Montana, Vratsa, Silistra, Razgrad, Blagoevgrad and Shumen.

In the fourth quarter of 2021 the number of unemployed was 146.7 thousand compared to 173.1 thousand for the same quarter of the previous year. The unemployment rate reached 4.5% and the value in the fourth quarter of 2020 was 5.2%.

The number of unemployed youth aged 15-24 is 18.7 thousand in the fourth quarter of 2021, and the number of unemployed youth in the age group 15-29 is 36.4 thousand. The youth unemployment rate (15-24 years) is established at 15.9% in the fourth quarter of 2021, and the unemployment rate for the age group 15 - 29 years is 9.7%.

Table 2. Monthly dynamics of the registered unemployed in February 2022

Structure	Availability in the register as of 01/02/2022	Incoming stream	outflow	Monthly growth	
				number	share
Everything	162 322	20 000	22 415	-2 415	-1.5
of which: women	90 975	11 197	12 433	-1 236	-1.4
up to 24 years incl.	7 217	1 809	1 728	81	1.1
from 25 to 29 years incl.	10 187	1 921	1 946	-25	-0.2
from 30 to 49 years incl.	76 396	9 405	10 900	-1 495	-2.0
from 50 to 54 years incl.	22 516	2 447	2 720	-273	-1.2
over 55	46 006	4 418	5 111	-693	-1.5
with reduced working capacity	10 439	863	1 164	-301	-2.9
Roma	26 191	2 986	2 799	187	0.7

Source: Employment Agency

Unemployment information in February 2022

The administrative statistics of the Employment Agency in February 2022 reported a registered unemployment rate of 4.9% in February 2022, keeping its value from the previous month unchanged, and compared to a year earlier reported a decrease of 2.0 percentage points. The registered unemployed at the end of the month were a total of 159,906 persons, their number decreased by 1.5% compared to January 2022, and on an annual basis by 65,375 (-29.0%) persons less.

The review of the unemployment rate by districts shows that it is lower than the national average (4.9%) in ten districts - Sofia, Gabrovo, Varna, Plovdiv, Burgas, Pernik, Stara Zagora, Dobrich, Sofia and Yambol. In the other 18 districts the level is above the national average, and its highest values continue to be reported in the North-West region: Vidin, Montana and Vratsa.

According to the data of the National Statistical Institute and the main indicators for the labor market in Table 1 the following is observed:

– in the period 2012 - 2021 is characterized by a higher level of unemployment for men than women. The rate of decline in unemployment for women is lower than the rate of decline in unemployment for men, which is why the relative share of unemployment from 12.3% in 2012 decreased to 5.3% in 2021. For a period of 10 years the ratio the unemployment rate decreased by 7%;

– in the period 2012 - 2021 the average annual number of unemployed people in all age groups decreased. The registered unemployed under the age of 29 decrease 3 times. In the age groups from 30 to 49 the unemployed in 2012 were 2.2 times more than in 2021. The average annual number of unemployed people aged 55 and over decreased by 6.3% in 2021 compared to 2012.;

– The largest is the relative share of the unemployed with secondary education, those with primary education are a relatively constant percentage. The smallest relative share in the structure of the unemployed are those with higher education, which shows that a higher level of education provides greater opportunities for realization in the profession;

– the unemployment rate is twice lower in the cities compared to the villages, and Sofia and some regional cities stand out as places with a low unemployment rate;

– when reviewing the data for the research period 2012-2021, territorial differences in unemployment by regions and districts have been identified and are a prerequisite for a differentiated approach to the implementation of active labor market measures and for the development of regional strategies to reduce unemployment and increase unemployment. of employment [10].

In conclusion, it can be concluded that the beginning of the economic crisis is accompanied by serious changes in the state and trends of development of employed and unemployed people at the regional and national level. The application of statistical methods for analyzing the dynamics, structure and proportions of the labor market allows us to identify the key points and they are the basis for developing effective strategies and policies to overcome the adverse effects of the economic crisis.

The main factors that influenced the registered unemployment in the country:

In January 2020, there are: increase of the newly registered unemployed in the labor offices; the number of persons in total employment is increasing; the number of people employed in the real economy is increasing; reduction of the number of persons who have dropped out of registration with the Labor Offices; for one vacancy advertised in the labor offices, an average of eight unemployed people competed.

In April 2020, are: the crisis caused by the spread of the COVID-19 coronavirus, which has a serious impact on the labor market; the significant increase in the newly registered unemployed in the labor offices; the number of persons in total employment decreases; the number of people employed in the real economy is declining; reduction of the number of persons who have dropped out of registration with the Labor Offices; An average of 12 unemployed people competed for one vacancy advertised in the labor offices.

