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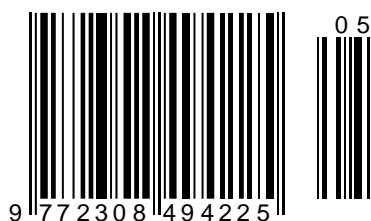
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Article



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ON THE POSSIBILITIES OF FACTOR ANALYSIS FOR THE FORMATION OF THE QUALITY AND PRIORITY OF MANUFACTURED PRODUCTS AMONG CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: the article for the first time considers the issues of a significant improvement in the quality of domestic products, filling them with the following properties: quality ideology, quality management, fashion and technical regulation, quality system, market quality, advertising, excursion into the past - as a guarantee of quality in the future. All these criteria provide a quality revolution, guaranteeing the manufacturer a stable success in the market, and consumers of products - its high quality.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment, assortment policy, sales. paradigm, economic policy.

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Introduction

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In market conditions of management, an effective management system requires a rational organization of sales activities, which largely

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determines the level of use of means of production at the enterprise, labor productivity growth, reduction of production costs, increase in profit and profitability. This is due to the fact that sales activity is not only the sale of finished shoes, but also the orientation of production to meet the solvent demand of buyers and active work in the market to maintain and generate demand for the company's products, and the organization of effective channels for the distribution and promotion of goods.

In a dynamically changing market environment, the results of the company's activities, including footwear, largely depend on the effective results of the production, sales, financial and marketing policies of the company itself, which creates the basis for bankruptcy protection and a stable position in the domestic market.

Thus, shoe companies should focus on both external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, coverage of basic costs, etc. However, it is impossible to take into account and foresee all the situations that may arise when selling shoes, i.e. some shoe models are not in demand at a certain stage. In this case, another side of marketing, usually not advertised, should manifest itself: if the shoes, even without taking into account the requirements of the market, have already been produced, then it must be implemented. For this purpose, in order to respond to lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, eliminate the remnants, attract a large number of consumers, stimulate the consumption of shoes, using discounts for this. There are about twenty types of discounts, but for shoes the most common are the types of discounts that are used at various levels of the enterprise, sales organizations, trade. In addition to using discounts, an enterprise can take the initiative to reduce prices when production capacity is underutilized, market share is reduced under the onslaught of competition from competing enterprises, etc. In this case, the company takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, contributes to increasing the competitiveness of certain types of leather products and the enterprise as a whole. In addition, the larger the number of shoe products produced, the more production costs are reduced, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market that would not allow other competing enterprises to enter it and would cause a positive reaction from consumers.

With the transition to a new economy, improving the quality and competitiveness of leather products has become a strategic task for all leather and shoe

enterprises in the country and the region as a whole, there is a need to take into account the laws and requirements of the market, master a new type of economic behavior, adapt all aspects of their activities to the changing situation, changes in consumer demand must be taken into account with the protection of consumer interests before industry. The fulfillment of these tasks is possible only on the basis of in-depth study by manufacturers of domestic footwear products, the needs of hotel groups (consumer segments), methods of examination of the quality and competitiveness of shoes. The situation that has developed in the shoe industry of the Southern Federal District and the North Caucasus Federal District is not least the result of the inability of many managers of shoe enterprises of the Southern Federal District and the North Caucasus Federal District to quickly adapt to the new requirements put forward by the market, to the competition that has arisen from Russian and foreign manufacturers. Therefore, the current situation has led to the development of a strategy for the development of competitive leather products in the Southern Federal District and the North Caucasus Federal District.

To implement the strategy of competitive and in-demand products, issues related to the development of domestic light industry enterprises in the Southern Federal District and the North Caucasus Federal District were considered. As a result of the work carried out, favorable conditions for the implementation of the strategy were identified, namely:

- a large concentration of skilled labor;
- coordinated specialization of manufacturers;
- long-standing traditions of shoe craft;
- a small number of local suppliers of high-quality raw materials, components;

high demand in the Southern Federal District and the North Caucasus Federal District for high-quality shoes.

We believe that for the production of competitive products by domestic manufacturers, it is necessary:

- increasing the investment attractiveness of the industry;
- creation of conditions conducive to improving the provision of the industry with material and raw materials;
- protection of the domestic market from illegal turnover of goods;
- export promotion;
- legalization of preferential taxation of producers;
- development of an interconnected system of supply and sales, production and technological and innovative, pricing, financial, personnel policy and personnel management;
- improvement of the quality and design of manufactured products;

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□ combining the efforts of all manufacturers to promote shoes in the region;

development of a set of measures of regional significance aimed at improving the socio-economic situation by creating new jobs;

□ study of the product life cycle and the use of advertising and media;

□ strengthening control and implementation of modern ISO quality management systems, development of dealer and distribution network;

preferential lending within the framework of targeted federal and regional programs ("Family", "Children", "Motherhood");

□ expanding the practice of leasing schemes;

□ with increased commercial risk and in conditions of uncertainty, it is advisable to use outsourcing.

A competitive product range of the sewing, shoe, knitting and leather goods industry has been developed, taking into account factors affecting consumer demand: compliance with the main fashion trends, economic, social and climatic features of the regions of the Southern Federal District and the North Caucasus Federal District. Within the framework of the developed strategy, the production of competitive products will be organized using modern mechanized innovative technological processes, as well as to meet the demand of the elite consumer, using manual labor.

Innovative technological processes have been developed for the production of clothing, footwear, knitwear and leather goods industry products using modern technological equipment with advanced nanotechnology, forming the basis for reducing the costs of their production and thereby increasing their competitiveness, produced by leading firms in the world, with the possibility of a wide-assortment production of shoes not only by type, but also by manufacturing methods.

Based on the current situation in the economy of our country, in our opinion, an equally significant problem of the development of the regional consumer market is the lack of a full-fledged regulatory framework that ensures the functioning of the mechanism of state regulation of the consumer market of the regions. Proceeding from this, it is the state and regional intervention that should correct the situation on the market of domestic light industry products in the regions, and thereby there will be an opportunity for the development of competitive production.

From the analysis made, we will highlight the following trends in the development of shoe production of clothing, footwear, knitwear and leather goods industry based on the TORA in the regions of the Southern Federal District and the North Caucasus Federal District:

1. Due to the high level of migration of the able-bodied population of the Southern and North Caucasus Federal Districts to developing industries,

the industries we have named above in our districts can rightfully be called developing.

2. In the Southern and North Caucasus Federal Districts, close attention is justified to the issues of quality provision of the industry with qualified specialists engaged in light industry activities (a large number of specialized training institutions). An important factor is also the increase in the investment attractiveness of the industry, especially from the regional authorities, and the creation of conditions for increasing their competitiveness. It is necessary to introduce high duties on imported finished products and low duties on imported basic and auxiliary materials and equipment, and it is also necessary to regulate the level of prices and tariffs that would guarantee the manufacturer and trade in general reimbursement of costs and accumulation of funds for improvement and further development of production.

Thus, the prerequisites for the development of competitive production in our region are significant and relevant.

And in conclusion, we propose a set of the following measures:

1. Creation of a regional program for the development and support of domestic producers in the Southern Federal District and the North Caucasus Federal District (loans, investments, leasing, outsourcing).

2. Development of the modern raw material base of the domestic industry.

3. Stimulating the tax system for the modernization and reconstruction of existing light industry productions and the creation of new competitive productions.

4. Improvement of financial condition and re-equipment of 50% of fixed assets.

5. Taking measures to reduce imported products to the region and improve the quality of products with an increase in exports to 35%, which will ensure the suppression of trade in contraband products.

6. Recognition by the Government of the Russian Federation of light industry as a priority among other industries and the adoption of a program of "breakthrough" development of the industry for the period 2015-2020 and up to 2025.

Main part

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of a quality product that is in demand by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theoreticians-economists, who isolated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the

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consumer not as a market anti-subject, but as a partner, an accomplice in the production process.

Recognizing a consumer as an ally is tantamount to including him in the production policy development team, although formally, because he remains in the same position as a counterparty. In order to change the understanding of quality, it is necessary to start improving production from the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, at first, a compromise solution is also acceptable, justified by the possibilities of production and the need to move through the expansion of these possibilities. Now the buyer fundamentally remains a slave to the producer - the master and the political protectorate of the interests of big capital. The interests of the mass consumer are promoted by the tread of Japanese women, while the dominance of manufacturing by the interests of companies is marched by the parade of winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and is not yet foreseen. The consumer with his interest as a product is theoretically not excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Aleshina et al.: "For the quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that provides this satisfaction, but also take a direct part in the continuous improvement of the quality of this process" to this end, improved the Kaizyo system; replacing it with a new edition of Kaizen. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer - who is also a production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more suggestions for improving the production process from their employees than US companies (40 million versus 1 million). It is also indicative that over 90 percent of the proposals, one way or another, were used. providing this satisfaction, but also to take a direct part in the continuous improvement of the quality of this process", to this end, improved the Kaizyo system; replacing it with a new edition of Kaizen. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer - who is also a production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more suggestions for improving the production process from their employees than US companies (40 million versus 1 million). It is also indicative that over 90 percent of the proposals, one way or another, were used. providing this satisfaction, but also to take a direct part in the continuous

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The ideology of quality is rebuilt to a new - consumer orientation is extremely reluctant and half-hearted. The ISO 9000 quality management system (in the Russian Federation - GOST R ISO 9000-2015) was introduced into world practice 30 years ago.

Its initial position (No. 1): "Product quality is a characteristic managed object", sets the general direction in understanding quality. Quality is a product of production.

Paragraph No. 2 specifies the places of participants influencing the quality of the goods: "the goal of quality management is to create products of such a quality level that meets certain established requirements and needs." To make it clear whose requirements and needs we are talking about, at the

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end of the paragraph we read through a comma - "consumer requests".

The interests of the consumer are taken into account, but on a residual basis. They are remembered last, "if the production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers. In ISO 9000 - 2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer Orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered goods satisfies the quality requirements of buyers. The enterprise must understand their current and future needs, meet their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, and not to obtain a quality product. The quality of the enterprise, as before, tested to maintain the quality of the organization of production. The interests of the consumer remain "for later".

The problem is not in finding the organization you are looking for, but in the fact that all of them are "sharpened" for production or a product out of context with the interests of consumers, which are quite specific and do not completely coincide with the interested views on the quality of manufacturers. The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. The crises of overproduction, which were classic for capitalism in the 19th and first half of the 20th centuries, have become history. They were replaced by financial systemic shocks. Specialists are looking for a panacea in a high-quality, smart, lean, lean economy.

The large-scale crises in Japan and Germany at the end of the 1940s were overcome with the help of a state policy focused on improving quality. Crisis situations in the markets of the USA and Europe that arose in the late 80s and early 90s forced not only individual corporations, but also entire countries - Sweden, Great Britain, the USA - to pay attention to quality improvement, as the only way to help national economy to withstand the onslaught of competitors.

In solidarity with the above analysis of the economic history of the second half of the 20th - the first two decades of the 21st centuries, we express our surprise at how it happened that when defining the latest social development through quality, the very

approach to understanding quality has not been radically modernized. The totality of the meaning of quality implies a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of the activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude towards quality. It is required to orient the development of production towards internal - not introduced promises.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of incentives, that the true beginning of the new economic policy is. Encouragement, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action; tomorrow, the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. Remuneration should correspond to the quality of work and sustainably motivate work. The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double spiral of social progress. A developed society is being tested as a condition for the development of the individual.

The formal and logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, based on the awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus's classification) in each other. Now we are going through a historical stage of formal-abstract awareness by the individual and the subjects that determine the policy of the basic contradiction of development. The individual and the society, as it were, rub themselves together in motion, looking for points of mutual growth. Partly successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of nature management, solidarity in the confrontation with extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

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For the masses, diversity and the choice of goods were essentially not available. The plebeians demanded: "Bread and circuses!". A small aristocracy enjoyed the celebration of life in all its diversity. The problem of the quality of life was solved in accordance with the socio-cultural architecture of the society.

Quality does involve serious costs, but it guarantees a stable market position. By working for quality, the manufacturer creates confidence in his own and national future. A properly built understanding of quality guarantees a perspective even in the conditions of the domestic semi-market. Let's try to formulate practically significant fundamental provisions as an introduction to the theory of quality: Quality is not reduced to the sum of properties important for the existence of a product; it is their peculiar combination, built on the basis of usually two features - more general and more specific. For example. Shoes - "clothing for the legs", a hat - "clothes for the head", muffler - "clothes for the nose and neck", etc. Therefore, the focus should be on them. Let's try to formulate practically significant fundamental provisions as an introduction to the theory of quality: Quality is not reduced to the sum of properties important for the existence of a product; it is their peculiar combination, built on the basis of usually two features - more general and more specific. For example. Shoes - "clothing for the legs", a hat - "clothes for the head", muffler - "clothes for the nose and neck", etc. Therefore, the focus should be on them.

Quality allows changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy system-forming features to varying degrees. The "backlash" of quality allows you to maneuver in the process of creating a product with a given quality, depending on the specific capabilities of the manufacturer and consumer.

Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, when creating quality, it is necessary to put into qualitative characteristics a quantitative expression both in relation to the individual properties of the product and the quantity of marketable products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Arrived". As a rule, author's copies have a high level of craftsmanship and are well paid for.

The artist was also paid. When P. Tretyakov was asked a question: would he buy a copy of Savrasov if something happened to the original? Tretyakov's answer turned out to be predictable in terms of categoricalness - no! Quality requires not only skill, but also inspiration. Inspiration with repetitions burns out. Quality is always quantitative.

Quality and quantity are connected by a measure that is most often forgotten. Meanwhile, when defining quality, one must simultaneously think about its dimensionality, both from the standpoint of market conjuncture and from the point of view of the very signs of quality. "Quality" is concretized in the concept of "quality". "Quality" - a concept that reflects the model image of the product, "quality" - determines the quantitative limits of reality and reasonableness of quality (the physical and moral status of the product).

Quality and the idea of quality are stable phenomena, but time changes them too. Initially, quality was identified with meaning. The criteria of quality were the usefulness and size of the subject, relations. With the development of consciousness and practical possibilities, the grounds for comparison and choice have developed. Quality is relatively separate from quantity. The differentiation of usefulness is being made, participation is being rethought as quantitative features. The evolution of the understanding of quality is directly conditioned by the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the way for talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the specificity of the interpretation of quality, in particular, such a basic characteristic as objectivity. The social theory of being is built on a natural-historical basis - the canvas was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. As a result, two questions arise: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. As a result, two questions arise: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, includes in itself and in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is

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impossible without sociocultural concretization. As a result, two questions arise:

- in what status and to what extent does consciousness enter into what is traditionally called the quality of things (with the services of clarity more)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation has no direct relation to the theory of quality. It contains the keys to the methodology of constructing the theory of quality. From the above reasoning, it is clear that the authors are not idealists, rather they are balancing on the verge of pessimism and optimism. They are critical of the modern pragmatic approach of market liberals to scientific and philosophically based theory. A lighter version of the theory, when a fragment torn out of the general theory is turned into the theory itself and adjusted to the design of a market distorted to please speculators, economists-theorists and suppliers of a high-quality surrogate to domestic shelves suits. How long the Russian economy will retain such a configuration, we (and not only us) are not given to know,

The trajectory of the process of alienation of human creativity into something that exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of man is not substantial. It is not self-sufficient and can take place solely due to the interchange initially with nature, and subsequently with society, through which human relations with each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, high-quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the "second" (reconstructed, adapted by man to suit his interests) nature is synthetic. It appears as a double helix formed by the natural features of natural material (perhaps in people's relations, knowledge expressed indirectly) and the qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, as opposed to the product itself, embodies the quality of the individual.

The personality is alienated in quality, and therefore, in principle, alienation is natural and does not oppress the personality. The negative consequence of alienation is caused by the disproportionate compensation for the lost energy of activity. Having discovered the poor quality of the goods, a hidden production defect, the fraudulent actions of the seller, a normal buyer is upset, first of all, because of his own poor-quality solution. Other losses of the transaction

are most often compensated. There is a feeling of imperfection of one's own taste and knowledge.

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in an objectified (objective or functional) expression. From this follows the conclusion about the need to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: certain experience in the Soviet era was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systematic education of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, today on the air is clogged with aggressive advertising, the quality of which is not controlled or control is not commensurate with the size of the deception. Who should be the main educator? The producer and only he, for only he, in full measure, according to the logic of the formation of understanding, should know what is quality. To take on the production of goods without understanding the specific quality of this product means a professional failure in the market. The release of a product with fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

For the sake of objectivity, let's say: the true creators of quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corrupt activities. However, it is necessary to move forward. The story is ugly, but still moves towards order.

Accession to the WTO did not add quality products to us and prices for quality goods did not decrease. The real prospect is connected with the organization of a single economic space within the Customs Union. There is a cross control over quality, the influence of national corrupt forces on the market is weakened. As for the possibility of the growth of interethnic criminal counteraction, there is a danger, but different conditions for the organization of crime and intercriminal competition should delay the degradation of the market - the main reason for high-quality national goods, and the market itself, whatever it is, will expand and become simpler. procedures for accessing it.

Let's be honest - the problem of quality theoretically remains developed one-sidedly, which is not very noticeable, because there is no normal organization of production and marketing of high-quality commercial products. Current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management is simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what is the quality of a product? The market drives production. The market is ruled by speculators - intermediaries. The state strives

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to minimize its economic function before collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" on the principles of real freedom of competition. For signs that are essential for quality, supervision is limited to the point of being practically useless. The market dictates order to local and regional governments. The store manager ran the defense department. Few people are interested in the culture of the producer and consumer, not up to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of the quality and specificity of its reality, presented in the product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for the manufacturer, there was an official position approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process and created the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and greater accessibility to the range of goods, the ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was formed. Further, both de facto and de jure, there was only a step to replace the brand qualities. Going beyond the limits of measure opens the way for legal violations and a moral crisis, up to lawlessness.

Were the trends in the interpretation of quality and attitudes towards quality that developed in the economy of mass production inevitable? No, they were generated by the new nature of production, reflected this nature and, to a certain extent, were an objective reflection, but, in addition to the object reflected by consciousness, there is an angle of reflection, due to the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, resides outside and independent of consciousness. Its reflection is subjectivized, which, in general, looks in accordance with the theory of reflection. However, it allows, in private, and subjective distortion - involuntary - due to misunderstanding, and conscious in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules. Quality has been and remains the subject of manipulation in the interests of those who control the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent

is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The seller stands on the way to consensus, the subject of relations, which, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and, as such, dictates the terms of relations through price interest and profit margins. In the Rostov region for twenty years, not a single branded light industry enterprise has appeared, on the contrary, a lot of trade brands have appeared. Trade rows are multiplying, and consumers are assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "sales quality". The culture of trade is measured by assortment, price and physical availability of goods, high-quality advisory support, lack of queues, compliance with sanitary and hygienic standards, appearance and behavior of staff, after-sales service. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumer wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks). after-sales service. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumer wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks). after-sales service. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumer wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks).