Over the years, high levels of youth unemployment are mainly associated with:

– lack of a system for vocational guidance in educational institutions;

– insufficient preparation for entrepreneurship and initiative;

– Insufficient information of both applicants and applicants regarding the regulations and incentives for unemployed youth.

The consequences of long-term and high youth unemployment are related to both high external migration and declining birth rates, marriages, rising crime, drug addiction and more. These processes create social insecurity for society and affect the reproduction of the population.

The main challenges on the labor market in Bulgaria are: low levels of economic activity; the large number of unemployed and discouraged people; inadequate professional qualifications of the workforce, as well as significant regional disparities in terms of economic activity, employment and unemployment.

The conclusion that can be drawn in relation to these challenges is that overcoming them is possible only by:

– social security of the unemployed;

– providing legal advice on unemployment issues;

– vocational guidance for students, employed and unemployed persons;

– organizing training for the unemployed and some employees;

– development of programs and measures for regulation of the labor market and employment;

– registration and maintenance of the registration of the persons using the services of the labor offices;

– control, together with other state bodies over: the unemployed, employers and other intermediaries with regard to the legislation regulating the problems of unemployment.

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Issue **Article**

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FOREIGN EXPERIENCE IN INCREASING THE INVESTMENT ATTRACTIVENESS OF METALLURGICAL ENTERPRISES IN THE REGIONS

Abstract: *This article considers that as a result of effective economic reforms in our country, the volume of metallurgical products in the regions is growing. In the regions, proposals have been developed to use the experience of foreign developed countries to increase the investment attractiveness of economic entities in the metallurgical industry.*

Key words: *Metallurgy, investments, investment attractiveness, economic reforms, regional economy, investment processes, economic methods.*

Language: *English*

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Scopus ASCC: *2000.*

Introduction

The economic reforms being carried out in our country are aimed at strengthening economic integration with the international community and require sufficient caution in the state regulation of this or that sector, taking into account global trends. In this regard, it is expedient to find new mechanisms and directions in addressing regional development problems, especially in the development of investment processes in the regions and increasing the investment attractiveness of individual regions, which meet the requirements of the current stage of reforms.

In this regard, it is scientifically and practically important to study the experience of developed foreign countries on investment, investment processes, investment attractiveness and investment attractiveness of the regions, especially to identify general trends in improving the investment attractiveness of the regions.

As a result of studying and analyzing a large number of economic literature and research, it was observed that in developed countries in the development of investment activities in the regions and increasing investment attractiveness, the main focus is on government support and incentives. Specific measures to support and encourage the development and intensification of investment processes include:

- construction of infrastructure facilities (transport, communications, telecommunications, information technology) with the participation of the state;
- state participation in the creation of construction bases for new small businesses;
- provision of regional resources (land, water, fuel and energy, etc.) to investors on favorable terms;
- providing tax and credit benefits for the placement of new enterprises in priority areas;
- introduction of bans and restrictions on investment projects, taking into account the rational use of nature and environmental requirements;
- training at the expense of public funds in accordance with the national training program, which significantly reduces the costs of entrepreneurs;
- increase and rational distribution of soft loans in accordance with the priorities of investment policy and the policy of industrial placement in remote areas;
- creating a favorable investment climate for the location of industry and entrepreneurship in rural areas and increasing the investment attractiveness of the regions, especially in rural areas.

The experience of developed foreign countries in developing investment processes and increasing investment attractiveness in regions with relatively low levels of development is important, and they include the following main mechanisms of government incentives:

- providing investment incentives for industrial buildings, machinery and equipment, guarantees for loans and credits;
- assistance in the acquisition of land and industrial zones for the location of industrial enterprises;
- assistance in training skilled labor;
- assistance and subsidies to newly established enterprises;
- provision of subsidies for social security;
- providing tax incentives to increase income;
- financial assistance for operating costs.

The above measures have enabled the sustainable socio-economic development of the regions in many developed countries, attracting investment, especially foreign investment, locating industry in rural areas, increasing employment and, ultimately, improving the welfare of the population.

Summarizing the experience of developed countries shows that one of the main tools to increase the investment attractiveness of the regions is legislative activity. It is worth noting the experience of the Russian Federation in this regard. It is through the formation of a regulatory framework in the regions of the Russian Federation that there is an opportunity to create a clear and effective system of mechanisms to stimulate investment in various sectors of the economy and provide a "favorable environment" for doing business in the region with the support of regional governments. That is, in Russia, regional governments have the ability to directly and indirectly influence investment processes to ensure sustainable economic growth in the regions within their competence. Direct influence is carried out through legal (legislative) methods of regulation, administrative and economic influence. However, the main parameters of investment mechanisms are determined at the federal level. Legal regulation of investment activities is provided on the basis of civil, budgetary, administrative, tax, customs and international law. The subject of legal regulation of investment activities includes issues related to the joint powers of the federal state authorities and the state authorities of the Russian Federation, as well as issues within the competence of the federal state authorities or the state authorities of the Russian Federation.

Unlike the methods of direct influence, the use of indirect methods of influence is carried out at the regional level only by economic means. Thus, the regions of the Russian Federation have been provided with ample opportunities for complex regulation of investment mechanisms using both direct and indirect methods of management. The main supports used by local governments are listed in Table 1.

In order to attract foreign investment, it is worth noting the work being done in China to increase investment attractiveness. Since the 1980s, China has begun to achieve significantly higher results in attracting investors. Economic reforms have been deepened by the government and the principle of openness has been fully implemented. In this regard, the main focus was on radically changing the policy of tax incentives for foreign investment, and work was carried out mainly in the following areas:

- exemption from customs duties on industrial equipment and raw materials imported into China;
- the taxation system is organized in two directions: preferential and national.

Table 1. Methods of state regulation of investment processes in the regions of the Russian Federation

Methods of direct action	Indirect methods
1. Targeted regional programs for the development of key sectors of the economy; 2. Regional budget and extra-budgetary funds; 3. Direct state capital investments; 4. Regional standards and norms; 5. Quotas; 6. Licensing; 7. Regional controlling stakes; 8. Regional and municipal property; 9. Demand stimulation and price regulation; 10. Government funding of research.	1. Tax rates and preferential taxation; 2. Tax holidays; 3. Preferential interest rates on loans; 4. Credit incentives for export promotion; 5. State guarantees for loans for the development of priority production in the region; 6. Investment tax credit; 7. Regional and municipal loans; 8. Payments for the use of regional and municipal resources; 9. Payments for environmental pollution.

As a result of such benefits, China has become one of the leaders among developed countries in attracting foreign investment. As a result of a significant reduction in tax sales and a complete exemption of foreign investors from taxes, China accounted for more than half of total investments in developed countries.

However, by 1996, for a number of objective and subjective reasons, the conditions created by the Chinese government to attract foreign investment began to be reconsidered. The focus was on creating new opportunities for foreign investment and eliminating "ineffective" benefits and maintaining high "efficiency". The above changes have also led to the fact that the provision of long-term benefits and conveniences to any foreign investor creates some problems in ensuring the national and economic security of the country. At the same time, in order to attract investment in new areas and regions, a new approach has been developed in the areas of governance, legislation and regulation of domestic markets. Changes in China to attract foreign investment and increase investment attractiveness are mainly aimed at creating the same conditions and providing the same benefits to both domestic and foreign investors.

The benefits provided for free economic zones in China, ie preferential rates of income tax and the abolition of customs duties on imported goods for consumption or use in these zones, ensure the high investment attractiveness of such free economic zones.

The changes in attracting foreign investment also have a direct impact on the activities of large enterprises, especially transnational companies, which have been rapidly entering the Chinese market in recent years. This is because the bulk of the funds allocated for the implementation of high-value and large projects falls on the contribution of these transnational companies. Naturally, these projects are directly related to the import of large amounts of high-cost production equipment and technology. The introduction of new preferential treatment for the import of machinery and technology in these areas has led to an increase in the number of investment projects implemented by multinational companies in China.

At present, the main strategy is to invest in China, which is considered to be the largest in the world. While many large investors now want to have both national and preferential status, this is almost impossible. This is explained by the fact that banks operating in China tend to operate more in the national currency, and investors are trying to gain the opportunity to conduct their business in the national currency. Such opportunities are currently provided mainly in the new development zones. For example, the city of Pudong, near Shanghai, which has the status of a free economic zone, has been given the status of a new development zone.

The Chinese government has also allowed foreign insurance, auditing and law firms to operate in all types of free economic zones, new development zones and open port cities. In the future, it is planned to allow them to operate in all regions of the country.