Only in Russia, and only liberals - marketers at every opportunity remember how bad it was for the people before the onset of true democracy - they were starving, they were ragamuffins, they lived no one

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knows where and how. Monitoring the quality of life - through the qualitative possibilities of consumption - is expedient within the framework of the existing time. There is only one criterion - the consumer basket is growing and due to what it is increasing?

The rate of inflation is a necessary but not sufficient indicator of the state of the quality of life. The government has taken inflation reduction as its main benchmark. The indicator is actually socially and economically significant; it indicates the culture of the market and, indirectly, the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality erodes quality. The quality of shoes, clothes, cereals, fish, vegetables, fruits within the common name varies quite significantly. The reserve of quality manipulation is significant. The main thing is still in understanding the quality, not the name, but the systemic characteristic of the product, reflecting the assortment.

Quality is a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. Replacing properties or their consistency in a quality product. Essential properties are those that are not just inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional view of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the infrastructural status of the market.

The monopolization of production led to the accumulation of financial capital, the latter's autonomization, and market control. As a result, the market has turned from an intermediary into a key subject, trying to replace the indicator function - to show the demand for goods - with the role of the organizer of economic activity as a whole, which distorts the economic system.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienation of consumption. With natural production, the quality of the product was hardly an actual problem. Quality "dissolved" in the conservatism of technology and technology, traditional assortment. The question of quality was raised by the consumer

when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the producer and the consumer. Management levers - financial policy, directions - the main ones - two: the impact on quantity and quality.

The quality of the product has become relevant in commodity production. It became clear that in the understanding of quality there are sensual and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not capable of directly (using its own mechanisms) influencing the objective properties of a product, but it can very well influence the objectification of subjective ideas. So the manipulation of quality was first included in the functions of the market, then became an element of economic policy.

A sound and healthy economic policy is called upon to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for the subjective perception of quality, to block the negative effect of advertising impact, which has long and thoroughly become an attribute of market speculation on the importance of quality for the buyer. The presence of choice and solvent opportunities do not serve as the basis for the indisputability of a quality acquisition.

In the existing market, price and quality are divorced even at auctions, famous for the thoroughness of the organizational culture. The buyer is turned into an expert and this grimace of the market is not so bad as illogical. The market forces the consumer to develop as a person. From a layman with a wallet, in order not to turn out to be suckers, we involuntarily try to learn more about the subject of interest, we improve our "purchasing qualifications". The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic holistic view.

"Purchasing qualification" includes, along with certain knowledge that helps to determine the location of the store, the price range for the product, requires basic information about the manufacturer, quality features of the product, the manufacturer's market reputation, company traditions, scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond any reasonable measure, of being the victim not only of deceit, but also of his own carelessness, and therefore without any right to compensation.

The buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "saving

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the drowning ("buying") is the work of the drowning themselves, read "buying". Increasing "purchasing qualifications", if there is a desire, is a mutually beneficial matter for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China - "the worse, the better."

Imported consumer goods - not Chinese - in the 1980s-90s. we had a bang! The assortment, packaging, external features of the product were impressive. And what is the result? After 10 years, the manufacturer returns Soviet brands, naturally in the absence of effective control, not of Soviet quality.

We know how to make high-quality products and are quite able to regain "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only consumer, judging by failures in rocketry, aircraft operation, etc.) market. They explain to us: we need economic measures. True, however, it is a half-truth. If you need it, then take it. The government should have power that is not nominal. It's time to understand that economics has always been politics, economics has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. The economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to actively engage in the mechanisms of economic self-propulsion, directing the development of the economy in the interests of society.

An amazing thing. When it comes to the future of technological progress, futurologists of various stripes moan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere in the development of the economy. For whom is it better? There is only one conclusion: do not disturb the self-movement of the economy in the interests of those who have privatized the economy and in whose service are the "border guards" who prohibit controlling economic processes through politics.

None of the convertible currencies is backed by a quality commodity equivalent, and the "free" movement of the currency continues under the guise of politics. Financial self-movement creates favorable opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along in the wagon train of the economy instead of being ahead of its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the duration of entry into the WTO. It's good that they bargained, creating a legal "airbag" for the domestic manufacturer of consumer goods. The problem is: how will they take advantage of the concessions from the WTO?

The time for political action not decisions is most propitious. The dope of the nineties and zero seemed to be on the decline. Awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperation, which can stimulate the production of agricultural products in the countryside. There is a growing distrust of consumer imports, including due to their mass production in China. Migration flows are stabilizing.

A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for non-fulfillment of presidential instructions in 2018. in the Message of V.V. Putin are associated with the determination to "tighten the screws" to keep the movement on track. A clear activation in interethnic economic relations within the Customs Union, a reset of strategic relations with an emphasis on China, India, Iran, and Latin America. A real opportunity for full-scale cooperation with Egypt, Syria and Iran, for example, the key states of the Middle East and the African North, all this is a unique international sphere for restoring balance in the domestic consumer goods market.

Domestic producers need a "clear" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, which allows cutting off the many-sided arbitrariness of administrative bodies and "guardians" of order. Everyone is responsible for quality. And those who produce, and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light for national goods on the market of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate natural, and not advertising quality. By the way, a wonderful research topic is "real and "advertising" quality, i.e. created by advertising.

It is no less important to analyze the problem of quality in the coordinate system of the national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obvious difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration - interethnic interpenetration of various types of activities of a socio-economic, cultural and humanitarian scale. It can have an international size, for example - "Union State (RF and RB); local - Customs Union; regional (Shanghai Organization, EEC). Globalization indicates the worldwide scope of the phenomenon. Global problems include those that have arisen as a result of common, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the

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time of the event is postponed, but it itself is super relevant in terms of significance, then speculators, including financial oligarchs, actively rush into the resulting gap, trying to profit from uncertainty. Quality is associated with globalization, but practically not so relevant. Quality is closely related to integration.

Consider the problem of "quality of consumer goods" in the coordinate system "national" and "international". First of all, it is necessary to find an answer to the question: is integration capable of replacing the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, being in common is not sufficient on its own. General requirements are realized through a special development, due to the specific circumstances of the action. In other words, no matter how standardized the production of a commodity is, it will still show the originality of the conditions of production.

The specificity of the conditions - regional, national - is immanently present in the raw materials, climate, traditions, culture of the performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the product, creating a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said about Kenyan coffee, Bulgarian and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scottish whiskey, Russian linen, Egyptian cotton, Chinese silk, Argentinean leather, Greek olive oil and much more. The concreteness of the environment should be valued and preferences for its reproduction should be provided. In the founding treaties, The Customs Union reinforces the interethnic division of labor built in the 20th century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into reasonable practice not only because it is correct. Activity makes theory a practice, and in order to get the desired result, the activity must be systematic and consistent.

Interest in the quality of goods, theoretically, should not begin in production. Its initial position is in a normalized market, more precisely, at a meeting between a manufacturer and a buyer. A normal market is an indicator of the quality of a product. Demand drives the production chain. But not the spontaneous demand of buyers abandoned to the mercy of fate. Demand is a state of mind determined by purchasing

power, but not limited to the amount of money, especially when lending is stimulated in every possible way by banks. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the system "manufacturer - seller - buyer". The seller is given the role of an active intermediary, but nothing more. It culturally provides a meeting point between producer and consumer. The system, on the other hand, must be functionally active, which implies not the presence of its constituent components, but their participation. The perfection of the system is not determined by aesthetics - a sign of design. It manifests itself in the maximum activation of the possibilities of that, the system of relations of which it acts. The perfection of the design of the system lies in the ultimate realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is perfect not by the size of the paying capacity. His complicity is determined by knowledge of the commodity-economic situation. The consumer is not the object of the application of the actions of the seller and the manufacturer. The consumer is a subject of the market and it is in his (and other subjects too) interests to be informed not by the advertising community, but by professional sources. Then the contract and "lochism" will cease to populate the market. The quality of a product starts in the mind of the consumer. Imposing the idea of quality is bad for all legitimate subjects of economic relations. It needs to be brought up again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - a "smart", "prudent" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on knowledge of consumer tastes. To the perfection of the system, it remains to take only one, but not an easy, step - the whole world to take up the formation of a consumer culture.

The accusation of the current generation in the consumer attitude to life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is really of a socio-cultural dimension. Another consequence of funding cultural progress. Why does one power replace another, while culture is still in power last in line for political relevance? It is time to understand that not only

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science has become a direct productive force. Culture is also a factor in the development of production, and the factor is multifaceted and very effective.

The Yeltsin-Gaidar reforms were bound to destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical preparation. Gaidar, on the other hand, had to be clearly aware that most of our achievements in these branches of production - we do not take into account the military-industrial complex and space technology - were "home" successes. Here we clearly lagged behind competitors, with whom the Democrats aimed at the common market. We didn't have what the Poles or the Chinese had. Polish interests were actively lobbied in Europe, the USA and Canada, and the scale of Polish transformations is not comparable to Russian ones. In China, after the Cultural Revolution, it was possible to minimize the cost of wages for the bulk of the working population. In addition, the Chinese leaders turned out to be clearly smarter, more honest and more patriotic. They were guided by the ideas of Deng Xiaoping about the parallel development of socialist gains and economic reconstruction, in fact they modernized the Leninist plan for the NEP. The experience of the growth of the industrial and financial might of the PRC in subsequent decades proved that it is not socialism that is economically weak, but those who manage socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically based reforms, cannot be long-term. They are effective precisely because of the time limit. Time judges reforms and reformers. Pseudo-reforms, as a rule, take on a permanent expression, overgrown with references to the world situation, climatic anomalies, and so on. What happened in our country. However, one trouble does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival method - to shift from a sick head to a healthy one.

In the 2000s, myths about fools, roads, drunkenness, poor education, stagnation in science, engineering and technical creativity, managerial weakness, lack of ideas actively multiplied. The meaning of myth-making was simple: how difficult it is to manage such a people. Peter I, having inherited backward Russia, did not suffer. He acted and divided history into pre-Petrine Russia and Peter's Russia, forcing the whole world to reckon with its interests. Domestic myths multiply and spread. They are also gaining positions in light industry, which is politically dangerous, because they threaten to step up measures to integrate the economies, cultures, and strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who are serious about cooperating with us now and in the future. Let's take a look at some of the myths one way or another connected with the present and future of the domestic

light industry. It is important to analyze this in the professional and educational process as well.

Let's start with what everyone is talking about, with the thesis that we are sitting on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our income from the sale of raw materials is almost 50 percent. The indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The essence of the problem is not that Russia has become dependent on its natural wealth, but how the income is used. China is developing production, especially transport, construction, and light industry. In our country, only recently, attention has been paid to those who shoe, clothe, and manufacture textiles for Russians. It turned out that the "unpromising" industry is responsive. The total market for clothing, footwear, accessories in 2020 amounted to 2.8 trillion. rubles, and in the past -2021, it crossed the milestone of 3 trillion. rubles. Just the first steps have been taken.

Another common myth about the inability to compete with similar production in China. There is no dispute - low wages give the Chinese a head start in the fight for cost. But, the Chinese will be forced to raise wages, their other organizational expenses have already been optimized, the pursuit of quantity is accompanied by a loss in the quality of Chinese goods, hope for European brand orders should decrease due to crisis volatility and a reduction in external investment. Europe and the US need China, but they need China working for them. The Chinese certainly think differently. Contradictions will grow as China gets stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rate of the Chinese economy has slowed down.

There is one more circumstance hindering the development of the production of consumer goods in China - remoteness from the consumer. "Across the sea, a heifer is a heifer, but transportation is expensive." Now transport services are growing at a faster pace, because energy prices are high and are not going to decline in the foreseeable future. When the Americans artificially devalued oil in order to undermine the economy of the USSR, they hardly thought that their policy would boost production in China so much. The Chinese skillfully took advantage of the struggle of the superpowers. And the 1980s, 1990s, 2000s passed. Together with them, the political and economic situation in the world has changed. For some time, cheap labor will be found in the countries of Southeast Asia neighboring China - Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but there is no Chinese political stability in them, guaranteeing the safety of investments. In addition, they are maritime countries, rail and road communication with them is hampered by the underdevelopment of railways, their regional scale. Sea routes are not safe. Pirates of the 21st century

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around Africa behave in a businesslike way. They understand the futility of trying to escort all the "merchants", the bandits have nothing to lose, life is not dear to them. Risk turns them on.

Let's add to the arguments the thesis that does not often come into view: the low qualification of the labor force in the region. The quality of goods of complex production can be maintained by limiting mechanization and automation. The circle is closing, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and a decent reward for their much-needed work. Costs pulled up and began to disappoint investors. First of all, they are upset by the logic of the futility of continuing to move along the knurled road. Turning is always difficult, but it is necessary. Changes in real conditions imply changes in business planning.

Returning from distant countries to their homeland and Russian businessmen focused on the production of consumer goods: textiles, footwear, clothing. There are not as many examples as we would like, but they are significant and contagious. Well-known designers Kira Platinina and Alena Akhmadulina reached out with production closer to their fellow countrymen. K. Platinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. The owner of 48 clothing factories and the Gloria Jeans brand, V. Melnikov, closed factories in China and settled in Russia and Ukraine. It works and, for the most part, I am satisfied with my decision.

Experts agree on the reality of Russian manufacturers to fit in between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirm that in the second half of 2019, Russians reduced spending on purchases in this market sector. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in the United Europe.

V. Yevtukhov, Deputy Head of the Ministry of Industry and Trade of the Russian Federation, stated that our companies compete on an equal footing in the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and non-woven materials. One cannot but agree with the official's opinion about the presence of excellent designers in the country, the achievements of high Russian fashion. Accession to the WTO has complicated the state's attitude to production. In essence, it is separated from the production process. The participation of the authorities and the budget is limited by indirect influence through the creation of favorable and stimulating conditions for the development of production, such as government orders, customs duties, tax incentives, and improvement of the raw material base. And yet, the problems of the relationship between the authorities responsible for the well-being of the people and the production in which the people are employed and

which feeds, shoes, clothes, equips are not confined to the limitations imposed by WTO membership. The essence of the new situation lies in the organization of the activities of the authorities themselves.

The conditions for joining the WTO exposed the socio-economic scale of the vices of Russian managers - the corruption component, the low values of professional culture. The very ideological attitude to separate the managerial profession from the specifics of the object of management is also flawed. The "pure" manager brings us back to the attitude of the medieval scholastic realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection on managerial experience. Like any theory, it is not a working tool for a manager. In it, the manager is looking for directions and possible methods of activity. Similarly, in a haute couture show, a businessman who understands fashion, economics and public sentiment is trying to capture significant ideas - a barometer of the market.

The theory works only as an adapted application to the specificity of the control object. Those who do not know such specificity will be saved exclusively by the command method of management, which subordinates the management theory of production reality. A "pure" manager is a hostage of finances. For him, production is a combination of cash flows, and not the organization of human reproduction within the framework of national development. He is detached from the case and a stranger, as a rule, in the team - the appointed commander from the "parallel" case. The history of the 21st century with top managers clearly shows how significant they are. All top companies are the first to show signs of crises and the last to emerge from the crisis, despite state support. It's just that these companies are "national-forming", the face of the state. The state is interested in the fact that the face does not wrinkle prematurely.

Yudashkin, who fulfilled the state order for the development and tailoring of uniforms for the aircraft, was rightly indignant at the fact that a company of "pure" managers led by Serdyukov, who had placed the manufacture of things in China and changed the technical conditions, had created with his models and instructions.

A "pure" manager everywhere is drawn not to production, but to finance. He needs a quick return. The market rules the quick returns. Real production cannot jump, it moves smoothly.

The normal development of production requires, along with smart solutions, strict control over the strict execution of instructions. Everyone knows at what point and how political initiatives are hindered. It is also clear that the management of the management mechanism - officials at all levels - is the prerogative of the government. Precisely in the way it manages managers, apparently, it is necessary to look for a criterion of the quality of government activity. And

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this mission is called very simply - political will. There will be no order without a proper – justified – measure of will.

The Ministry of Foreign Affairs like to hide behind the numbers, presenting them in a way that suits them. Figures, especially large volumes, impress the unenlightened. It is convenient and profitable to hide the alignment of affairs behind them - you can appear as a winner in the eyes of the public. The government has developed and adopted the "Strategy for the development of light industry in Russia for the period up to 2025". Through the "seven years" the total share of domestic light industry goods in the domestic market should be equal to total imports. It is planned to achieve a strategic turning point in the interests of the domestic manufacturer.

The market has its own war, different from the usual, similar to the "cold". Here it is impossible to bring the matter to the complete destruction of the enemy. Pike in the lake does not allow the rest of the inhabitants to stagnate, makes them move in real time - space. In the early 1990s, tens of millions of Russians looked longingly at the richness of the assortment of foreign production. Twenty years later, frustrated Russians are looking for something of their own making, realizing that genuine quality cannot be infinitely colorful. The pursuit of rich assortment has little in common with the normal interests of the mass consumer. There is never too much good, because there cannot be. Beyond the measure of the present, objectively given quality gives way to advertising. "Similar" is a mathematical concept that formalizes the quality of objects. "Similar" in reality as a rule, replaces the genuine quality. Why? Because it reduces the quality of the product.

Quality is identical to originality, to itself. Wine from the same manufacturer, made according to a centuries-old recipe, differs in price depending on the year the grapes were harvested. The assortment is justified when it implements a variety of original quality and quality conditions.

When pushing imports out of the market, one must be prepared to expand the dispersion of the qualities of one's own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, it is proposed to increase the share of innovative products in the total volume to 46 percent.

Progress makes you move forward, but it hardly makes sense to rush. There are laws in the mass consciousness. It is conservative. Managers do not make a smart economy, it will become smart when it meets the sustainable interests of public demand. It is necessary not to chase innovations, but to study common sense in the minds of the people.

The Chinese do not like political change. The Russians are afraid of changes in the assortment. Comparing the advertised benefits of the latest products with real materials and the properties of

rather forgotten things, they understand the trajectory of quality: it will be worse and more expensive. The 1990s taught us something, at least the euphoria of the assortment has passed. The consumer is inherent in the desire for something new, but an experienced consumer is selective in his attitude to renewal, matching the variety of display cases with the taste developed by the experience of consumption, he is a "shooting sparrow", you cannot fool him on chaff.

A 3-fold increase in exports over the planned time and bringing it up to 3-5 billion dollars is a very optimistic commitment. Therefore, such an unusual spread of values for statistics. As for the task of reducing shadow production and illegal import by 10 percent, everything here looks real, reflects the demands of lobbyists. The logic is interesting: for us, the foreign market is a solvable problem, the same thing that we have inside is beyond our power to change significantly.

Officials reluctantly fight illegal immigrants. A lot of money is spinning in the shadow business, you can't earn that much on exports. By the way, our "horse" in light industry, for the mid-2010s, is not the development of foreign space, but the construction of our own market, otherwise the transition period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be a model of the European beginning of the 19th century.

Among specialists in the world economy, there is an opinion about the beginning of a mass exodus of capital from China. More restraint should be exercised in the evaluation of statistics. World financial flows like "capricious" rivers overflow unpredictably, investments overflow in different directions and in waves. Even a significant observation time is not a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and curtailment of production will not scare them. China in the recent past has hardened, developing according to Mao's formula - "rely on one's own strength." We can position ourselves in the Chinese market by creating joint ventures. The Chinese will support such an initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices. In young countries Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with the movement to the West. Until the Soviet period, Russia remained a supplier of agricultural and natural raw materials to European partners. European light industry worked on our raw materials, of course, not only on it, but the domestic product was known in the West for its quality and was in steady demand. In the memory of Europeans, the history of economic relations with Russia has been preserved at the genetic level. You need to activate the memory. V.V. Putin is right in ordering to comprehensively improve the image of the country among foreigners.

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Often, China's success in science, technology, and attracting investors is associated with a gigantic diaspora in all parts of the world. There are naturally fewer former Russians. Nevertheless, there are many of them and they are also scattered by fate throughout the World. Most of the emigrants value their historical homeland and certainly do not mind helping to the best of their ability, creating trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be surprised. Curiosity draws to the new, unusual, you want something good, necessary, beautiful and inexpensive. The simple availability of goods has remained a criterion for purchasing in already very poor corners of the Earth, from the population below the poverty line. All the rest are taught by the "variety" of cheap, no one knows where and how manufactured goods.

Advertising garish appearance and annoying advertising, assuring how beautiful they are, take the buyer into the recent past, which turned into a complete disappointment and loss of money paid. Back in the 1980s, the Chinese authorities punished up to execution for counterfeit goods, rightly believing that speculation on national authority undermines the status of a power. It is not our business to look for the true motives for the liberalization of the state attitude towards the production of consumer goods, but it is absolutely clear that by the beginning of the third millennium, China's reputation as a country that once produced high-quality consumer goods had reached critical values.

History is the best of teachers. By learning from historical experience and adjusting activities in real time, much can be achieved. In no case should you lose control over the quality of goods, nothing can justify such a policy. Mass and variety can be combined with quality. We need a novelty of impression - from the type, material, capabilities of the product.

One should not be deceived by the favorable prerequisites for the prospect of developing new markets and strengthening positions in existing ones. Preconditions are just real possibilities. Opportunities "wait" for the activity that transforms them into actual reality. Unfortunately, activity does not only transform one level of reality into another. She intersects with different interests. It is the multidirectionality of interests that is the regulating factor of movement towards the economic goal.

Competition for the external market is not limited to external confrontation between subjects and economic interests. There are "fifth columns" in economic policy, representing and vigorously defending the goals of opponents. They process the finances spent on their actions. This is the world practice, therefore it is so important to combine good intentions with will and practical energy. The strongest survives. The strongest in the struggle for the

market is the one who skillfully uses the current situation and does not save on the promotion of goods, remembering how much the miser pays.

Much, as foreign practice shows, is determined by political will. The state acts within the framework of international relations, but it always has legal levers for managing economic processes. The state defense order made it possible to increase the share of products of domestic light industry enterprises to 70 percent, leaving in the dark those who logically ask: why not 100? The question is not rhetorical.

Mass order promotes technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was not enough production capacity, it was possible not to hurry with the transition. Prepare production first. It's not military time. And so a third of the production was placed with competitors, complicating the conditions for the development of the industry. A jump from the old 30 percent to the new 70 percent is undoubtedly a step in the right direction, but there is no consistency in the movement, because it is not logical to "feed" a competitor and hope for an accelerated conquest of the foreign market.

The market is a complex and heterogeneous system. The system-forming factor of the market is the opposite of the interests of the seller and the buyer. One seeks to sell goods and make a profit, the other - to buy and save. The resolution of the conflict of interests is based on the conformity of the price to the quality.

On the way of the buyer, as in a fairy tale, obstacles are placed. It is necessary to throw off the spell of advertising PR, to understand the signs of quality, since the market allows for almost unlimited technology of deception, for example, imitation of quality, to be aware of real prices (taking into account the fact that goods on the market are cheaper than in boutiques and supermarkets, costs are lower, illegal delivery, etc.). The buyer is saved by the art of choosing and thinking within the boundaries of "common sense". Common sense is a reliable "pilot" in moving through market rapids and shallows, but it also has a temptation when something unusual is offered that evokes meaningful associations.

Flax is a traditional Russian export product. Products made from linen or with the addition of linen are popular. They are hygienic, eco-friendly, pleasant in sensual perception, linen fabric is technological, aesthetic, they require a delicate attitude, all-weather.

The production of flax and linen fabric fell sharply due to the depression of agriculture during the years of "fateful" reforms. We need to encourage the peasants. Flax is laborious to grow and manufacture. You can't do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be established quickly. Russian craftsmen guessed to use flax in combination with nettle. Nettle does not need

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advertising. According to its properties, it is quite a competitor to flax. In addition, it has the authority of a strong and persistent antibacterial agent, a circulatory stimulator, and a neurostimulator. Mixed fabric products at Siberian fairs went with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that the Western consumer will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several regions. Probably, it will also take into account the agricultural characteristics of the places where the promised clusters will grow. Material-intensive production, organized on a large scale, should be as close as possible to the raw material base. Especially in the conditions of growth of the rates for transportation at a faster pace. The separation of the producer of the final product and the production of the necessary raw materials places a double burden on the producer and on the seller. As a result, the retail consumer suffers, which, with the instability of the economy, will return to production like a boomerang. Why is it easier for the West to get out of crisis and depression than ours? Look for the answer in the market. During the three centuries of existence of capitalism, a normally organized market automatically reacts to a decrease in purchasing power. In difficult times for the economy, businessmen try to get the buyer's money by reducing the price burden on his "purse". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates the mass access of buyers to products by various promotions. Manufacturers figure out how to make old cheap new. The view of quality at such a time is simplified and loses its relevance until the next economic recovery.

We don't have anything like it on the market. The question involuntarily arises: do we also need to tune in to a three-hundred-year wait, or is there another way? For those who join the movement in the course of the latter, history gives a chance to noticeably accelerate. We must mobilize for the target installation. Again, political will is required. The self-propulsion of the economy becomes the main mechanism at the stage of a developed economy and a properly tuned national consciousness.

The public consciousness needs a clear, sympathetic goal and confidence that this goal is common and the fruits will be fairly divided. We have already built one social structure, the demo-reforms have ruined us. Question: who is to blame? stopped asking. The question remains: what to do? This question is eternal and a normal person is always looking for an answer to it, turning to social institutions and politicians that control social development.

Without an energetic agricultural policy, the Russian light industry will not be able to solve the set strategic tasks. In turn, it is unthinkable to raise

agricultural production without scientific support in the 21st century. The process complicates the reform of Russian science. It is also a necessary phenomenon. Therefore, it remains to hope that the costs will not be exorbitant and the time will not be endless. And it is also important not to lose positive experience in the inevitable bustle and financial shortage.

The collapse of the USSR deprived Russia of its cotton base and made it dependent on capricious suppliers with national ambitions. But it turned out that the country did not lose the ability to "produce its own newtons." Scientists-breeders opposed their cutting-edge developments to politicians. An early maturing cotton variety was created, which differs from world standards in greater resistance to drought - "AC-1". In 2012, we harvested the first cotton crop in the Astrakhan region, processed and produced high-quality cotton linen. It is a mistake to simplify the cultural assessment of a product to the level of the aesthetic value of products. The cultural status of the product synthesizes both the culture of performance and the culture of consciousness of the manufacturer, who decides which materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Rising, we can easily rise to the very top - the culture of social consciousness. In some countries they do not steal, they consider deceit to be meanness, while in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The replacement of the philosophical understanding of the quality of a product with an economic one is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. In the same context, the desire to separate the economy from socio-cultural development should be considered. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining momentum, and most importantly, it is supported by the authorities.

Attempts to oppose this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been distinguished by special solidarity. Philosophical systematic analysis of the quality and defects of its interpretation remains the lot of professional reflection.

It would seem that we are faced with a purely theoretical problem: what is the real quality of a product and what does the system of qualitative properties look like in the characteristics of a product? In fact, when applied in practice, it grows into an

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ideological problem: how it is permissible to see the quality of a product in the current concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production, makes production, and not the consumer, a system-forming factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of mankind, the consumer was happy with everything that could be produced. Production was the defining party in relations with the consumer. Today, the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The customer is always right!" involves determining the quality of the product by its consumer.

The economic dominant in characterizing the quality of goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois foundation of the existing economy, therefore, it will be defended both politically and ideologically. Moreover, in a certain sense it is interesting, in particular, to solve the problem of mobilizing the production potential to obtain a demanded product in significant volumes, although the very quality of such a product will be conditional - "economic". The concept of "economy class" has received official recognition in the development of the concept of "produced for sale in Russia."

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of a quality product that is in demand by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theoreticians-economists, who isolated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice in the production process. Recognition of the consumer as an ally is tantamount to including him in the development of production policy, although formally, because he remains in the same position as a counterparty. In order to change the understanding of quality, it is necessary to start improving production from the interests of the consumer.

Ultimately, at first, a compromise solution is also acceptable, justified by the possibilities of production and the need to move through the expansion of these possibilities. Now the buyer fundamentally remains a slave to the producer - the master and the political protectorate of the interests of big capital. The interests of the mass consumer are promoted by the tread of Japanese women, while the dominance of manufacturing by the interests of companies is

marched by the parade of winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and is not yet foreseen.

The consumer with his interest as a product is theoretically not excluded from the development of strategy, tactics and advertising. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer - who is also a production worker - feels more comfortable, feels his complicity in the development of production.

Conclusion

On the market, the goods were of high quality, one should only be afraid of counterfeiting, which did not have the current scale and was resolutely suppressed by both the state and self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the producer's interest as a commodity was not noted among socially significant ones. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the product range.

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the actuality of the quantity of the product produced. Production was only gaining strength as a source of human viability. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the produced product, and there was a specialization of production depending on the uniqueness of the natural environment.

Production management assumes that the relevant management services manage the process of processing raw materials and semi-finished products entering the enterprise into a product that the enterprise offers to the external environment. To do this, management performs the following operations: managing the development and design of the product; the choice of the technological process, the placement of personnel and equipment in the process in order to optimize the cost of manufacturing and the choice of methods for manufacturing the product; management of the purchase of raw materials, materials and semi-finished products; inventory management in warehouses, including storage management of purchased goods, semi-finished products of own production for internal use and final products; quality control.

Marketing management is called upon, through marketing activities for the implementation of the product created by the enterprise, to link the satisfaction of the needs of the enterprise's customers and the achievement of the enterprise's goals into a single consistent process. For this, such processes and

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actions are managed as: market research; advertising; pricing; creation of sales systems; distribution of created products; sales.

The developing market demanded a variety of goods. Goods were needed within the framework of the difference in the purchasing power of consumers. Factory - factory production, based on the technical base, opened up the prospect of varying the quality of the goods. Severe restrictions on production, which distinguished shop activity, receded. There are different types of goods on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness.

Financial management is that management manages the process of movement of funds in the enterprise. For this, the following is carried out:

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

Personnel management is associated with the use of the capabilities of employees to achieve the goals of the enterprise. HR includes the following elements:

- selection and placement of personnel;
- training and development of personnel;
- compensation for the 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 operation 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 the issues it needs to pay close attention to and choose the best way to carry out its activities so as not to provoke bankruptcy.

The output of the management review should include decisions and actions regarding opportunities for improvement, necessary changes to the quality management system, and additional resources required. The status of actions identified during the management review should be included as input to the next management review. To ensure timely action is taken, the organization should monitor and review these actions on an ongoing basis.

The organization shall record and retain documented information as evidence of the results of management reviews. Examples of documented information may include presentations, meeting minutes, or reports.

The goal of improvement for an organization is to plan and actually perform actions to achieve

intended results and improve customer satisfaction. Identifying opportunities for improvement helps meet customer requirements and expectations by improving products and services, correcting or preventing unwanted effects, and improving the performance and effectiveness of the quality management system.

There are various methods for making improvements, such as:

- a. breakthrough projects that lead to innovation, revision and improvement of existing processes or the introduction of new processes;
- b. continuous improvement activities in small steps, carried out within the framework of existing processes;
- c. elimination of the cause of the existing discrepancy.

While corrective action defines the methods necessary to determine the causes of identified problems (and avoid recurrence) in an appropriate manner, continual improvement is the process of taking actions on a regular basis to implement agreed solutions that should bring positive results. Improvement actions can be taken for products and services in the same way as for an adverse impact quality management system in another area of the organization.

After analyzing corrective actions, the organization should consider whether there is a risk or opportunity that was not previously identified during planning. If necessary, the planning should be amended.

The organization is required to continually improve the suitability, adequacy and effectiveness of the quality management system.

Continual improvement may include actions to improve the consistency of the outputs of processes, products and services in order to increase the level of conformity of outputs and reduce process deviations. This is done in order to improve the organization's performance and increase the benefit to its customers and stakeholders.

The organization shall consider the results of reviews and evaluations and management reviews to determine whether action for continual improvement is needed. The organization shall consider the actions necessary to improve the suitability, adequacy and effectiveness of the quality management system.

There are several methodologies and tools that an organization can consider to carry out continual improvement activities; these include but are not limited to: Six Sigma, Lean Manufacturing or Kaizen.

As a result of continual improvement activities, the organization should see improvements in its products, services and processes, as well as improvements in the performance and effectiveness of its quality management system.

Logic shows that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical

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and technological equipment, personnel training should be carried out in the context of it. Of course, all the presented actions are interconnected. The base will have to be built and improved by specialists, without modern equipment and technologies it will not be possible to provide production with raw materials. Clusters will remain good dreams without a balanced

system of building that direction in the economy, which someone mockingly called "light" industry. Difficult years await the light industry, but in Russia "hard" and "successful" have always been in the same team. And we harnessed for a long time, as N.V. Gogol, which, in other matters, did not prevent Europe from being saved from fascism in half a century.

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Article



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ON THE DIVERSIFICATION OF THE PRODUCTION OF PREFERRED AND PRIORITY PRODUCTS FOR CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: in the article, the authors explore the possibilities of organizational culture for managing the team of an enterprise for the production of preferred and priority products. The authors singled out 6 stages of enterprise team management, which, within the framework of the organizational culture, form the efforts of the entire team to achieve the goals and objectives within the QMS for the production of demanded and competitive products. At the same time, the authors consciously formulated those tasks that must be mandatory within the framework of the organizational culture for the effective solution of issues caused by technology and their implementation for the most effective use in achieving the set goals.

Key words: technology, personnel, organizational culture, management, enterprise staff, decision-making procedures and norms, communication processes, innovations, information, social development, demand, competitiveness.

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Introduction

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Creation of a quality management system (QMS) that meets the requirements of the 9001-2015 standard. – a great opportunity for the company to improve the level of management and bring it into line with world practice. The certificate in this case becomes only an additional confirmation of the company's ability to deliver high quality products and services to customers.

The formulation of modern quality management assumes that a systemic restructuring of activities should be carried out at the enterprise, affecting almost all the tasks potentially facing the enterprise in such areas as Strategy, Structures, Processes, Personnel, Automation, etc. Moreover, these standards themselves during their development have long gone from production control of product compliance with internal requirements and norms.

At present, it is not easy to determine the area of human activity in which information technologies would not be applied in any way. Automation of various processes, computerization of workplaces and the introduction of new ways of working with data have a high degree of increase in the level of quality of work, as well as improve the results of interaction between people in society. With the advent of new information technologies in the industry, it became possible to solve the most labor-intensive industrial tasks, to recommend a new approach and technical methods at the proper level in order to implement them. The result of such changes brings new scientific and technical solutions in the manufacture of the most difficult and science-intensive products, while the buyer is always more interested in its quality and reliability.

If we take as a basis the circumstances that determine the result of the implementation of quality management systems, then the factor of information support is of no small importance. The interdependence of improvement in almost all the main characteristics of production is represented with the support of well-implemented and planned information technologies. The properties of production characteristics, the possibility of increasing the competitiveness of manufactured products depend on this.

The conceptual basis of ISO 9001-2015 is that an enterprise creates, ensures and improves product quality by organizing and managing its processes, which should be subject to analysis and continuous improvement. All processes of the enterprise form a system that must be clearly understood when making any management decisions. The main principles of modern standards are "process" and "system" approaches to management.

It should be noted that the importance of personnel as a resource grows with an increase in the

level of production automation: workers must be more qualified. Analyzing the software tools available on the market focused on automating the enterprise management system, one can note the desire of literally all leading developers to offer solutions for personnel management. This laudable trend, unfortunately, does not find a proper response among the directors and heads of information services of enterprises.

The use of modern information technologies to build a QMS allows an enterprise to quickly move to process management. Such a system includes four main software modules (systems):

- 1) modeling and management organization;
- 2) planning activities in time and monitoring the execution of work;
- 3) organizational communications;
- 4) personnel data management.

Another important principle of the quality management system that needs serious information support is fact-based decision making. The activity of the enterprise is associated with the accumulation of huge amounts of data. They are collected sometimes purposefully, sometimes by themselves, but there is always an acute problem of turning this data into information that makes it possible to realize the facts that are important for making various decisions.

The creation of the necessary information technology environment for supporting the quality system can be based on the existing software in the enterprise. First of all, it is necessary to focus on material management systems (logistics and production), which can be additionally configured to reflect the processes of the product life cycle and other processes that affect quality - the results of data collection, registration and processing operations (i.e. records and quality reports).

Setting up a QMS using ternary-matrix analysis technologies begins with a description of the existing activities of the enterprise ("as is") in the format of a standard organizational and functional model. The presence of such an accurate model description will allow:

- systematically present the activities of the enterprise (fix all types of products and services, determine the requirements from consumers, identify existing functional and organizational structures, make a management inventory of the enterprise's resources, identify existing regulatory documents, as well as information in the enterprise databases that can be used in the QMS);
- match the activities of the enterprise with the requirements, contained in the ISO 9001-2015 standard - this actually formalizes the results of diagnostics (input audit) and will determine those aspects of the activity that should be focused on when setting up the system.

Using the technologies of the enterprise personnel management system allows you to move on

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to the implementation of the “Model Management” approach instead of “Document Management”. The main idea is to create a system of documents using the enterprise business model. When documenting activities (and this is also one of the main requirements of ISO 9000 quality management standards), a modern solution is to support not a system of interconnected documents, but a system of interconnected enterprise information models that will generate the required documents. In addition, thanks to the technology of creating documents from a single system of models, they will not contradict each other.

Another class of management systems includes electronic document management systems EDM (Electronic Data Management). They are usually entrusted with the functions of identifying the status, storing documents, managing them on the way from one user - official to another with the ability to control their movement and fix all changes and accompanying resolutions. The importance of these tasks for the QMS follows directly from the requirements of the standard.

These functions are implemented on the basis of Intranet technology, the essence of which is the creation of an internal (Intranet) system of electronic document management of the enterprise. Its main purpose:

- support for the development and monitoring of organizational and administrative documents (ORD) of enterprise management (including documents of the quality management system);
- storage of electronic versions of the ORD, identification of their status and work with them, taking into account the access rights of users.