As part of the new policy of the Chinese government to attract foreign investment, a program of measures has been developed, which was implemented in free economic zones from 1996 to 2000. This program mainly addresses the following issues:

- further expansion of the activities of financial institutions with foreign investment. Introduce a tax policy on local banks;

- partial opening of domestic markets for joint ventures and foreign enterprises. At the same time, there is no correlation between the share of goods sold by high-tech enterprises in domestic markets and import-substituting goods. The procedure requiring a certain portion of the raw materials used by foreign companies to be procured from China itself has been abolished;

- organization of export-import transactions and operations for foreign entrepreneurs;

- foreign citizens were allowed to engage in wholesale and retail trade;

- allowing citizens to use air transport for cargo transportation. Major international airlines have won the right to sell air tickets and have been allowed to engage in cargo transportation;

- reduction of restrictions on the information support business. Foreign investors operating in the information and consulting business were provided with a national order.

We also found it necessary to mention the work done in the Socialist Republic of Vietnam to increase the investment attractiveness of the country and pursue an effective investment policy. In Vietnam, in the 1990s, foreign direct investment played a crucial role in ensuring the sustainable development of the economy in an environment where the national economy was not strong and production was not significantly developed. At the same time, the implementation of a socially oriented economic strategy by the government while maintaining political stability has played an important role in attracting foreign capital to the country.

At the initial stage of work to increase the country's investment attractiveness (1987), the adoption of the Law on Foreign Investment increased the interest of China, the European Union, the United States, Japan and ASEAN in the Vietnamese economy. Later, along with these countries, East Asian countries also began to come in with their own investments, and today, developed countries such as Singapore, Taiwan, Japan, Korea and Hong Kong (Hong Kong) continue to be Vietnam’s main foreign investors. 2/3 of the total foreign capital falls on their share. In the early 2000s, the economy of Vietnam attracted investments from more than 40 countries. Economic growth is projected at 7-8% per year only due to large foreign investments.

The analysis shows that the investment climate and investment attractiveness in the country are formed on the basis of several conditions, the most important of which is stability in politics, economy and society. These include the relative advantages of a number of competitive industries, relatively cheap labor, institutional structures and mechanisms to ensure the security and inviolability of foreign owners in the law, as well as the provision of favorable conditions for foreign investors to do business and live.

Another important aspect is that along with the ongoing reforms in the country, the relevant legal framework is being improved and developed.

In particular, the Unified Law on Investments, the Law on Enterprises, the Law on Corruption, the Law on Intellectual Property, the Law on Tenders, the Law on Special Bidding, the Law on Transactions, and the Law on Trade. The adoption of the Law "On Trade Tax" has brought to a new level the stimulation of foreign investment in the country.

In recent years, a number of measures have been taken in our country to improve the investment climate, attract foreign direct foreign investment in the economy, create favorable investment conditions, especially to provide them with reliable legal protection and guarantees with benefits and preferences. In particular, in recent years, the country has adopted a number of laws aimed at developing investment processes and increasing investment attractiveness:

- "On Amendments and Addenda to the Tax Code of the Republic of Uzbekistan" and the Law of the Republic of Uzbekistan "On Guarantees and Measures to Protect the Rights of Foreign Investors";

- "On amendments and additions to some legislative acts of the Republic of Uzbekistan in connection with the improvement of the system of legal protection of business entities and the liberalization of their financial responsibility";

- Laws "On Amendments to Some Legislative Acts of the Republic of Uzbekistan in order to Improve the Procedure for Application of Customs Privileges".

In connection with the adoption of the above laws, in practice, the following benefits and privileges have been created for foreign direct investment in the Republic of Uzbekistan:

1. Taxable profit of legal entities shall be reduced by the following amount:

- the amount of funds allocated for the expansion of basic production in the form of new construction, reconstruction of existing buildings and structures, repayment of loans for these purposes, in the amount not exceeding 30% of profits;

- modernization of production, technical and technological re-equipment, purchase of new technological equipment, repayment of loans for these purposes, reimbursement of the cost of the leased object, the amount of funds allocated after deducting the appropriate depreciation.

2. Imports of the following goods are exempt from value added tax:

- technological equipment, as well as components and spare parts imported into the territory of the Republic of Uzbekistan according to the list approved in accordance with the legislation, if provided by the terms of delivery;

- property imported as an investment obligation in accordance with the agreement between the investor and the authorized state body for state property management;

- technical means of telecommunication operators and system of search operations with the written confirmation of the authorized state body;

- raw materials, materials and semi-finished products imported for use in the production of children's shoes;

3. The tax on property of legal entities shall be reduced by the following:

- equipment received at the expense of the loan for a period of 5 years from the date of its commissioning, but not more than the term specified for the repayment of the loan;

- leased property for the term of the lease agreement;

- new technological equipment, newly introduced into production, for a period of 5 years.