This method of storing QMS documents not only ensures their updating and makes them available to employees, but also allows you to fulfill the ISO 9001-2015 requirement regarding internal information exchange. According to it, “top management should ensure that the organization has developed appropriate processes for the exchange of information between different levels, departments and employees on the quality management system processes and their effectiveness.” The proof of the organization's compliance with these requirements can be a description of the information interaction process obtained from the enterprise model, based either on a simple (paper) workflow and subordination rules for information exchange, or on a modern information technology platform using computer technology.

Describing processes and creating an effective quality management system are costly. But this is not a loss of the enterprise. These are investments related to improving the functioning of the enterprise, which will pay off many times over in the future.

Main part

The culture of the enterprise includes three levels: symbols; values and beliefs; basic

assumptions. The question arises about the possibility of manipulating culture through the implementation of changes at each of these levels.

There is a position that regardless of the stage of development at which the enterprise is located, its top management can manage culture in two ways. The first is, as it were, a vision from above, which should arouse enthusiasm among the majority of the members of the enterprise. The leader-leader inspires and implements the basic values of the enterprise. This presupposes that the leader has an obvious and sincere personal commitment to the values he believes in.

Application of the second method starts from the other end of the enterprise, from its lower levels. In this case, much attention is paid to the details of real life in the enterprise. Managers must keep track of what is happening throughout the enterprise, while trying to manage the culture of the enterprise step by step.

It is known that a number of managers confidently adhere to certain values and beliefs, but do not pass them on to other members of the enterprise. In such a situation, they lose the opportunity to influence the culture of the enterprise. Managers - "recluses" can comprehend all the "technical" secrets of management, but they cannot influence the culture of the enterprise, remaining "invisible". It follows that the first way can be implemented through public statements, speeches and personal example, indicating a consistent interest in the values being introduced. Leaders are encouraged to appear in print, radio, and television as often as possible, preaching the values they set. The latter should not be an enterprise secret. The second way requires an understanding of the importance of culture in the daily life of the enterprise. At the same time, effective means can be the manipulation of symbols and things of the material world of the enterprise, the creation and development of patterns of behavior, the introduction step by step of the conditions for interaction. Culture management implies the ability to influence the subsurface level through the constant manipulation of attributes of the surface level, up to the change of basic assumptions. If the daily actions of managers in the enterprise are in line with their declared values, then this, of course, contributes to the development of culture and its strengthening. Culture management implies the ability to influence the subsurface level through the constant manipulation of attributes of the surface level, up to the change of basic assumptions. If the daily actions of managers in the enterprise are in line with their declared values, then this, of course, contributes to the development of

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culture and its strengthening.

Obviously, managing organizational culture is not easy. Value orientations should not only be declared, but also become an integral part of the inner life of top management and be transferred to the lower levels of the enterprise in all its details.

When managing a culture, it should be borne in mind that it can serve its own purpose. Kind of "glue" that holds the parts of the enterprise together. However, it must be remembered that if the parts are bad, then even the best "glue" in the world will not make the whole strong enough. The unification of values and the daily work of managers to "implement" them in life can lead the enterprise to success.

Control culture is a rather lengthy process, it bears little resemblance to a quick repair of faults. The basic assumptions that lie deep in the minds, beliefs and behavior of the members of the enterprise cannot be changed in a short time. This process provides for the constant socialization of new members of the enterprise, the endless clarification of what they believe in and what they value in the enterprise, tireless attention to both the general abstract view of things and the specific details of the life of the enterprise, and, finally, the correct planning of all this work. The following recommendations can help managers improve the effectiveness of culture management in the enterprise.

It is necessary to pay special attention to the intangible, externally perceived aspects of the organizational environment. Deeply ingrained assumptions and value orientations in people may require long and difficult changes in the system and structure of management. Culture is the path that helps to understand the organizational "Through the Looking Glass".

Be skeptical of proposals calling for rapid transplantation or crop transformation.

Try to understand the significance of important organizational symbols (company name, logo, slogans).

Listen to the stories told in the organization, analyze who their heroes are and what these stories reflect in the culture of the organization.

Introduce organizational rites periodically to transmit basic ideals and enhance culture.

To put into practice abstract ideals directly and directly in one's daily activities. The manager is required to understand what ideals he should adhere to and what actions should take these ideals down the levels of the enterprise.

Thus, organizational culture is a set of the most important assumptions, values and symbols shared by the enterprise team. There are different levels of organizational culture: superficial, subsurface, deep.

Depending on the predominance of elements of one level or another, subjective and objective cultures are distinguished at the enterprise. The first is the basis

for the formation of a managerial culture or leadership style.

Organizational culture is not a monolith, but consists of the dominant culture, group subcultures, and countercultures that reinforce or weaken the culture of the enterprise as a whole. The strength of culture depends on the scale and sharing of its main attributes by the enterprise team, as well as on the clarity of its priorities.

The development of organizational culture involves its formation, maintenance and change. The formation of culture takes place in the conditions of solving two important problems by the enterprise: external - adaptation and internal - integration. The formation of culture at the enterprise is influenced by the culture of the society / people within which the enterprise operates.

Organizational culture is supported by what attention is paid to, how the activities of the enterprise team are evaluated and controlled, ways of responding to critical situations - role modeling and staff training, motivation criteria, as well as criteria in personnel work. Compliance with rituals, rituals and traditions also contributes to the maintenance of organizational culture.

Changing organizational culture is, to a certain extent, the opposite action in relation to its maintenance. Changes in behavior can lead to changes in company culture, and vice versa. There are three possible combinations of changes in behavior and culture in the enterprise:

- 1) culture change without behavior change;
- 2) changing behavior without changing culture;
- 3) change in behavior and culture.

The study of the influence of culture on organizational performance is connected with a choice of approach and variables. Each of the existing models of cultural influence uses its own criterion for the formation of a set of organizational variables; So, for V. Sathe, these are organizational processes, for Peter and Waterman, value orientations, for T. Parsons, the functions of the social system, and for Quinn and Rohrback, the system of competing values.

Success in business implies a high degree of compatibility between strategy and culture in the enterprise. The following situations may occur: ignored a culture that strongly impedes the effective implementation of the chosen strategy; the management system adjusts to the existing culture in the organization; an attempt is made to change the culture at the enterprise in accordance with the chosen strategy; the strategy adjusts to the existing culture.

The influence of the national in the organizational culture is great. When studying the national in organizational culture, two questions are solved: what you need to know about national culture in order to foresee its impact on the culture of the enterprise; Is it possible to "splice" the best of different national cultures within one enterprise in

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order to increase its efficiency?

When answering the first question, various models are used: J. Miller - a systematic approach; G. Hofstede - variables of national culture; Lane and Distefano are variables of national culture and variations in their change, correlated with certain variations in organizational variables. For these purposes, groups of elements that form the state of a given society can also be studied: territory, nature and climate; language, faith, morality and law; family, upbringing and education; forms of socialization of people's lives; way of doing business, economics and business; politics, history and government. Ouchi's "Z" theory attempts to answer the second question about the synergy of different cultures. The model uses a comparative analysis of seven organizational variables in refraction to national characteristics and, based on its results, a "Z" type culture is formed.

business. Abstracting from individual private aspects, we can say that the main components of any enterprise are the people included in this enterprise, the tasks for which the enterprise exists, and the management that forms, mobilizes and sets in motion the potential of the enterprise to solve the tasks facing it.

Based on this understanding of the main components of the enterprise, it can be defined as a systematic, 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 private and state enterprises, state institutions, public associations, cultural and educational institutions, etc. If the enterprise is not institutionalized, then in this case we

are talking about the enterprise as a process. For example, it can be a rally enterprise. With this consideration, the enterprise rather acts as a separate management function.

Any enterprise can be represented as an open system embedded in the outside world. At the input, the enterprise receives resources from the external environment; at the output, it gives them the products created at the enterprise.

Therefore, the life of the enterprise consists of three fundamental processes:

- obtaining raw materials or resources from the external environment;
- production of products;
- transfer of products to the external environment.

All three of these processes are vital to the enterprise. The key role in maintaining a balance between these processes, as well as in mobilizing enterprise resources for their implementation, belongs to external management.

When we say that an enterprise is functioning, we mean that within its framework people carry out certain actions aimed at both interaction with the external environment and 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 system, for example, in the TOR structure.

The complication of interaction with the external environment today allows us to talk about more common functions of a modern enterprise, their characteristics are given in Table 1.

Table 1. Examples of the common function of a modern enterprise

<i>Kinds of Common Functions enterprises</i>	<i>Main used resource</i>
Planning	Time
Marketing	Consumer
Entrepreneurship	Business
Finance	Money
Organization	People
Production	Technology
Innovation	Ideas
Information	Data
social development	culture

Each of these general functions is at the same time a certain type of work in managing the enterprise as a whole. These are relatively independent areas of work that emerged in the process of the division of labor in management, which is of an objective nature.

The division of labor in management, the specialization and combination of various

management jobs are constant processes.

There are six stages of this process, corresponding to the volume and complexity of enterprise management as a whole.

First stage. The volume of management is small, the complexity of managerial actions is low, the same employee who performs production functions

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manages (foreman, head of a family business).

Second stage. The volume of managerial work requires the allocation of a special worker, freed from production functions (site manager, foreman, head of a small enterprise).

Third stage. The volume of management work increases so much that it becomes necessary to coordinate the activities of these special workers, a linear hierarchy arises (a shop manager appears above a group of foremen).

Fourth stage. Further growth in the volume and complexity of managerial work requires the specialization of managerial workers in the performance of certain functions; specialists appear in management: planners, accountants, controllers.

Fifth stage. The volume of work on general functions and the number of workers engaged in special work is increasing and requires coordination of efforts. There is a need for a supervisor for specialists (chief accountant).

Sixth stage. The development of managerial activity leads to the need to combine functional and linear hierarchies under common management. Management becomes a specialized activity (director of the enterprise).

All these stages exist simultaneously and have a well-defined organizational design in the form of various positions and structural units.

Since management is a multifaceted phenomenon that covers the processes taking place at the enterprise, connected both with its internal life and with its interaction with the environment, its consideration, depending on which processes are put at the forefront, can be conducted from different points. vision. The most significant approaches to the consideration of enterprise management are the following:

- consideration of management in terms of processes occurring within the enterprise;
- consideration of management from the standpoint of the processes of inclusion of the enterprise in the external environment;
- consideration of enterprise management from the point of view of the process of implementing this activity itself.

Management positions within the enterprise are mainly determined by the purpose and role that the enterprise is called upon to implement. In intraorganizational life, management plays the role of a coordinating beginning, shaping and setting in motion the resources of the enterprise to achieve its goals. Management forms and changes, when necessary, the internal environment of the enterprise, which is an organic combination of such components as structure, internal processes, technology, personnel, organizational culture, and manages the functional processes occurring at the enterprise.

The structure of the enterprise reflects the allocation of individual divisions that has developed

at the enterprise, the links between these divisions and the unification of divisions into a single whole. The starting point in the construction of the structure is the design of the work. At the enterprise, a system of autonomous work can be adopted, taken as a basis - conveyor, modular or team forms of work. Job design depends on many factors, such as what skills are required to perform the job, how much of the product an individual worker produces, how much the work content affects the worker, whether feedback from the end result is required, whether the work should involve development and employee training, etc. Much depends on the design of work in the internal life of the enterprise.

The next step in the formation of the structure of the enterprise is the allocation of structural units, hierarchically linked and in constant production interaction. Management must determine the organizational dimensions of structural units, their rights and obligations, the system of interaction and information communication with other units. He must set tasks for the units and give them the necessary resources. The success of the enterprise depends very much on the skillful solution of all these issues and the timely adjustment and change of the structure.

Intra-organizational processes, formed and directed by management, include three main sub-processes: coordination, decision-making, communications. For coordination, management can form two types of procedures at the enterprise:

- direct management of actions in the form of orders, orders and proposals;
- coordination of actions through the creation of a system of norms and rules relating to the activities of the enterprise.

Decision-making procedures and norms are formed differently by management at different enterprises. The experience of Japanese firms is widely known, when decision-making is carried out from the bottom up. There are many businesses where decisions are made only at the top level. There are enterprises in which the system of delegating the right to make decisions to the lower levels of the hierarchy is widely practiced.

The norms and forms of communication existing at the enterprise have a great influence on the climate inside the enterprise. There are enterprises in which only the written form of communication is practiced. There are enterprises where all contacts are mainly carried out in the form of a conversation. Many businesses use a combination of these forms. An important characteristic of communications is the presence of restrictions on communications. All these and many other aspects of communication processes are strongly influenced by management and are of particular concern to the management of the enterprise if it seeks to create the best atmosphere within the enterprise.

Technology, which includes technical means

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and methods for combining and using them to obtain the final product created by the enterprise, is the subject of the closest attention from management. Management must address issues of technology and implementation of their most effective use. Recently, due to the advent of more and more advanced technologies, the corresponding management tasks have become extremely complex and significant. This is due to the fact that their solution can lead to important and far-reaching positive consequences for the organization. They can also cause negative processes in the internal life of the enterprise, destroy its organizational structure, and lead to demotivation of employees. So, in modern conditions, management cannot look at technology only from the point of view of increasing productivity and efficiency. It is very important to take into account how new technologies can affect the climate inside the enterprise, how they can affect its “organism”.

Human resources are the backbone of any enterprise. There is no business without people. Imagine a company that has lost all of its employees. Buildings, equipment, documents, etc. would remain. But the enterprise itself would not exist. The enterprise lives and functions only because there are people on it. People at the enterprise create its products, they form the culture of the organization, its internal climate, what the enterprise is depends on them.

Due to this special position, people in the enterprise are the “number one subject” for management. Management forms personnel, establishes a system of relations between them, includes them in the creative process of joint work, promotes their development, training and promotion at work.

People working at the enterprise are very different from each other in many ways: gender, age, education, nationality, marital status, etc. All these differences can have a serious impact both on the characteristics of work and the behavior of an individual employee, and on the actions and behavior of other members of the enterprise team. In this regard, management should build its work with personnel in such a way as to contribute to the development of positive results of the behavior and activities of each individual and try to eliminate the negative consequences of his actions. Unlike a machine, a person has desires, and it is characteristic for him to have an attitude towards his actions and the actions of others. And this can seriously affect the result of his work. In this regard, management has to solve a number of extremely complex tasks,

Organizational culture, being an all-pervading component of an enterprise, has a strong influence both on its internal life and on its position in the external environment. Organizational culture is made up of stable norms, ideas, principles and beliefs about how a given enterprise should and can respond to

external influences, how one should behave in an enterprise, what is the meaning of the enterprise's functioning, etc. Often the main provisions of organizational culture are manifested in slogans that generalize the meaning of the enterprise's activities. The carriers of organizational culture are people, but it is developed and shaped to a large extent by management and, in particular, top management. Organizational culture can play a huge role in mobilizing all the resources of an enterprise to achieve its goals. But it can also be a powerful brake on achieving goals, especially if this requires change. Therefore, management pays great attention to solving the issues of formation, maintenance and development of organizational culture.

The internal life of an enterprise consists of a large number of different activities, sub-processes and processes. Depending on the type of enterprise, its size and type of activity, individual processes and actions may occupy a leading place in it, while some processes that are widely implemented in other enterprises may either be absent or carried out on a very small scale. 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 process groups 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 enterprise into products that the enterprise offers to the external environment. To do this, management performs the following operations:

- controlproduct development and design;
- the choice of the technological process, the placement of personnel and equipment in the process in order to optimize the cost of manufacturing and the choice of methods for manufacturing products;
 - management of the purchase of raw materials, materials and semi-finished products;
 - inventory management in warehouses, including storage management of purchased goods, semi-finished products of own production for internal use and final products;
 - quality control.

Marketing management is called upon, through marketing activities for the sale of products created by the enterprise, to link into a single consistent process the satisfaction of the needs of the enterprise's consumers and the achievement of the goals of the enterprise. To do this, the management of such processes and actions as:

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- market research;
- advertising;
- pricing;
- creation of sales systems;
- distribution of created products;
- sales.

Financial management is that management manages the process of movement of funds in the enterprise. For this, the following is carried out:

- budgeting and financial planning;
- formation of monetary resources;
- the distribution of money between the various parties that determine the life of the enterprise;
- assessment of the financial potential of the enterprise.

Personnel management is associated with the use of the capabilities of employees to achieve the goals of the enterprise. HR 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 operation 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 the issues that it needs to pay close attention to and choose the best ways to carry out its activities.

Man began to realize his rationality and its advantages much later than homo sapiens became. Understanding of rationality, apparently, occurred under the influence of the development of economic activity, and specifically, in that historical period when the process of diversification of socially important labor began - productive labor significantly pressed gathering, those who tamed domestic animals and managed them, and the farmers, who were the first to experience the design potential of rationality.

It is still extremely problematic to build the desired result in the conditions of the dominance of the natural order that has developed long before your appearance, and in the initial period of the history of human activity it was almost a hopeless business. However, it was then that what can be defined as proto-planning or arch-planning was born. The man turned on the reserves of his rationality.

Rationality is the ability of a person, within the framework of systemic relations with the natural environment, to complete the animal (biological) form of subordination to nature not only by the art of adaptation, but also of transformation.

Planning arose in the process of mastering by a person those advantages that rationality provided him. And here it is necessary to clearly dialectically oppose rationality and consciousness as specific

characteristics of modern man. Intelligence is predominantly a biological feature, consciousness is its specific historical development in the conditions of the social form of human life, a kind of way to realize the potential of intelligence. In this connection, the systemic use of the concepts of "consciousness" and "reasonableness" differs. "Reasonableness" is included in the composition of consciousness as a tool for building the latter. Intelligence singled out a person from the totality of biological species, consciousness allowed him to develop into a modern person and build his human, social structure of relations, thanks to the ability to foresee and plan, and, planning,

Planning is an attribute of activity, one of its qualitative features. It is twice qualitative: both as a qualitative sign of activity, and as a measure of measuring the level of perfection of activity. The art of planning shows the active side of homo sapiens. To a certain extent, this is a sign of the highest state of activity. Attempts to oppose planning and creativity are something else than a desire to limit the universality of planning, to simplify the nature of human intelligence. It is also wrong to oppose planning to freedom of competition. Both creativity and competition are ways of manifesting activity, therefore, all its attributes must be present in them. Another thing is that the general is realized through the special and therefore in its reality it is specific, concretized. S.V. Kovalevskaya ventured on an original solution to the problem of describing the rotation of a rigid body with a shifting center of gravity - aerobatics in mathematics, according to the Paris Academy of Sciences, accessible to her only by L. Euler and J. Lagrange, planned her actions both objectively and in time, meeting the deadline. Even the ancestors of the current apologists for the fight against the planned economy, the pioneers of the development of the wealth of North American lands, the cowboys, who are considered to be free from everything, planned their actions within the limits of available knowledge.

In 2019, the growth of the world economy amounted to three percent, the EU economy added about 2 percent, and did not lag behind its Western neighbors and the Russian Federation. The indicators can be qualified as satisfactory, based on the conclusion of science that the basic indicator of social development in conditions of ecosystem tension caused by exploited technologies in industrial and agricultural production is the sustainability of growth, and not an absolute value.

Slowing down the increase in production is perhaps undesirable within the framework of the present, existing being, but it is necessary as a temporary measure. It is more important for modern humanity to gain time, for nature to get hope that the global environmental problem can be dealt with without a global cataclysm. Both nature and humanity

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have reserves. Now it is important not to increase the pace of production development, but to have time in the "reserve time" to develop sparing technologies and rebuild production on them, especially materially and energy-consuming, with open cycles. The extent to which mankind turns out to be truly intelligent will depend on its fate. It seems that Homo sapiens is being tested for survival again, with the difference that this time he forced nature to test itself for viability. Climate change is already calling into question the advertised possibilities of technological progress to protect people. Humanity as a whole does not yet feel this danger, but it already frightens the inhabitants of certain places, regions and continents; recently looked well.

Analysis of the situation is directly related to the Russian Federation. We also have to transition in a short time from the idea of the absoluteness of mass production and megalomania in the centers for the sale of goods to the relativity of subordinating the economy to the principle: "to satisfy the needs of the buyer here and immediately." The manufacturer must know his buyer "in person", only then the production costs will acquire a rational scale and everyone will be satisfied: nature, producer, consumer. The functions of trade will also change, it will become an industry providing a direct connection between the consumer and the producer. The market will be forced to invest in science in order to have a real picture of the state of the market, to know the trends of the current movement of interests, consumer purchasing power, to be ready to quickly provide goods routes from "porch to porch", solve logistics problems on the ground in real time. The "consumer society" will gradually return to the "production society", and public consciousness will again be closely linked to consumption with participation in production. Fake labor will be reduced - a product of the virtual part of "production", fake workers will be legalized and will work for their own future.

Big science, through system analysis, is called upon to determine the optimal rates of economic growth on the scale of national, regional, continental and global progress, and not a phantom "world government" acting in narrowly hoarding interests.

At the beginning of the third millennium, the most urgent question is: how to optimize the organization and management of production development in the priority of consumer interests and environmental safety.

The underestimation of the strategic scope of planning reveals the flaws that are born from the understanding of rationality, and ultimately the defects of the rational ability of those behind the attacks on the universality of planning. In relation to planning, one can easily trace, firstly, the lack of panoramic thinking, and secondly, its ideological orientation towards the narrow format of utilitarianism as a perverted pragmatism.

The ideological pluralism that replaced the communist ideology must be viewed critically. The right to work is not the same as guaranteed employment. With the right to work, you can remain unemployed and complaining has no legal meaning. Something similar is observed with ideological pluralism. The guaranteed right to adhere to the ideological concept that is closer to the values of your consciousness is blocked in the information society by ownership of the official and most significant sources of information in terms of resources. The Internet with its "toys" is portrayed as a competitive means of ideological monopoly, but in reality it is not. Ideological pluralism is fair to liken to a big river, for example, to the Don. A big river is not born, it is made to it as how small rivers and streams flow into it, traces of which are dissolved. Rostov is on the Don, by and large, not on the Don, but on the totality of water sources united in the Don. But all these sources will remain nameless in Rostov. To the question: what kind of river? The answer will be short: Don, and he will be on the map.

In pluralism, as a rule, one thing dominates, reflecting the alignment of forces provided by economic interests and financial resources. Now the media, programs of general and vocational education, popular cultural practices induce the formation of a worldview in the direction of liberal values. At the same time, few people say that modern liberalism is not at all the democratic one, under the banner of which the Europeans stormed the strongholds of absolutism, and the bourgeoisie of the 18th-19th centuries won the historical right to build social relations required by the specifics of the capitalist organization of production.

The founders of political economy as a science - A. Smith, D. Ricardo, D. Hume, J. Sismondi relied on the systemic importance of labor in any production system, they were the first to realize the increasing importance of the qualification component of labor in connection with the scientific and technical equipment of the industrial form of organization of labor activity, in which the reasonableness of human status is manifested. Capital, in order to reveal its potential, had to grow with freedom of movement, and freedom of movement of capital had a future only in the conditions of freedom of the subject of labor, his social independence, formalized in legislation and guaranteed by a new type of state. They were socially oriented liberals, the concept of "people" for them had a specific - historical meaning of the totality of people whose lives were determined by the development of production.

The revolutionary bourgeoisie emphasized the value of fairness in distribution - remuneration in any form should be tied to the quantity and quality of labor, place in the management hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between the

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growth of labor productivity and remuneration is violated everywhere. In the spirit of the time, the Scottish scholar explained this by the moral fall of the owners. J. Sismondi in his well-known work "New Principles of Political Economy" (1819) argued in favor of the regulation of economic competition and the balance between supply and demand, initiated social reforms as the laws of production development. Later, the classic of the 20th century, J. M. Keynes, was guided by his ideas.

The outstanding achievements of the classics of political economy should include exactly what scientists economists who are guarding the interests of the current heirs of the revolutionaries, the bourgeois of the eighteenth and nineteenth centuries, are striving to carefully disguise:

- the fundamental position in the production of that labor that can be concretely measured in the product produced;
- developing a theory of value in relation to such labor;
- freedom of the producer as a necessary condition for the development of production;
- the decisive factor in the development of production is labor productivity, and the improvement of labor productivity is due to the division of labor, which also facilitates the introduction of scientific and technological achievements into production;
- the goals of the economic movement are only partly within the development of production, the main goal is determined by the systemic position of production itself in the life of man and society. Production is a tool for solving problems of social and personal development, therefore planning must be socially and culturally oriented.

It is curious that all the leading economists - theorists of the 18th - early 19th centuries were noted in the history of thought as philosophers. So far, no one has tried to explain this fact, apparently believing it to be insignificant. In vain. The combination of philosophy and economics in research turned out to be a tradition of the subsequent time - Proudhon, Dühring, Marx, Engels, Mill, Spencer, the list goes on. The essence of the explanation of this union is in the specifics of the epistemological and methodological purpose of philosophy and science. Philosophy focuses more on the discovery and definition of development problems, science - on ways to solve them. Hence the normativity of scientific knowledge. A. Smith and his contemporaries saw, first of all, the problems of the economic movement, that is, they showed their philosophical talents, then they took up their scientific understanding.

The need for planning in the economy was initially discussed exclusively in the context of its optimization, because planning was envisaged by the rational nature of the organization of production. Planning was a phenomenal expression of management, and management was an attribute of

production. In the titles of numerous studies by D. Ricardo, which served as material for his heirs - worthy and dubious, there is no word "planning", but the content of the works is built as a superstructure on the process of planning the corresponding actions of the economic order. The British economist D. Ricardo was especially interested in pre-planning - a set of calculated operations of thinking that preceded planning at the stage of determining substantive actions - choosing the direction and nature of participation, and when evaluating results,

Neither S. Smith, nor D. Ricardo, nor Sismondi opposed freedom of economic choice to planning, and planning was not considered as an action incompatible with economic freedom. They interpreted freedom within the framework of the political conditions of life, that is, in the spirit of the ideological positions of the class, solving the historical task of changing the socio-political, economic and cultural system of social relations. It should be noted that a certain advancement was also characteristic of the methodological foundations of scientific research. They contained some limitations, but it is not difficult to see that these defects were actively overcome when it came to scientific calculations.

Unlike most of their descendants - the current academic economists, the classics of economic science sought to involve in economic analysis not so much mathematical methods and the narrow content of the concept, but the fundamental categories of economic science. Their talent built a theoretical basis for a science-specific analysis. In essence, the progress of scientific economic knowledge in the 20th century was a superstructure on this basis, and what turned out from above is more like the Leaning Tower of Pisa.

The intense discourse on the content of basic political economy concepts in the 19th century is not difficult to explain; the birth of something new in theory requires methodological advances. In order to understand what the mechanism of clock pendulums should be, Huygens had to independently supplement mathematical analysis in six directions. A. Smith, being a pioneer in economic theory, solved methodological problems and was unable to share the purchased labor with the spent labor. Error A, Smith was corrected by D. Ricardo, explaining that his predecessor did not notice that the cost of goods should also take into account the costs of production and operation of equipment. At the same time, D. Ricardo himself did not consider the costs of producing raw materials.

Both Sismondi, and Smith, and Ricardo estimated the value mainly by the ratio of things. The historically determined relations of people remained for them, as it were, on the sidelines. Hence the inconsistency in understanding the political essence of production relations, their class nature. For them, production was the stage on which the scenario of

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production unfolded as a relationship of partners. Some had capital, others knew how to make things. Everyone is part of the common cause. In such a combination, the political essence of the economy is reduced to the foundations of organization, development planning and distribution, that is, it is simplified to the level of special knowledge, moral responsibility and decency of participants.

What does the above have to do with the theory and practice of modern planning? Direct. The previous analysis serves as a basis for asserting that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, which reflects the natural nature of the emergence and development of production. The quality of planning theory is determined by the methodology of its political and economic equipment. Planning reveals the level of depth of knowledge of the economic process that requires management, and the degree of rationality of managerial actions. The latter needs a special explanation.

Intelligence, as a phenomenon, has a twofold interpretation. In the philosophy of the past and in the new century, "reasonableness" was understood and is understood as an independent phenomenon that realizes the identity of thinking and being, for example, in Hegel the expression of this was the absolute idea; or is considered as a unique ability of the subject - the highest level of the ideal ability to reflect reality. The characteristic of such a level is determined by the adequacy of reproduction by thinking of what is happening outside it.

Reasonableness is a guarantee of the possibility of obtaining an ideal copy of objective reality. The task of thinking, which has reasonableness, is to transform the possibility into a corresponding result. The process of cognition - reflection of reality by thinking is natural, therefore it can and should be planned. Here the main condition for obtaining a product is to match the actions to the nature of the object. There are many obstacles on the way to the truth, connected both with the peculiarity of the planned action and with the specifics of the thinking itself. Thinking is capable of knowing the truth, but it is also characterized by movement in a false direction, which may be a delusion, or may be deliberate in order to fit someone's interests into the result, be a consequence of moral dishonesty.

Most of the vices in the search for correct solutions to economic problems have a fundamental basis, they are associated with a one-sided understanding of the functions of economic research, in particular, the sequestration of the political essence of economic science. Planning as a tool is considered on a utilitarian scale, which makes it possible to simplify the process, leaving out everything that is not directly related to production.

The essence of the economic transformations in Russia in the 1990s and their continuation in the "zero

years" of the 21st century was to remove responsibility for social development from the economy, which meant opposing the economy to social policy. Politics is the business of the state and its institutions, and the new owners should only deal with production. In addition to what was traditionally considered non-economic, there was added no less than what was also traditionally attributed to the economy. The new owners took the whole addition out of the "staff", considering all this to support production, in other words, its infrastructure. Therefore, an oligarchic semblance of capitalism has grown up in our country: taking possession of the most economically profitable property with the help of the state, outright robbery through raider seizures.

Corruption is not abuse of official powers in one's own interests and not securing profitable economic projects for bribes, corruption is the merging of business and government. Such a rich country as the Russian Federation could not become poor in ten years due to irrational economic policy, miscalculations of the planning organization. Poverty did not come for economic reasons, it was the result of the usurpation of power by political clans, expressing the economic interests of those who illegally became the master of national wealth. According to clearly underestimated statistics, at least 71 percent of the resources are currently controlled by one million owners, and 140 million cannot even count on the remaining 29 percent, because the economic "reforms" that began in the 1990s continue.

Economic violence was carried out under political and ideological cover. The democratic reformers have carried out a giant scam, masking their actions with the need to decisively fight against the centralized planning model. Realizing that their own practice and theory were doomed to failure, the initiators of the collapse of the socialist image of the economic system were in a hurry to have time to use the created people of a great country and scatter around the world in the hope of finding shelter from its enemies.

The "scholarship" of the reformers was so high that it did not prompt them the most elementary - the idea of socialism has long since become a political program, including government parties, from a ghost in different parts of the world. Socialism attracts by the fact that it expresses in a concentrated way the logic of social progress and the meaning of the systemic position of production. The concreteness of socialism reflects the specificity of historical time and national history. In the socialist orientation and organization of production, the systemic principle of social life is crystallized - the dialectic of the individual and society.

Society is a form of the reality of human existence, but the very reality of human existence exists and develops only thanks to the three hypostases of the individual. Social history begins

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with the personality, it is its main subject of advancement, and in it is the goal of social progress. Production is called upon to be the economic base of social practice aimed at creating socio-cultural conditions for the comprehensiveness and harmony of the human personality.

The economic policy that determines the image and purpose of planning may be different, but all this political and economic diversity ultimately decomposes into two series of actions. The first row is formed by those programs that express private interests and are focused on the social benefits of representatives of these groups. Typical cases of such economic plans are the political programs of Trump in the United States and Macron in France. These programs are real, but not historical. They concentratedly reflect one side of production - stimulating its growth, but the other is not defined - the final goal of the systemic status of production. The systemic place of production in social progress is camouflaged. We repeat: production is a way of personal development.

Expressed in terms of the genius of Hegel, economic planning is divided into "real" and "reasonable", aimed at creating conditions for personal satisfaction with their development, and "situational", that is, beneficial to those social groups that create this situation in their private, and not historical interests. Such a reality is possible, but it lacks "reasonableness" that reveals the logic of social progress. Here you can get temporary and private satisfaction, for which all other generations will have to pay handsomely.

Actual history will certainly carve out its proper path of movement through this kind of economic "obstructions". But the "tax" of historical logic on the illegality of human economic activity is very high. When they say: "measure seven times, only then cut off," then, in comparison with the "tax" on the unreasonableness of economic policy, this ratio seems modest. There are calculations showing that for every year of the "bazaar" - criminal-arbitrary planning practice - a country can pay with an eighteen-year restoration.

The "loafers" of the 1990s did not defeat the planned economic development on a national scale. They turned out to be more active than the "masters" of the 1980s, confirming the old truth: history requires an active attitude towards itself. Naturally, the difficult history of the Russian Empire and the USSR did not deserve the continuation described above. It was necessary to activate the economic status of Russia in a different way. Russia will have to spend a lot of effort and money to restore its international prestige. Politicians love to write about how bad Americans and NATO members deceived the first Presidents of the USSR and the Russian Federation. Analytical materials showing how Gorbachev and his company and Yeltsin and like-minded people

deceived those in the world who looked with hope at the fate of socialism in the USSR and, not without reason, counted on an alliance with the new Russia, are much less common.

It would be interesting to go step by step mentally along the route of the "road map" of the reformers of the 1990s, if only in order to reason with their heirs, the current political liberals, who do not calm down after two decades. To follow how they were looking for a replacement for the previous practice of economic planning, completely ignoring not only national identity, which could somehow be explained, but also the specificity of the historical process. In search of a possible model, domestic engineers - economists went through states from all continents. And, nevertheless, it is still not clear what should happen after the "transition period" ends. What kind of economic order will we have to prepare for. The arrow is capable of taking us both to capitalism, however, here we are a century and a half late, and to socialism, which we seem to have renounced.

Despite the differences in particulars, economic reformers remain within the limits of a common goal - to clear the planning of economic construction from social aspects. If on the banners of the revolutionary bourgeoisie was written *liberte*, which gave the name to the liberals and demanded that the state provide civil liberties in full, then the liberals of the new generation want to gain freedom by eliminating the state from active complicity in the development of production through planning and control. They are trying to decentralize economic management, remove social responsibility from economic activity, forcing only the state to be socially responsible, while in every possible way preventing those actions of the state that lead to an increase in the social burden on economic profit. As a matter of fact, economists - reformers of the liberal persuasion strive for a special freedom and privilege of their status within the state. Any objectively reflective analyst will see a clear historical illogicality: the founding liberals, who laid the foundation of liberal ideology, clearly identified the main value of liberalism - equal freedom for all, as a necessary condition for social responsibility, and their successors in the 21st century are burning with the desire to be free enough not to bear responsibility for social progress. By and large, this is nothing more than a 180-degree turn to the model of social inequality. Social equality is built not only by the state as political subjects, but also by all other subjects of society. They are even more than the state, obliged by their social status to be responsible for the exercise of constitutional freedoms. It is easy to forgive redundancy in the liberal interpretation of the foundations of social relations for A. Smith, who is convinced of the system-forming status of morality, but after it became clear that morality has a historical form and is formed under the active influence of the economic basis, it is not a unitary entity - several

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varieties of morality, it is immoral to separate the economy from direct participation in socio-cultural improvement, positioning its progress as a self-promotion, to plan its cleansing from the socio-cultural burden. The idea of "infrastructure" is possible and expedient acquisition of science, but not in the case of economic movement. Human intelligence has its own special history, however, it is absurd to understand it apart from biological evolution and the sociobiological continuation of natural history. Before human rationality appeared as the special ingenuity of learned liberal economists infected with the idea of reformism, it was itself a derivative product of labor activity, that is, the formation of economic reality.

The real history of the mind is built into the history of the development of what was eventually called the economy by a natural-historical process, therefore, sociocultural progress, revealing the potential of human intelligence, must immanently belong to the economic movement. The concept of "superstructure" characterizes not some artificial constructive addition to the main structure, it helps to understand the architecture of a monolithic structure. No matter how you depict the first floor and do not call the second the first, you will not be able to get rid of their structural unity - the second will be considered above the first and the second will be, thanks to the first: there will be no first, there will be no second. But the first without the second is quite independently real. Labor history has a natural beginning in the life of animals. It was in the animal world that nature "worked out" the model of human reality and "understood" that without achieving a sociocultural effect in such practice - psychological progress; transformation of quick-witted thinking into a conceptual one by developing an abstract ability; the formation of the significance of a holistic perception of the world based on imagination and the strengthening of the social value of responsible behavior, that is, the formation of rationality, labor will not be able to realize its potential. The history of labor, which has developed into the history of production, which has become the object of a special scientific analysis, which has given the subject of economic science, is the history of a single interdependent process consisting of labor activity and its sociocultural support. The problem can only be the extent to which the socio-cultural factor is economic? that without achieving a socio-cultural effect in such practice - psychological progress; transformation of quick-witted thinking into a conceptual one by developing an abstract ability; the formation of the significance of a holistic perception of the world based on imagination and the strengthening of the social value of responsible behavior, that is, the formation of rationality, labor will not be able to realize its potential. The history of labor, which has developed into the history of production, which has become the

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Trying to be smarter than everyone, liberal economists turned out to be both above science and above the achievements of philosophical understanding of the reality of human existence. In the interests of business, they decided to reconstruct the logical construction of the system of social life that has developed historically. To simplify the basic part of the social structure - to separate economic activity from socio-cultural activity, regardless of either the objectivity of relations or the pattern of development. To this end, the reformers came up with a new scheme - to close the socio-cultural sphere to the state.