4. The following shall be exempt from the property tax of legal entities:

- newly established enterprises - within two years from the date of state registration.

The following are exempt from duty:

- the share of foreign investors and foreign investment in the charter capital;

- property imported by enterprises with foreign investment of at least 33% for their own production needs;

- property imported for the personal needs of foreign investors and citizens of foreign countries residing in the Republic of Uzbekistan in accordance with employment contracts with foreign investors;

- the total cost of the economy of the Republic of Uzbekistan is 50 million. Goods imported by foreign legal entities with a direct investment of more than USD, if they are their own products;

- technological equipment, as well as components and spare parts imported under the approved list are provided for in the contract.

According to foreign investors operating in Uzbekistan, it is noteworthy that the favorable investment climate created for them, the availability of certain benefits and preferences, the protection of the legal and guaranteed interests of investors. At the same time, political stability, peace and tranquility in the country, the availability of large reserves of natural resources, uninterrupted power supply and developed road and transport infrastructure are important. One of the most important decisive factors is the availability of a large number of highly qualified personnel.

Recently, due to the localization of production, modernization of the most important sectors of the economy, the active implementation of programs of technical and technological equipment, the amount of direct investment and loans in the economy is growing from year to year.

Studying the experience of developed countries on the guaranteed conditions for investment activities in our country and measures to protect their rights, their further generalization will be an important factor in ensuring the implementation of investment programs, accelerating the modernization and technological renewal of key sectors of the economy.

In this regard, in order to improve the investment climate and further increase the investment attractiveness of the country, it is necessary to:

- strengthening the role of the state as a guarantee of supporting favorable and mutually beneficial regulatory procedures for economic activities of domestic and foreign investors, ensuring the transparency of public investment policy;

- introduction of investor immunity in the context of deteriorating conditions for domestic investment under the influence of legal norms in force in the relationship between public and foreign investors, providing legal guarantees to investors based on the specifics of the regions to maintain stable conditions for business;

- creation of an equal competitive environment that allows all investors, regardless of ownership, to effectively invest their funds and sustainable economic development, eliminating unnecessary interference in doing business;

- introduction of effective legal and practical mechanisms to protect the interests and rights of investors in the implementation of investment projects, elimination of contradictions in the regulatory framework of investment activities;

- liberalization of the investment project market on the basis of simplification of the negotiation process in the production and implementation of investment projects and optimization of the process of obtaining permits;

- expanding access to reliable information on the relevant region, enterprises and organizations for the study and selection of investment objects (improving the structure and structure of information provided to investors in financial and non-financial form, strengthening the mechanisms for their submission, national accounting system in line with international standards organization and improvement);

- assistance in the creation of modern institutional infrastructure of the investment market, ensuring the effective transformation of savings in the national economy for industrial investment in the regions, etc.

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Issue Article

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NATIONAL AND CULTURAL SPECIFICS OF THE VERBALIZATION OF THE CONCEPT «PERSONALITY» IN ENGLISH AND UZBEK

***Abstract**: The article is based on comparative analysis and explores the reflection of the concept of "personality" in English and Uzbek. The material of the study was English and Uzbek proverbs, which characterize the personal and friendly relations of people.*

***Key words**: concept, personality, linguocultural, verbalization, ethnicity, national specificity, mental, proverb, linguistic picture of the world.*

***Language**: English*

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Introduction

One of the actual terms of modern cognitive linguistics and linguoculturology is the term ‘concept'. It attracts the attention of many researchers interested in issues related to the structure and properties of human thinking. Having analyzed the most diverse views on the nature of the concept, scientists have come to certain conclusions, namely: the concept is not a special type of abstract names, but a special perspective of their consideration, combining all the knowledge and ideas accumulated by the people. The concept is based on the linguistic and cultural field of a hierarchical system of units that have a common meaning and reflect a system of corresponding cultural concepts [2].

Recently, the number of studies devoted to the study of concepts has increased in Uzbekistan. We have chosen the concept of personality in English and Uzbek for analysis. This concept is considered from the standpoint of comparative linguistics and translation studies.

It should be noted that a certain idea of personality is one of the key ideas that organize the life world of the subject, which largely determine how he perceives himself and how he perceives objective reality. A person builds his personality based on these ideas about personality.