The state does indeed have such a function, but it is not the only responsible social entity. Rationality and sociality are immanent signs of everything that constitutes social life. An attempt to get rid of "supereconomic" burdens, referring to the need to rationalize and optimize the structure of relations - to change the immediacy of relations to mediation; economic policy - we are taxes to the state, it fulfills the socio-cultural responsibility for us - a typically selfish move. The goal here is obvious, and, unfortunately, it is not to make production more perfect, but to pay less for the right to produce, leaving yourself a larger margin. One example to illustrate: the first libraries, cultural institutions, in many places, schools in Siberia appeared only with the construction of the railway and with the help of the railway. Railway builders and railway managers considered such activities not an infrastructure burden, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia gained from the reform of railway management in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000 km. The reformers did not build anything, they closed the traffic along the roadways, the sections connecting the settlements formed on the sites of large developments of forests, peat, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers. Thousands of settlements millions of people have lost a sustainable way out of their places to the district and regional socio-cultural benefits. Planning unfolded exclusively in the direction of the transition to full self-support, which meant one thing - "optimization of the economy" by reducing costs, first of all, "non-production", which included the socio-cultural complex. In words - in speeches and publications - the leaders called for the mobilization of reserves to create sufficient conditions for the development of "human

capital", as the main resource for the progress of production, in reality it turned out to be completely different. The bureaucracy did not deprive itself of the advantages of socio-cultural support. Full cost accounting in the Russian Federation during the period of complete transition to the new economy was presented in a planned context as simply as possible: not so much to increase labor productivity by scientifically and technically equipping production and creating sociocultural conditions for the growth of human capital, but rather to "optimize" costs. Before the reforms of the 1990s, there was a long queue "for the driver", the reform reduced it and led to a shortage. There are many places, especially in Siberia, Transbaikalia and the Far East, where the railway service would be completely depopulated if people had other work. Railways are our main national mode of transport. Russia, the USSR grew with railways, built them actively socio-culturally equipped, thinking about people. A socially and culturally equipped people is the No. 1 value in the state, even Catherine the Great complained: I would be glad to build an enlightened society, but we do not yet have an enlightened people. Railroad construction was planned from the 1840s; Nicholas I personally presented himself as a domestic Hamlet - he solved the problem: "to be or not to be" for railways. The court dissuaded the emperor, convincing him that revolutionary evil spirits would roll along the railways from Europe, and in general our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the country's railway future. The destinies of economics and culture were combined in economic policy back then, revealing the dialectic of interdependence in planning economic and socio-cultural interests. cultural figures actively advocated for the railway future of the country. The destinies of economics and culture were combined in economic policy back then, revealing the dialectic of interdependence in planning economic and socio-cultural interests. cultural figures actively advocated for the railway future of the country. The destinies of economics and culture were combined in economic policy back then, revealing the dialectic of interdependence in planning economic and socio-cultural interests.

The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only, relying on the full support and patronage of the state.

The result of the reforms turned out to be proportional to the new approaches to planning and management: the economy cannot recover in thirty years. The exception is the extractive industries, which have increased production, developing mainly deposits that have already been discovered earlier. In

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agriculture, they began to produce more grain, grain is an exported product. Construction was launched, but none of the chronic problems of the population has been resolved. The picture is consistent with the above analysis. Only export-oriented production is moving systematically. It is either owned by the oligarchs or under their real control. They are ready to provide the whole world with gas, but their population can not wait, especially away from the main pumping. The prices of gas and gasoline hurt those whom advertising ranks as the owners of energy resources. Statement:

Optimization in planning destroyed the system of organization of health care, education; forest fires became regular disasters, floods were added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" provoked by climate change, but few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people actively went to these places to build, raise science and culture. BAM was built by the whole world, finances were limited, but they found money for social and cultural life, albeit on a modest scale.

Those who developed plans understood from real experience the impossibility of implementing projects without something that serves the development of the personality, satisfies its cultural needs, and warms the soul. After all, people went to large construction sites from places inhabited and equipped. To the question: what's the matter? The answer is simple. At the described time of rise, with all the punctures and costs, the goal was universal - the well-being of the Fatherland. Of course, even at that time the benefits were not shared equally - there were both rich and poor, the main thing - the goal seemed to be the same and the opportunity to make a career was equal. They built and produced not for the pleasure of "golden paratroopers", they promoted the country and themselves along with it.

The liberal ideology of planning, which clearly dominates modern economic policy, reflects the objective state of a society that finds itself in a difficult situation of development, when the previous understanding of the political and socio-economic perspective, either could not overcome the emerging crisis, or, having realized its creative potential, required a change. In both cases, it was not without the participation of opposition forces claiming the right to resolve social contradictions.

The growth of globalization also affected the implementation of political and economic changes in domestic reality. Their foreign comrades-in-arms helped our "missionaries" to direct public consciousness on the path of liberal ideology, but the essence of what happened in the 1990s was not conditioned from outside. A foreign policy conspiracy undeniably took place. It is evidenced by the collapse

in energy prices of obviously artificial origin, and numerous promises of assistance that turned out to be false, and a demonstration of sympathy for changes and a willingness to share the accumulated ideological experience. In the late 1980s and the beginning of the new decade, the world was still bipolar. In general, we never considered our competitors to be enemies. For us, they were adversaries. And suddenly the enemy appeared as a friend, ready to help in every possible way.

A metamorphosis in relation should have made one think: why such grace? The answer lay on the surface. New relations were offered for a change in the political and economic course, the beginning of which was supposed to be a radical methodological break. Gorbachev's "new political thinking" found objectification in "perestroika", which blurred the contours of the social guidelines for development. We went out of our way, instead of once again repairing it, as it was in much more difficult conditions. Suffice it to recall the NEP: socialist industrialization; higher education reforms that made it one of the best in the world; creation of optimal conditions for the development of science, mobilization of scientific and technical resources, which made it possible to prevent the third world war; the initiative to use atomic energy for peaceful purposes; space exploration program and much more. It was necessary not to "patch holes" in what had outlived its time, but on the previous methodological and socially oriented platform, to develop new options for socialist construction.

Capitalism, we repeat, by the 20th century completed its "classical" history and was forced to rebuild, refusing under compulsion what had once helped it quickly increase its advantages: the colonial system collapsed as a result of a long struggle for independence; wars with the aim of redistributing property became a dangerous business - they could return like a boomerang; had to accept the idea of peaceful coexistence; it was necessary to strengthen the social direction in economic policy; the question of the maximum load on the natural habitat arose sharply. There have already been different stages in the history of capitalism: the primary accumulation of capital; revolutionary activity; monopolization of capital; concentration and dominance of finance capital.

In nature, a biogenetic law operates, according to which representatives of a more perfect species in the process of their uterine development in an accelerated mode repeat the main stages of biological evolution. Thus, nature links the course of evolution, ensuring continuity and strengthening the strength of evolution. Something similar can be conditionally singled out in social history. At the turn of the 20th and 21st centuries, trying to become a capitalist is quite realistic, but it is very doubtful to become capitalism, to fit into the system of capitalism that has been formed for centuries as a socio-economic entity. The

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composition was formed, and the locomotives, designed to be the driving force, were at the limit of their capabilities. New "cars" threatened to slow down the movement,

The capitalist perspective of the Russian Federation was enjoyed exclusively by domestic liberals, who were blinded and stupefied by hatred for communist ideals. To them, even twenty years later, it seems that capitalism, and not communism, is the bright future of mankind. The metaphysical nature of liberal thinking is manifested in the desire to strengthen the positions of linear thinking in ideology, stop historical development at the level of the bourgeois organization of social relations, pull the capitalist turn out of the spiral of social progress and declare that at this stage the nature of the development of society has changed radically - the historical spiral straightened and became forever rectilinear movement. One could agree and accept their understanding as an option, if liberal reflection had an internal systemic form,

The liberal approach to the planning of economic activity, tearing out the solution of economic problems from the systemic nature of social relations, opposing the economy to socio-cultural improvement, leaves no grounds for compromise with the adherents of the liberal course.

A critical analysis of the liberal planning methodology provides sufficient material for a number of fundamental conclusions.

First of all, it should be noted the desire of liberals of the 21st century to methodologically simplify knowledge and social construction, including planning, and economic development. Actively involving the mathematical apparatus in economic science, turning to IT technologies everywhere, academic economists do not activate their own methodological resources of economic science.

In comparison with what A. Smith, D. Ricardo, K. Marx, J. Mil, G. Spencer introduced into the methodology of economic cognition and transformation, the methodological acquisitions of the 20th century look more like a deep depression of philosophical and scientific reflection. A small part of modern researchers continues to look for ways to advance in the direction of dialectical and systemic approaches, being aware of the limited possibilities of the mathematical apparatus. Mathematics for economic research is an auxiliary part of the methodological equipment of the search for solutions to the problems of development identified by research experience. It is not even able to formulate the problem, its capabilities help to quantify the state of the movement of economic processes.

We must heed the warning of K. Jaskers about the fundamental difference between the desire for simplicity of scientific thinking and simplification as a search for a way out of a complex scientific situation, sequestering its content. Simplicity is the

path to true understanding, and simplification is a movement away from it under the guise of scientific similarity. A direct confirmation of this conclusion is the recognition in economic studies and projects of the "admissibility of speculation." Speculative thinking is a well-known phenomenon that arises in philosophical reflection or in the course of scientific discourse. Its epistemological nature is well studied - the non-systemic assessment of individual aspects of the subject of thought and, as a result, the absolutization of the meaning of these aspects. Mental speculation falsely reflects objective reality, so it can be qualified as a cost in the production of the required knowledge. Very rarely has speculation been the product of artificially inducing the process of cognition in the wrong direction. The "scientific permissibility of speculation" (by liberal economists) has a completely different epistemological mechanism of education, indicating that there is nothing related to postulates, delimiting the scientific way of cognition from non-scientific ones, in their thinking. We must always clearly differentiate philosophical reflection, scientific thinking and non-scientific ways of knowing the world.

The problematic nature of philosophical knowledge is logically compatible with the subjective costs of thinking. The falsifiability of philosophically identified problems is limited, since philosophical knowledge is conditionally standardized.

Scientific knowledge must be subject either to strict verification or equally severe falsification. It does not reproduce in consciousness its attitude to the object (subject), it is, in terms of content, a 100% objectified process. Even the choice by the subject of thinking of a coordinate system, a reference point, etc. is regulated at all stages of cognition. When scientific knowledge is "enriched" by the "permissibility of speculations", then such an addition testifies to one thing - the desire to modernize the post-non-classical stage of the history of science with something that has nothing to do with the current time or with scientific history in general. Allowing speculation not as a cost, but as a scientific phenomenon in the knowledge of economic movement, innovator economists want to squeeze a subjective action in nature into the chain of objective reflection of the developing reality, sliding into solipsism in perspective. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity.

"The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, the scientific - economic, political science, psychological, legal interest in it is justified, however,

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it is one thing to pay attention to the fact, and quite another - the desire to substantiate the regularity of the system belonging of speculation to economic science as a necessary condition its development.

"Speculation", by definition (omitting its philosophical interpretation as "contemplation, speculation",) is "calculation, intent, based on something, using something for selfish interests."

Speculation therefore should be dealt with by law enforcement agencies, it would be nice for them to pay attention to speculative manipulations, those who are looking for justification for speculative actions in economic and political sciences. Political liberals, for example, make little secret of their desire for terrorists to bring into action those who are called the political opposition, then terrorism would be easily put an end to. So the United States and its partners have officially recognized the Taliban as an opposition political movement, that is, legalized, next in line are Al-Qaeda and ISIS, organizations banned in the Russian Federation. Speculators in economic science are no less dangerous in the context of social progress than advocates of terrorists. It's just that the effects of their negative impact on economic and sociocultural development are not so psychologically resonant.

The promotion of economics, as follows from the above, is not accidental. It is primitive, manipulative, controlled, it is not held by the "anchors" of the requirements for objectivity and essential reflection of reality by scientific knowledge. Scientific knowledge opens up facts in order to understand the pattern of their existence, while economics describes the structure of facts in a scientific way.

The second main conclusion is no less obvious: on the platform of methodological simplification of scientific analysis, curtailment of the systemic approach and rejection of the dialectical way of thinking in favor of methodological anarchism and borrowing, liberal economic theory systematically lowers the epistemological and sociological status of the concept of "planning". The task here is as follows: it is necessary to simplify the concept to such a content that its scope of use opens up the possibility of a purely digital solution of all problems under the program for optimizing the economic component. Planning must be a technically carried out action, free from social policy. The main obstacle on the way is the growing demand of social progress for the effectiveness of economic construction.

Liberals hide the growing contradiction of economics to everyone else. The day is not far off when mathematics will present its accounts to the liberal economists. Economists, mercilessly exploiting mathematics, do not give the expected results either in the development of production management or in mathematics itself, but in fact they devalue the value of mathematical analysis with their

extremely low productivity. Another "lifeline" for economics was promised by political strategists who spoke in favor of the "digital economy", replacing the concept of "production" with the concept of "economy". Manufacturing will go digital. The economy has emerged, formed, and will continue to develop as a basic social instrument of social progress, which, in turn, has been and will remain the main factor in the development of people. The economy must have a human face. All other characteristics of her are derived from her humanitarian vector. That's just in the liberal - economic dimension, economic planning is consistently moving away from the satisfaction of personal development needs. It would not be so, it would not make sense to "teach speculation."

Speculation is persistently tried to be presented as a necessary link in scientific thinking, and this is done in the interests of that minority that controls distribution, and does not produce a real product. Within the framework of artificially constructed relations in the superstructure of production, speculation has long been legally flourishing, but it is unnatural within the framework of the established system of production itself, where everyone, regardless of their position, is a participant and has the right to count on their legitimate share in the product produced.

The order of distribution is determined mainly by property, and only then by the share of participation in the production of goods. The gap between the two realities - labor and property, the direct creator of the real product and its real owner, formed in connection with the regularity of the development of production and the social superstructure, opens up a real opportunity to supplement the objectively regular reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property.

Speculation is a roadmap to the capital that may be sufficient to start a real business. And in this version, speculation has a real meaning, it can be a conditional fact of scientific research. But under the dominance of financial, essentially speculative capital, speculation has become a steadily autonomous variety of activity, divorced from the production of a real product. Speculation in the market is an excessive form of intermediary activity. It has already become an obstacle to the development of production. And so it began to concentrate the costs of the social movement. By and large, speculation has matured, blossomed and outgrown the limits of law enforcement reality.

It is a typical phenomenon of that form of reality that slows down progress, having squandered the rationality of its action, and is subject to denial. However, everything will remain the same, because speculation has a reliable "roof" that protects it from

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political control, financial capital on a transnational scale.

So, historical logic requires that the planning of economic activity be carried out in a systematic form of expression, create optimal conditions for socio-cultural development and be steadily oriented towards humanitarian results. Economic planning is conditioned by the solution of socio-cultural problems, therefore, economic planning models should be complicated, not simplified. An economic analysis of the situation prior to planning should be based on special scientific research and be conceptual. Deepening the epistemological and methodological equipment of economic reflection involves the active use of the requirements of dialectical thinking - the comprehensiveness of the involvement of historical dialectics and sufficient completeness of the analysis of the relevance of the involvement of historical dialectics, as well as the advantages of a systematic approach. Domestic specialists should keep in mind that foreign researchers also criticize liberal innovations, opposing them with an objective analysis of production development trends. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book *The New Industrial Society*, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book *The New Industrial Society*, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book *The New Industrial Society*, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise.

J. Galbraith compared the development of industrial systems according to two significantly different scenarios - planned, which liberal economists identify with socialist management, and market, regulated through competition. The last liberals always cite as an example, as the ideal embodiment of economic freedom. Based on the

experience of the economic history of the two-thirds of the twentieth century, which included both the rise and the "great depression", peacetime and wartime, the American scientist showed that economic progress does not contradict the planned activities of the state. Thanks to the analysis of economic processes in the format of social and personal changes. J. Galbraith convincingly demonstrated the limitations of the liberal concept of economic freedom.

The conclusions of J. Galbraith are relevant for a correct understanding of what happened at the end of the 20th century and the early decades of the 21st century in Russian society, on the one hand, and for an adequate assessment of the lack of prospects in the scientific and practical aspects of the ideas of domestic liberals who turned into conservatives. The industrial system is dangerous due to the high level of its organization; it is increasingly turning into a gigantic mechanism, acting according to its own order, functionally engulfing the individual, subordinating his freedom to his organization. The industrial order, so important and beneficial for the development of production, becomes a trap for the progress of the individual, leads to a one-sided development of the individual - the formation of a technical man. The "specialist" displaces the individual from the goals of social development. Economists need a specialist sharpened by the technology and organization of production, personal development to liberal economists seems to be transcendent for the purposes of production. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to dive into the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, displacing from the programs everything that contributes to personal development in order to focus the process on training a specialist in the direction. The personal model of education has given way to a competency-based one. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to dive into the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, displacing from the programs everything that contributes to personal development in order to focus the process on training a specialist in the direction. The personal model of education has given way to a competency-based one. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments,

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The United States experienced this reform back in the 1960s and, according to J. Galbraith, became disillusioned with the idea of training education for specialty training. Both in the field of foreign and domestic economic policy, J. Galbraith wrote, everything that is considered - and not without reason - as an automatically accepted or taken on faith position of people now called the "establishment" is being questioned. These mindsets need political leadership... This process of reassessment of tasks has arisen because the idea of liberal reform is no longer quoted. In the past, liberals have acted as economic liberals; reform meant economic reform. The goal of this reform was invariably repeated in hundreds of programs, speeches and manifestos. Production must rise; income must rise; income distribution should be improved; unemployment must be reduced. For decades, the program of liberal reformism has boiled down to this. Even the ten biblical commandments are less known and, of course, to a much lesser extent are put into practice than these requirements ... The role of a liberal reformer does not require effort, it is not associated with any fierce disputes, scandalous strife, no one has to be persuaded and persuaded. It is only required to stand still and bow when the Gross National Product increases again. At the end of his book, J. Galbraith concludes: "The progress we are talking about at the present time (recall that the book was published in 1967) will be much more difficult to measure than the progress that is associated with the percentage of growth in gross national product or with unemployment rate. This is because the tasks which the industrial system sets itself are so narrow that they lend themselves to precise statistical measurement. But life is complicated. The definition of the concept of the prosperity of society should be the subject of discussion. We would like to complete the study of the methodology of planning the development of

production by listing the monographs of J. Galbraith: "American Capitalism" (1952), "The Great Crash" (1955), "Affluent Society" (1958), "The Time of Liberalism" (1960).), "New Industrial Society" (1967). It seemed that the author found a name for modern society, perhaps it was so, but when J. Galbraith revealed the essence of the "new industrial society", he realized that this society, despite its novelty, was outdated. What the future society should be, the scientist did not know, so he carefully defined the emerging society as a "prosperous society".

J. Galbraith corrected the status of economic science with the dynamics of welfare in society. As wealth grows, the role of economic research changes. When people are malnourished, poorly dressed, have no decent housing, and die of disease, those that contribute to the improvement of material living conditions turn out to be the first priority, economic ways to increase incomes must be sought - "the ways of saving the soul are most diligently sought by people with a full stomach." With a high level of income, problems other than physiological arise, and society is obliged to help its citizens solve them. The benefits of a comprehensive change analysis are significant, argued J. Galbraith. "Great as well - and growing over time - are the benefits of an analysis of change that goes beyond economics. This is explained by the fact J. Galbraith generally adhered to the "general line" of the modern interpretation of the subject and functions of economic science in the West. He delimited scientific economic research from political problems, the belief that their solution is beyond the competence of economic science, is the prerogative of the authorities themselves. How fair his position is, we will not judge. Let us only recall: there was a post-war period of clear successes in capitalist construction, economic science was not relevant to an extended interpretation of the subject of its research, to be political economy, to explain economic inconsistencies with political relations; secondly, we note that J. Galbraith felt very uncomfortable, realizing that limiting, like liberals, economic analysis by a simple study of the dynamics of the economic characteristics of production, he drives himself into a dead end. To understand the system requires a systematic approach.

Globalization of the economy is a policy that uses the objective trend of integration of national economies. This is clearly seen in the example of the WTO. The WTO, on the one hand, stimulates a planned form of managing economic movement, on the other hand, it strictly regulates the possibilities for planning the development of the economy on a national scale, subordinating national interests to global goals, the justification of which, from a scientific point of view, looks insufficient, politically biased. Meanwhile, having joined the WTO, the country is forced to accept the conditions of this, to a large extent, political game.

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National economic development projects are increasingly loaded and adjusted not in the national interest, which has to be put up with as the costs of globalization. At the same time, it should be borne in mind that there is no alternative to integration. Homo sapiens exists as a universal species. The earth is his common home, development is a common interest, synthesizing biological evolution and socio-cultural arrangement.

When planning, it is necessary to proceed from the dialectical requirement of a comprehensive objective analysis of reality, once and the need to act together in the common interest, two. States have something to share, but you can't test history for strength, humanity has no other and never will. Dialectics has opened up to us the range of confrontation, both practical and theoretical. The struggle is reasonable only within the boundaries of unity, therefore, contradictions should be filtered through the need to obtain a common result that corresponds to the laws of motion of the human reality of being.

Scientific knowledge comes with costs. The scientist's understanding of what is happening does not always occur in the form of true knowledge; delusion is a natural movement of any knowledge, it is important to have a critical attitude here. A scientist should not believe, he should doubt. J. Galbraith is an honest scientist, aware of the limitations of his scientific potential, he logically addresses the discussion, sees a way out of deadlocks and dubious judgments in scientific disputes.

K. Marx was careful about the mistakes of those who served science, believing that not politicians, but scientists are called upon to determine the paths of economic development. Politicians should create political conditions for solving economic problems, following the recommendations of scientists. J. Galbraith is absolutely right when he talks about the complication of social development and the need, in connection with this, to consider economic knowledge and planning in a new, broad socio-cultural format. An American scientist with a similar methodological attitude fell out of favor with domestic reformers - liberals at the end of the last century, when the time of economic reforms was compressed, then there was already a train of vices of their actions. The idol of our liberals turned out to be Soros, a typical financial and political speculator. Speculators with no ideas found a speculator with ideas.

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, it is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand its 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 expected to introduce a QMS using effective management.

The use of ASEZ on the basis of the mining towns of the Rostov region will allow the authors to visualize the effectiveness of the quality policy and goals developed by the authors within the framework of the QMS based on the ASEZ to ensure defect-free production of products and to attract the unemployed population of small and medium-sized mining towns to achieve the stated goals, which will provide these territories social protection and well-being of the inhabitants of these cities.

Conclusion

The wise Buddha laid down four key steps in the eightfold path: correct understanding; making the right decision; finding the right words and, finally, the right actions aimed at implementing the right decisions. The fate of the light industry now depends on what this last step will be. Its execution is the function of the Government. The political paradigm is extremely simple - we should not compete with anyone in the struggle for the global market, especially with the Chinese. The Chinese rightfully want to shoe and clothe the whole world. One fifth of the world's population lives in China. Our task is quite different. We need to make sure that the Chinese do not shoe or dress us. To transfer the purchasing demand to our own Russian production, to interest in goods produced in the country. Such a task is quite within our power, as the manufacturers say. And the Government needs to do its direct work consistently and in a timely manner, that is, to think, make a decision, bring everything to a result, work in a team and, most importantly, respect each other in this team. The results of studies on the assessment of the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District with the participation of parents, children, buyers and manufacturers turned out to be significant. Their analysis confirmed the importance of marketing services in generating sustainable demand for domestic products within the framework of their preferences and priorities. And the more often these services interact with producers and consumers, the more effective will be the results of the work of these enterprises in providing them with a stable demand for their products and obtaining stable technical and economic indicators from their activities.

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Article



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CONCEPT TIME IN RUSSIAN AND UZBEK FOLKLORE

Abstract: The article is devoted to the study of the concept sphere "Time" in Russian and Uzbek folklore. The category of time, universal and comprehensive in nature, inseparable from objective reality, is an important element of the spatio-temporal structure of a folklore text. Acting as an object of artistic representation in any kind of verbal creativity, including poetic texts of folk songs, the category of time is reflected in linguistic units of different levels, the structure of which always contains elements of the image of the cognizing subject - the author of the work. All the more interesting and relevant is the study of this category on the material of folklore texts that do not have one specific author and represent a linguistic personality of a collective nature, which makes it possible to analyze the perception of time, ideas about it, characteristic of an entire ethnic group. The relevance of this study is connected with the ability of a folklore text to reflect the ideas of time that have developed in the people's minds over millennia and have not lost their significance in our time.

Key words: folklore, time, concept, ethnos, perception of time.

Language: English

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Introduction

The category of time has been studied and continues to be studied from different points of view. The grammatical category of the verb tense has been studied most deeply in linguistics (K.S. Aksakov, A.A. Potebnya, V.V. Vinogradov). From the point of view of the field approach, the category of temporality was studied by A.V. Bondarko (functional-semantic field) and E.V. Gulyga, E.I. Shendels (lexico-grammatical field). Lexical means of expressing temporality were studied by A.I. Moiseev, I.V. Volyanskaya, M.V. Vsevolodova, V.V. Morkovkin, J.I.B. Garskoy, V.E. Glyzina, E.V. Terekhova.

The transition of linguistics to the anthropological paradigm determined the modern conceptual and cultural approaches to the study of time as a category of language and consciousness, language and culture. The linguoculturological approach to the study of time is presented in the works of E.S. Yakovleva, N.D. Arutyunova, V.A. Plungyan, Yu.S. Stepanova, L.N. Mikheeva.

This work, devoted to the study of the concept sphere "Time", is carried out in line with a new linguocultural discipline - cross-cultural linguo-folkloristics, which involves a comparison of folklore and linguistic phenomena belonging to the oral folk art of two or more ethnic groups [1. p 85].

The theoretical significance of this work is determined by the further development of the problems of cross-cultural linguo-folkloristics; a certain contribution to the scientific understanding of the problem of time and its reflection in the language; expansion of the linguistic terminological apparatus - the introduction of a new term to designate lexemes with temporal semantics; deepening knowledge about the national specifics of the Russian and Uzbek folklore and language picture of the world.

The modern development of philological science makes significant adjustments to the problems and methods of studying the language of folklore: the inefficiency of both a purely linguistic and a purely folklore approach to the facts of the language of folklore becomes obvious; in folklore, the ideas of a

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comprehensive study of works of folk art, the ideas of a structural approach to the artistic image and folklore work are fixed; in the field of view of linguistics, problems appear that are borderline with literary criticism, psychology, and ethnography [2. p 426]. All this led to the formation of a new section of literary criticism and linguistics - linguo-folkloristics. Combining the philological and cultural aspects of the study of folklore, linguo-folkloristics involves the search for a comprehensive, integrated approach to the study of oral-poetic speech, which makes it possible to determine the status of the language of folklore, to penetrate deeper into the nature of the folklore word, and also to identify and describe what is beyond the semantics of the folklore word - ethnic mentality, ethnocultural dominants. To solve these problems, special methods of linguoculturological and linguofolkloristic analysis that are successfully used today have been developed [3. p 228].

One of the most relevant and promising areas of linguo-folklore is cross-cultural linguo-folkloristics, which involves the comparison of folklore and linguistic phenomena belonging to the oral folk art of two or more ethnic groups [4. p 147]. The purpose of cross-cultural linguo-folkloristics is "to reveal the cultural meanings accumulated in individual lexemes, formulas, texts and in the corpus of texts as attributes of the folklore picture of the world and as manifestations of ethnic mentality; search for common and specific in the traditional culture of ethnic groups; in-depth study of the phenomenon of ethnic mentality; development of effective tools for identifying cultural meanings in language units" [5. p 52].

If in the Russian scientific tradition the study of folklore had a somewhat one-sided philological character, then the Central Asian ethnographic orientation of the science of folklore is characterized by another extreme - insufficient attention to the linguistic aspect of folklore.

Thus, such a new direction as linguo-folkloristics is a promising integrated approach to the study of folklore both in the Russian and Uzbek scientific traditions: in relation to Russian science, linguo-folkloristics is designed to expand the philological study of folklore due to the ethnographic component; in relation to Uzbek science - to promote the development of the philological study of folklore. The techniques developed by Russian linguo-folklorists, which are based on lexicographic and corpus approaches, can be successfully applied to the study of Uzbek folklore.

There are many approaches to the study of time and many definitions of time. As a category of being,

time has been a problem of philosophy since ancient times [6. p 165]. Attempts at philosophical understanding of time find expression in the construction of the oppositions 'Time - Eternity', 'relative time - absolute time', 'linear - cyclic', as well as in the emergence of the concepts of metaphysical, individual, everyday time. With the development of psychology, the concept of perceptual (psychological) time appears, which is understood as the perception of time by an individual. The interest of literary criticism in the problem of time leads to the emergence of the category of artistic time. In linguistics, time is interpreted as a model of temporality, which can be represented as a spiral projected onto the linguistic plane, covering all levels of the language: grammatical, lexical, lexico-grammatical, phraseological, syntactic [7. p 132].

Time is one of the most significant cultural categories. The attitude to time is one of the important features on the basis of which a comparison and characterization of different cultures is carried out. Thus, the well-known anthropologist E. Hall, according to the way of perception and organization of time, singles out monochronic (American and Western European) and polychronic (South Asian, South European and Latin American) cultures. If the Uzbek culture can be unequivocally classified as monochronic, then there are different opinions regarding the status of Russian culture: some researchers consider it polychronic, other researchers attribute an intermediate position to Russian culture and consider it predominantly monochronic, but with elements of polychronic behavior. On the whole, culturological studies convincingly testify to the differences in the perception of time by representatives of different ethnic groups.

An integrated approach to the problem of time as a category of being, a phenomenon of language and culture is offered by linguoculturology - the philosophy of language and culture. One of the main aspects on the basis of which the founders of the previous ethnolinguistics linguoculturology E. Sapir and B. Whorf formulate their principle of the linguistic conditionality of culture is the conceptualization of time, which in the language they study is fundamentally different from the understanding of time by Europeans. With the linguoculturological approach to the study of time, the data of cultural studies are actively used; for example, differences in the perception of time by representatives of different cultures, revealed using empirical methods. So, monochrony and polychrony are reflected at the language level: both lexical and phraseological.

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Article

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SYNTHESIS AND PROPERTIES OF COORDINATION COMPOUNDS OF Cu (II) AND Zn (II) MONOMETILOLKARBAMIDE

Abstract: Synthesis of coordination compounds of succinates Cu(II) u Zn(II) c with MMK was studied in the article and their IR spectra and SDS were studied. The thermal characteristics of the forming coordination compounds were determined by the derivational method and their thermal stability was established.

Key words: coordination compounds, nicotinamide, metal succinates, IR spectroscopy, derivatographic analysis, thermal stability.

Language: Russian

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СИНТЕЗ И ИССЛЕДОВАНИЕ КООРДИНАЦИОННОГО СОЕДИНЕНИЯ СУКЦИНАТА МЕДА И ЦИНКА С МОНОМЕТИЛОЛКАРБАМИДОМ

Аннотация: В статье изучен синтез координационных соединений сукцинатов Cu(II) и Zn(II) с ММК и исследованы их ИК спектры и СДО. Определены термические характеристики в образующихся координационных соединениях дериватографическим методом и установлена их термическая устойчивость.

Ключевые слова: координационное соединение, монометилкарбамид, сукцинат металлов, ИК-спектроскопия, дериватографический анализ, термическая устойчивость.

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Введение

Амиды карбоновых кислот, в частности карбамид (К), монометилкарбамид (ММК) дианион янтарной кислоты, которые в своем составе содержат донорные атомы, способствуют образованию координационных соединений с ионами металлов.

Кроме того, электронное строение и свойства амидной и сукцинатной групп исключительно интересны по многим причинам. Прежде всего эти группы входят в качестве основного структурного элемента в состав большого числа синтетических и природных биологически активных соединений. Они участвуют во многих биологических, каталитических процессах и используются как селективные комплексообразователи и экстрагенты металлов.

Авторы работы [3] используя метод бумажной хроматографии, пришли к выводу, что в состав водорастворимой на холоду фракции мочевиноформальдегидных удобрений полученных из концентрированных и разбавленных мочевиноформальдегидных растворов, входят, как одни из компонентов ММК и метилденкарбамида (МДК). Методом изомольных серии на низкочастотном кондуктометре при 20°C и для 1м концентрации растворов ММК, NaCl, MgCl₂ и CaCl₂ установлено образование комплексных соединений состава 2NaCl·3ММК, MgCl₂·ММК и 3CaCl₂·2ММК, а также возможно образование комплексов 3NaCl·2ММК NaCl·4ММК, 4CaCl₂·ММК CaCl₂·4ММК. Исследовалась зависимость комплексообразования от температуры. Показано, что состав комплексов ММК с NaCl при повышении температуры до 40°C не изменяется, ММК с хлоридом кальция образует комплекс CaCl₂·ММК, а с хлоридом магния состав комплекса при 40°C определить затруднительно, однако, при охлаждении растворов от 40 до 20°C происходит перестройка комплексов с образованием соединений, полностью идентичных: ранее установленным при 20°C. При снижении концентрации исследуемых растворов от 1М до 0,01м приводит к некоторому изменению состава комплексов, образуемых ММК с солями [2,3]. Проведенные авторами исследования показали, что концентрация комплексных ионов в растворе относительно не велика и не превышает в среднем 10% от общей концентрации ионов в растворе [3]. В работах [4,5] приведены составы комплексов с ММК с некоторыми неорганическими солями почвенных растворов. Утверждается, что характер комплексообразования ступенчатый, образуются аква- и гидроксокомплексы, а также клатраты. Приводятся соединения следующего состава: NaCl - nММК (n = 0, 5, 1, 2, 4, 5), Na₂SO₄ · nММК (n = 1,6) CaCl₂-nММК (n = 1,4,6), MgCl₂nММК (n

= 1,3,6). Однако, не указан метод и условия их определения. Утверждается, что комплексные соединения выделены препаративно и разработаны методы их синтеза. В отличие от исходных компонентов, в подавляющем большинстве они рентгеноаморфны, их дериватограммы существенно отличаются от исходных солей, индивидуальность синтезированных комплексов также подтверждена методами ИК-спектроскопии, химического анализа, пламенной фотометрии, высокотемпературной микроскопии. Соединения значительно менее растворимы, чем неорганические соли, имеют температуру плавления ниже 100°C.

Молекулы монометилкарбамида во всех соединениях координируются через атом кислорода карбонильной группы.

Цель и методы исследования.

Разработка условий синтеза и установление строения и свойств смещенных координационных соединений сукцинатов ряда переходных металлов с амидами кислот.

Задачи исследования: разработка условий синтеза координационных соединений сукцинатов кобальта и никеля с амидами; изыскать пути синтеза новых высокоэффективных и малотоксических биоактивных соединений; для объекта исследования использованы монометилкарбамид и монометилкарбамидные сукцинаты Cu(II) и Zn(II) в качестве органических лигандов.

В статье приводятся результаты синтеза и исследования координационного соединения сукцината меди и цинка с ММК.

Экспериментальная часть. Комплексные соединения состава Cu(OOC)₂(CH₂)₂·2ММК·3H₂O, Zn(OOC)₂(CH₂)₂·2ММК·1,5H₂O, Cu(OOC)₂(CH₂)₂·ММК·H₂O синтезирована путем механохимического взаимодействия 0,01 моля сукцинатов металлов с 0,02 моля монометилкарбамида в течение трех часов в агатовой ступке при комнатной температуре. Безводные соединения получены выдерживанием при температуре дегидратации до соответствующей потери массы.

ИК-спектры поглощения записывали на спектрометре Specord-75 (400-4000 см⁻¹) с использованием методики прессования в виде таблеток с KBr.

Результаты и их обсуждение.

В статье приводятся результаты синтеза и исследования координационного соединения сукцината меди и цинка с ММК.

Результаты элементного анализа комплексов приведены в табл. 1.

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Таблица 1. Результаты элементного анализа комплексных соединений сукцинатов металлов с монометилолкарбамидом.

Соединение	М %		N%		С %		Н %	
	Найде-но	Вычис-лено	Най-дено	Вы-числено	Най-дено	Вы-числено	Най-дено	Вы-числено
$\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot 3\text{H}_2\text{O}$	15,53	15,36	13,59	13,54	23,31	23,22	5,2	5,36
$\text{Zn}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot 1,5\text{H}_2\text{O}$	16,93	16,83	14,60	14,42	24,54	24,73	5,01	4,93
$\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot \text{H}_2\text{O}$	20,69	20,80	11,02	10,87	23,58	23,90	3,97	3,91
$\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК}$	17,53	17,67	15,67	15,58	26,89	26,70	4,57	4,49
$\text{Zn}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК}$	17,96	18,09	15,63	15,50	26,38	26,56	4,42	4,46
$\text{Cu}[(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК}]$	23,65	23,57	10,47	10,39	26,87	26,71	3,89	3,74

Таким образом, состав полученного соединения отвечает формуле:

$\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot 3\text{H}_2\text{O}$ и $\text{Zn}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot 1,5\text{H}_2\text{O}$.

Для установления способов координации монометилолкарбамида и сукцинатного

дианиона исследуемого соединения изучены его ИК-спектры поглощения и для сравнения – исходных компонентов. Результаты ИК-спектров поглощений ММК и также $\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot 3\text{H}_2\text{O}$ (1) и $\text{Ni}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{K} \cdot 2\text{H}_2\text{O}$ (2) представлены в таблице 2.

Таблица 2. Основанные колебательные частоты (cm^{-1}) в ИК спектрах монометилолкарбамида (ММК) и его комплексов с сукцинатами меда и цинка.