People cannot live without any judgments about the concept of personality happiness. The word ‘personality’ sounds differently in different languages, in each language it has its own synonymous series. Personality is a multidimensional integrative education. including intellectual, general axiological, emotional assessment in the form of a certain character of a person. It is believed that the mental existence of abstract categories in everyday, linguistic consciousness is mostly intuitive, these concepts do not have a discursive representation here [1].

The relationship between language and culture is one of the topical issues of linguoculturology. Any culture has a specific language system through which its speakers have the opportunity to communicate with each other. The basic term of linguoculturology is the concept. The national conceptual sphere is peculiar to every nation, the Uzbeks and the British are no exception due to friendly relations in the past and present. The analysis of the English and Uzbek proverbial worldview revealed some features of the mentality of these peoples.

Modern linguistics considers the relationship between language and culture as one of the most pressing problems. There are various approaches that consider the relationship between the language of a people and its culture, nevertheless, the understanding of language as an integral part of culture is no longer in doubt among linguists. The basic idea of modern linguistics is considered to be the idea of linguistic anthropocentricity. The center of life is the person himself, and all the events associated with him, the surrounding world is perceived by a person as his own complement. In other words, a person learns the world by knowing himself.

Uzbek and English linguocultures are characterized by a special national conceptual sphere. Due to the eventful, the conceptual sphere of the English people is of obvious interest to researchers. There are some stereotypes rooted in the minds of the English people, which say that the British are prim snobs who hide their feelings and emotions, conservatives who pride themselves on self-esteem and impeccable etiquette. However, native English speakers identify the following key national concepts that really reflect the mentality of the people: "personality" (shaxs), "nation" (millat).

Relevance of the article topic. It is known that the image (personality) of a person is formed in a complex way: in the interweaving of many aspects of various humanitarian directions [3]. Many linguistically related sciences are interested in the problems of the inner world of a person, i.e. the sensual side of his everyday existence (personality). The most significant in reflecting the inner world of a person is the complex of his interpersonal relationships with the outside world, in particular people. This includes love, happiness, friendship, etc. Thus, the relevance of the chosen research topic is proved by the reflection of the national-cultural specificity of the language through the value reference of human relations – the concept of personality.

The object of this research is the linguistic and cultural concept of "personality" based on the material of English and Uzbek proverbs about friendship. The article compared and compared linguistic means in the description of the concept of personality in the Uzbek and English languages, and also revealed the national and culturally specific features of its reflection. It is indisputable that the linguistic concept of personality is a complex and multifaceted emotive phenomenon [5], expressed in language by various means and having a certain structure in each language.

The objectives of the study include: 1) identification of the sociolinguistic interpretation of the concept of "personality" in English and Uzbek; 2) definition of cultural and ethnic features of the concept of "personality"; 3) study of linguistic means of reflecting this concept in the languages studied; 4) comparison and comparison of the national cultural specifics of reflecting the concept of "personality" on the material of English and Uzbek proverbs.

The purpose of the study. The purpose of this study is to compare and contrast linguistic means of reflecting the concept of personality and to study its cultural, emotional side on the material of English and Uzbek proverbs.

During the study of the conceptual component of the concept of personality, it turned out that the paremiological fund of both languages contains a common layer of universalisms: proverbial expressions, the semantic and syntactic structure of which fully or partially coincides: *Nodon do'stdan aqlli dushman yaxshiroq. Better an open enemy than a false friend.*

The most numerous layer of proverbial expressions in both languages are semantic synonyms-paremias, which have a common semantic structure, but differ in terms of expression:

Bir mayizni qirq bo'lib yemoq. Among friends all things are common.

The third layer includes ethnospecific formations that do not have semantic equivalents in the comparison language. This category of paremias represents those semantic features that relate to the national specifics of the concept of personality. The discrepancies here relate mainly to the semantic component of "personal freedom" inherent in English proverbs, which can be traced in general universal concepts:

Friendship increases in visiting friends, but in visiting them seldom;

Little intermeddling makes good friends;

Friends are like fiddle-strings, they mustn't be screwed too tight [6].

In Uzbek proverbs, one can feel the desire for similarity, equality, an ironic and derogatory assessment of a friend:

Oshga o'rtoq boshga to'qmoq.

Odam - odam bilan, pista bodom bilan.

In the process of analyzing the proverbs of the Uzbek and English languages, distinctive features were also identified. Thus, in the Uzbek language culture, the sanctity of personality is observed, but the desire for similarity and equality of all these concepts is noted; as for English personality, it is not distinguished by holiness and self-sacrifice, but it is also valuable in relation to the English.

Taking into account only historical, natural and ethnographic factors in the characterization of the ethnological conceptual sphere, it is impossible to fully understand the world of English culture. It is necessary to take into account some signs peculiar to the English way of life and worldview. The indigenous population of England names the following national signs of the English mentality: the ability to perceive a foreign civilization, mobility, impetuosity, addiction to various innovations, as well as coherence and accuracy. It would be groundless to claim that these signs of the ethnoculture of England form the basis of its solid foundation. However, some connection with the national mentality in them can still be noted, it lies in the presence of English ethnic concepts in what the British consider "their own".

Conclusion

In the course of this study, it turned out that the hierarchical structure of the semantic features of the concept of "personality" observed in both languages has the following four points:

1) spiritual closeness, combining in its composition common views, tastes, attitudes, as a result of which a good understanding between people;

2) frankness, which presupposes the complete opening of one's soul to another and thereby the knowledge of this other;

3) selflessness, manifested in helping for another, without demanding or even expecting anything in return;

4) help/support, this semantic feature is very important for a person's linguistic consciousness.

As a result of the research carried out, it can be noted that the concept of "personality" is a character of communicative behavior towards another person, and is endowed with specific features characteristic only for speakers of this language culture.

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Issue Article

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STUDYING RUSSIAN LANGUAGE VIA MAKING A DIALOGUE

***Abstract**: In perceiving Russian language, especially, engineering one is not easy, instead, it takes a long-standing process which may fulfill our dream to be proficient in this technical language. Furthermore, we, Russian language teachers have to approach to learning this one in different way and from some perspective comparing to traditional. Besides, we have to enable learners speak more on a wide range of topics, involving them to make a dialogue in classes, with their classmates, just creating a convivial atmosphere which may increase the quality of learning Russian and value to respect this subject. Moreover, a dialogue should be based on a variety of episodes such concerning the needs of students.*

***Key words**: Russian language, engineering, making a dialogue, episodes, needs of students.*
***Language**: English*
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Introduction

A society we live in having a wide choice of languages to study and speak, communicate, use and enjoy, but that one requires us a much energy to invest in making a huge progress. Furthermore, making a dialogue needs much knowledge in studying phonetics, grammar, vocabulary as it enhances communicative abilities of learners during the classes of Russian language. Additionally, this kind of method strengthen the communicative competence of students in learning Russian language and they are able to perform as a native-speakers out of the classes. The consistence of dialogue should be based on a wide range of vocabulary resources to use in oral context because insufficient of words in describing the details one by one may hinder the speaker to express his full idea according to the topic as well. Moreover, we highlight the statements of distinguished, eminent scholars according to the advantages of making a dialogue in acquisition of Russian language. We made a qualitative experiment by conducting a survey in designing door-to-door interview with learners to the issues concerning effectiveness of making a dialogue in communication. As a result, the collected data indicated in the diagram in some details.

Effectiveness of making a dialogue in experiencing talks in L2

According to some scholars' (Mercer & Littleton, 2007; Resnick, Asterhan, & Clarke, 2015; Snell & Lefstein, 2017) statement, productive dialogue is essential for learners learning a language. However, a lot of scientists such as (Black, 2004; Clarke, Howley, Resnick, & Rose, 2016; Sedlacek & Sedova, 2017) claimed that a lot of students do not take part in whole-class dialogues Clarke et al. (2016:29) argued that this situation casts 'a shadow on dialogic instruction' and they encouraged further exploration of whether classroom discourses can be developed in ways that better distribute productive whole-class dialogues. A relevant strand of research for addressing this challenge proposes integration of dialogic pedagogy and digital technology. Furthermore, not all students have a skill to talk in classes, while taking in different ways in the classroom, yet not all kinds of talk have equal educational value. Jo Inge Johansen Froytlog, Ingvill Rasmussen (2020) stated that a large body of work, most of which adopts the sociocultural position that discourse is fundamentally social and interactional, has focused on identifying the types of talk that are especially productive for the development of students' thinking and learning.

The distribution of dialogues in whole-class

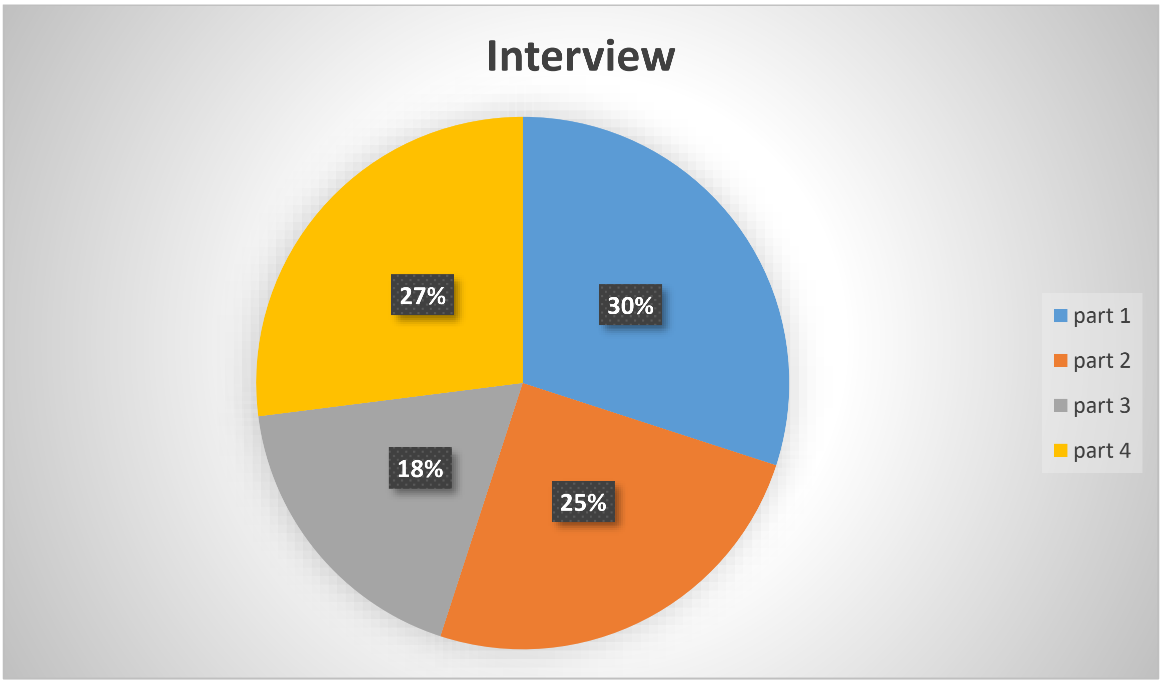
Dialogue-listening is always active way of learning a language, especially, being aware of sentence construction and recognizing the grammatical and spelling errors. Wells & Mejia-Arauz, (2006) indicated that on the contrary that, as only a few students are involved in the dialogue, many are excluded from learning through talk in an activity where the reciprocal nature of classroom communication is potentially played out at its richest. Moreover, in whole-class, the teacher can effectively monitor, support and model dialogues that are especially productive for learning and thinking (Kerawalla, 2015). Jo Inge Johansen Froytlog, Ingvill Rasmussen (2020) pointed out that this might be especially important for students who need extra support. There may be various reasons why students do not take part in whole-class dialogues and it is worth noting that underlying students' perceptions are epistemologies and norms in which knowledge is perceived as something belonging to individuals and individuals should bring this knowledge to the table only if they perceive it to be worthy of collective exploration. What's more, Snell & Lefstein (2017) claimed that the students that were believed to have less to offer were sometimes given less cognitively demanding questions because teachers wanted to protect low-ability students from losing face.

Research Methods

In Russian language class, the group of students were divided into two parts in order to conduct a survey which is based on interview focusing on questionnaire consisting of different questions to respond. The respondents were forty and they were invited to be interviewed one by one in orally. First, they were given a task to make a dialogue by pairs regardless of their level of knowledge of grammar, phonetics and lexical in acquisition of a language. The process of making a dialogue in front of other students and making a speech took 10 minutes by their choice in producing oral speech. At the end of having a speech, they were given questions one by one. In particular, we intended to research their ability in speaking and their free of description and psychological behavior such as being able to socialize with others.

Data Analysis

According to the data analysis we collected were put in frame, having indicated the respondents' answer in the diagram visually:



Pic.1.

The collected data showed that part 1 and 2 expressed their willing to the using this method of learning more than other part 3 and 4. The questionnaire based on close-ended.

Conclusion

In teaching and learning Russian language, learners need to follow a wide range of tasks to accomplish, one of them is making a dialogue which involve them to express their thoughts in different way, sometimes neglect to the words in the process of making a speech. Furthermore, this method enables them to find words through thinking of what they have already studied. Besides, it also motived them to state their words without feeling shame of pronouncing words or fear of losing himself in front of course-mates in classes. We made an experiment on finding out the needs of students in making a dialogue and its effectiveness in acquisition of Russian language. The result indicated that most of learners prefer more tasks concerning on talks.

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