ММК	1	2	Отнесение
3430	3455	3430	$\nu(\text{OH})\text{H}_2\text{O}^+$
3380	3420 3330	3400 3320	
	3560		$\nu_{\text{as}}(\text{OH}) \nu_{\text{as}}(\text{NH}_2)$
3285	3260	3255	$\nu_{\text{s}}(\text{NH}_2) \nu_{\text{s}}(\text{OH})\text{ММК}$
3200	3205	3200	$\nu_{\text{as}}(\text{NH})$
3100	3120	3120	$\nu_{\text{s}}(\text{NH})$
1660	1650	1656	A-I $\nu(\text{CO})_2, \nu(\text{CN})$
1610	1630 1612	1640 1615	A-II $\delta(\text{NH}_2) + \delta(\text{HOH})$
	1578	1578	$\nu_{\text{as}}(\text{OOC})$
1466	1475	1471	$\nu_{\text{as}}(\text{CH}), \delta_{\text{as}}(\text{CH}_2)$
	1440	1450	$\nu(\text{OOC})$
1397	1410	1400	$\delta_{\text{s}}(\text{CH}_2), \nu_{\text{s}}(\text{CN})$
1278	1280	1283	A-III $J_{\text{U}}(\text{CH}_2)$
1140	1180	1200	$\nu(\text{OCN}) + \delta(\text{NH})$
1005	1010	1010	$\nu(\text{NCO}), \nu(\text{CN})$
575	580	605 575	$\delta(\text{NCO})$

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Сравнение спектров свободной молекулы ММК и спектров его комплексов с сукцинатами указанных металлов показывает, что при переходе от некоординированного лиганда к комплексу существенное изменение протерпевают полосы валентных колебаний связей С=О и О-М [6]. В области $\nu(\text{C}=\text{O})$ для всех комплексов наблюдается понижение частот на 4-10 см^{-1} тогда как частота валентного колебания связи О-М увеличена на 5-14 см^{-1} . Такие изменения характеристических полос в ИК спектрах комплексов можно объяснить координацией ММК через атом кислорода карбонильной группы.

Весьма сложными по структуре являются частоты в области 3300-3500 см^{-1} , обусловленные

валентными колебаниями $\nu(\text{OH})$ молекулы воды, а также симметричными и асимметричными колебаниями $\nu(\text{NH}_2)$, $\nu_{\text{as}}(\text{NH}_2)$, $\nu(\text{NH})$. [7].

Дериватографические данные термолиза комплексных соединений приведены в табл.3. Анализ термического поведения соединений показывает, что все комплексы содержат молекулы воды, причем температура удаления последних значительно отличается друг от друга, что говорит в пользу неравноценного связывания их в структуре. Конечными продуктами термолиза комплексов меди и цинка являются оксиды металлов.

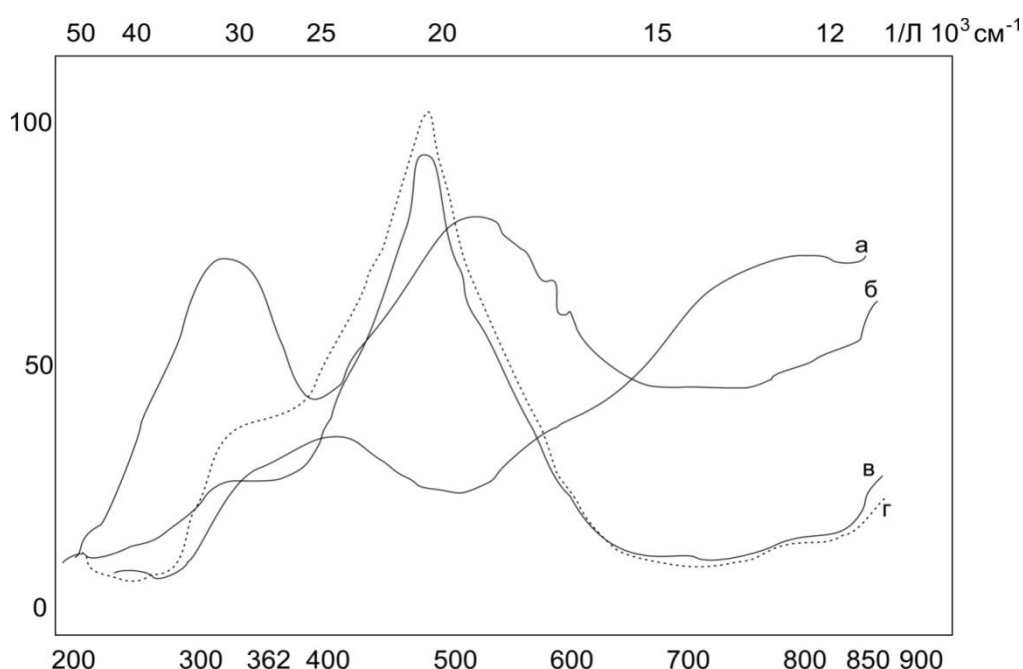


Рис.1. Спектры ДСО: в) $\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot 2\text{ММК} \cdot 3\text{H}_2\text{O}$ г) $\text{Cu}(\text{OOC})_2(\text{CH}_2)_2 \cdot \text{ММК} \cdot \text{H}_2\text{O}$

Таблица 3. Дериватографические данные термолиза комплексных соединений

Соединение	Температурный интервал эффекта, °С	Пик эффекта, °С	Убыль массы, %	Природа эффекта, °С	Образующийся соединения
I	58-107	105	8,75	Эндотермический	IV - 2H ₂ O
	107-160	118	4,35	Эндотермический	IV - 3H ₂ O Эндотерм
	160-23	228	16,11	Эндотермический	Продукт термолиза III - 3H ₂ O
	230-250	237	15,55		Продукт термолиза III - 3H ₂ O
	250-405	370	21,11		Продукт термолиза III - 3H ₂ O
	405-580	530	12,78	Эндотермический	CuO

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II	90-130	118	2,35	Эндотермический	V – 0,5H ₂ O
	130-170	135	4,63	Эндотермический	V – 1,5H ₂ O
	170-340	210 245	32,46	Эндотермический	Продукт термоллиза V–1,5H ₂ O
	340-420	400	5,34		Продукт термоллиза V–1,5H ₂ O
	420-500	475	19,37	Экзотермический	Продукт термоллиза V–1,5H ₂ O
	500-575	535	11,00	Экзотермический	ZnO

На основании совокупности данных можно предположить, что комплексы имеют полимерное строение с октаэдрическими окружениями центральных ионов. [8,9,10].

Заклучение.

1. Сукцинатный дианион в зависимости от состава комплексов проявляя себя би- или тетраденальным с мостовым способом координации.

2. Молекула ММК в комплексе меда (II) и цинка (II) выступает в роли моноденального

лиганда, координируясь через атом кислорода карбонильной группы.

3. Комплексы ММК разлагаются со ступенчатым удалением органического лиганда. Стабильность термоллиза соединений существенно зависит от способа координации амидолигандов, центрального иона и характера строения. Показано, что деаквации соединений сопровождается повышением денатности сукцинатного дианиона.

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Article



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STUDY OF THE USING OF A MODIFICATION BASED ON SULFUR AND CROTONALDEHYDE IN THE PRODUCTION OF SULFUR CONCRETE

Abstract: In this article has been studied a method is proposed for obtaining modified sulfur with high deformation strength and adhesive properties as a result of sulfur modification with the help of crotonaldehyde. The high thermal and relaxation properties of the obtained modified sulfur are explained by the formation of a volcanic network. Also, crotonaldehyde was first used as a sulfur modifier and the optimal conditions for the copolymerization reaction were determined. The resulting compositions proved to be stable during storage and are recommended for the production of sulfur concrete.

Key words: crotonaldehyde, sulfur concrete, modification, IR spectrum, a gamma spectrometer.

Language: English

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Introduction

Today, the world pays special attention to the creation of new modified sulfur binders. In this regard, modified sulfur concrete can be used to produce products that are resistant to industrial, climatic and other types of aggressive environments. In industrialized countries, work is underway to obtain a number of modified sulfur concretes using unsaturated aromatic compounds based on ethylidene-norbornene and other unsaturated organic compounds.

However, sulfur concrete made from unmodified sulfur has limitations for practical use because it has poor water resistance and is more brittle than conventional concrete. Based on the foregoing, it is necessary to develop a technology for producing sulfur concrete obtained using modified sulfur-containing binders. Due to the fact that fossil fuels are burned to fire kilns and the stoichiometric release of carbon dioxide when limestone is converted to calcium oxide, this process generates about one ton of

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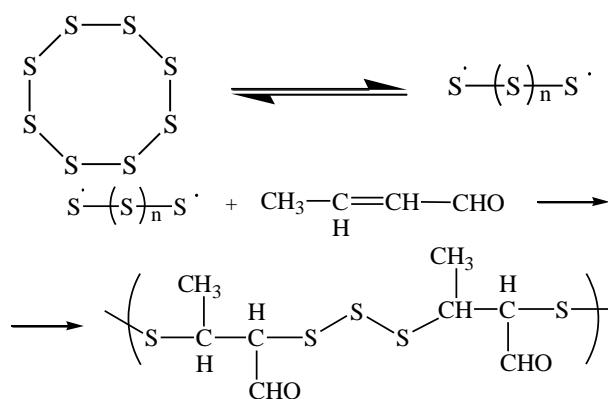
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carbon dioxide for every ton of cement and accounts for 5% of global anthropogenic CO₂ production [1-4]. In 2007, world sulfur production was about 1,000 million tons. By 2009, 120 million tons of sulfur had been produced in Korea. 90% of the sulfur produced in Korea is a by-product of desulfurization in the oil refining process. [5-8]. Sulfur is expected to rise steadily in the future. If there is no counter plan, huge waste disposal costs will be required. As a result, the use of sulfur as building materials such as asphalt and concrete has been considered. On the other hand, climate change, called global warming, is one of the most serious global problems that can threaten the sustainability of human society[9-10].

EXPERIMENTAL PART

1. Modification of sulfur with crotonaldehyde and production of sulfur concrete.



Scheme 1. Scheme for the synthesis of polymeric sulfur.

The resulting sulfur copolymer was heated to 180–190°C in a stainless steel beaker equipped with a mechanical stirrer in a thermostatically controlled oil bath until a molten phase formed. Sand, crushed stone, fly ash were added to the molten medium of modified sulfur, and the resulting mixture was additionally heated at this temperature to form a homogeneous admixture of concrete with constant stirring in a molar ratio of 1:2.5 (polysulfide copolymer sand, gravel, ash). The viscous mixture was placed in a self-made mold, and then immediately placed in an oven heated to 180–190 °C, held for 30 minutes, cooled to room temperature, and carefully removed from the mold.

RESULT AND ITS DISCUSSION

The IR spectrum of modified sulfur in the regions of 2850-1470 cm⁻¹ has absorption bands, confirming the presence of -CH₂- groups, and

Sulfur was heated in a glass beaker to 185°C in a thermostatically controlled oil bath with constant stirring until a transparent viscous orange molten sulfur phase was formed. Crotonaldehyde was then directly added to the molten sulfur phase. The resulting mixture was stirred at 185–190°C for 60–70 min, which led to some decrease in the viscosity of the reaction medium and the formation of black and yellow products for crotonic aldehyde comonomers with sulfur, respectively. The resulting products, upon completion, were taken directly from the beaker with a spatula and allowed to cool to room temperature. The reaction scheme for the polymerization of crotonaldehyde with sulfur is shown in Scheme 1.

absorption bands in the region of 1650 cm⁻¹, confirming the presence of the -C=O group in the free state. The IR spectrum contains absorption bands in the region of 3400 cm⁻¹ corresponding to -OH groups. The bending vibrations of all active groups appear as strong narrow bands between the usual bending vibration bands -CH-O- in the region of 1400 – 1465 cm⁻¹. The presence of groups containing sulfur S=O and S-H in the region of 2343–2368 cm⁻¹, a wide intense band confirms sulfur-containing compounds in the regions of 1200–1100 cm⁻¹, 1040–1060 cm⁻¹.

In addition, narrow low-intensity bands containing bonds of a sulfur-containing compound appear on IR spectroscopy in the regions of 1060 cm⁻¹ and 1015 cm⁻¹. When considering the IR spectra of modified sulfur, intense -CH₂-O- groups are visible with dimer indices of 1400-1440cm⁻¹ (Fig. 1).

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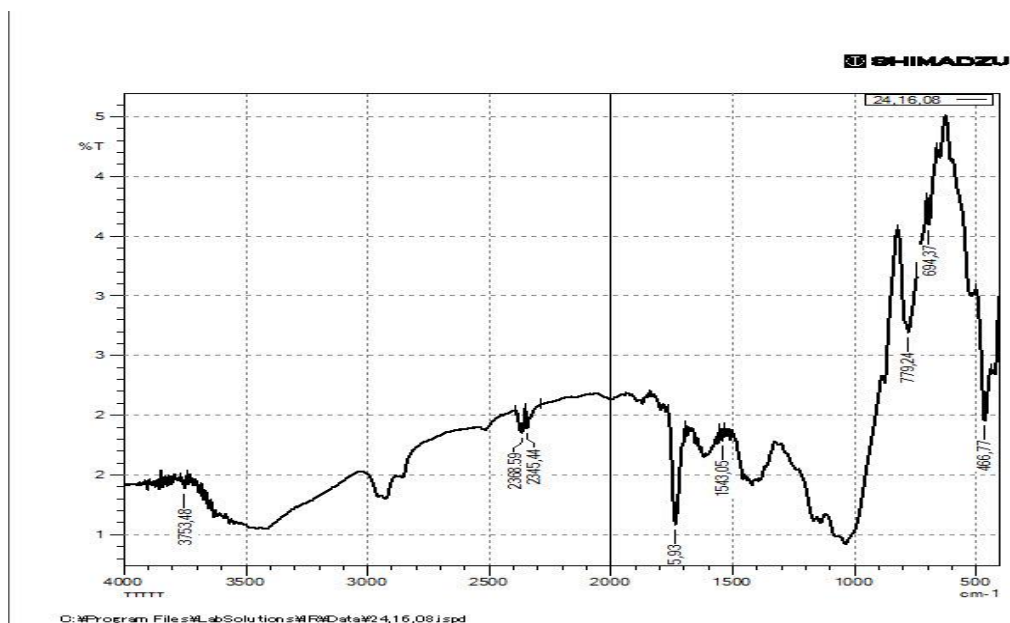


Fig. 1. IR spectrum of modified sulfur.

2. Study of radionuclides of sulfur concrete and Portland cement.

Considering the advantage and convenience of sulfur concrete, we analyzed it on a gamma spectrometer. Accordingly, test conditions: T-22 °C, humidity -63%, illumination-300 lux, specific activity Bq/kg.

According to SanPiN 0193-06, they are used in construction at a level of less than 350 Bq/kg. In the

analysis of sulfur concrete, its radionuclides averaged 127 Bq/kg. Sulfur concrete contains modifier-26%, sand-54%, ash (ash) -16% and various metal oxides -4%. Additives and fillers added to sulfur concrete, i.e. radionuclides in sand and gravel were analyzed using gamma spectrometry. Accordingly, test conditions: T-22° C, humidity -63%, illumination-300 lux, specific activity Bq/kg (tables 1-3) .

Table 1. Analysis of radionuclides in sulfur concrete using a gamma spectrometer.

Name	Sample or deral number	Ra-226	Th-232	K-40	Aeff.	Aeff.m
Серобетон	1	9,11	36,9	84,1	64,6	136
	2	10,2	35,1	84,7	63,4	130
	3	14,0	29,5	85,7	59,9	119
	4	11,2	36,2	82,5	65,6	128
	5	18,1	31,8	84,0	66,9	122
	Medium	12,5	33,9	84,0	Aeff Medi=64,08	Aeff.m Medi=127 Bq/kg.

Table 2. Analysis of radionuclides in sand on a gamma spectrometer.

Name	Sample or deral number	Ra-226	Th-232	K-40	Detection mistake, %	Aeff. Bq/kg.
Песок	1	20,9	6,86	25,3	6,2-10,8%	91,1
	2	22,6	3,86	25,9	6,2-10,9%	122
	3	19,5	5,87	27,5	5,8-10,3%	97,6
	4	21,3	4,12	26,4	6,0-10,4%	114
	5	21,1	4,47	25,1	6,1-10,2%	109
Aeff.m = 107 Bq/kg.						

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Table 3. Analysis of radionuclides in "rubble" on a gamma spectrometer.

Name	Sample number	Ra-226	Th-232	K-40	Detection mistake, %	Aeff. Bq/kg.
Macadam	1	20.3	5,17	25,9	6,2-10,8	103
	2	20.5	4,02	49,8	6,2-10,9	175
	3	19.6	4,03	27,9	5,8-10,3	114
	4	17.8	5,49	39,9	6,0-10,4	96,4
	5	20.6	3,28	41,3	6,1-10,2	129
Aeff.m = 123,48 Bq/kg.						

Portland cement M-500 was also analyzed on the MKS-AT-1315 gamma spectrometer. Accordingly, test conditions: T-22 °C, humidity -63%, illumination-300 lux, specific activity Bq/kg.

3. Study of the results of electron microscopic analysis of sulfur concrete

On fig. 2. It can be seen that with the addition of 5 g of crotonaldehyde per 100 g of sulfur, the particle

sizes of the dispersed phase increase significantly from -0.1 to 0.5 μm, while with the addition of 3 g of crotonaldehyde per 100 g of sulfur, there is no similar effect. observed. If crotonaldehyde is added to plasticized polymeric sulfur, then a significant increase in the size of the dispersed phase occurs in direct proportion to the increase in the content of the modifying additive.

Электронное изображение 9

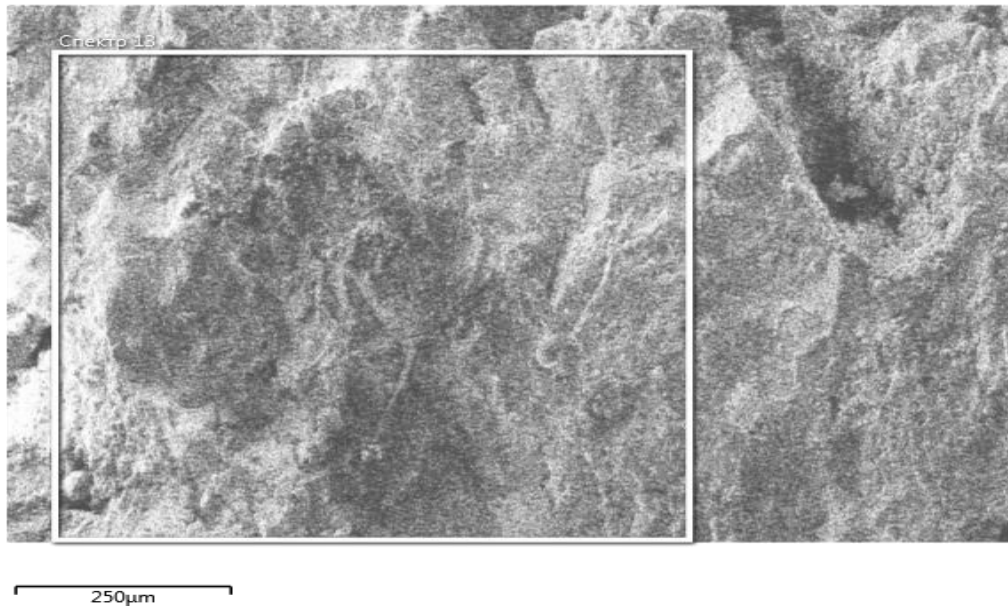


Figure 2. Micrograph of sulfur concrete.

CONCLUSION

The addition of modified sulfur to the concrete composition significantly increased the physical and

chemical properties of the concrete. these properties are important for the widespread use of seroconcrete in the construction industry.

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THEMATIC DIRECTIONS OF THE NATURE OF THE LYRICAL EVENING

Abstract: The thematic areas of the nature of lyric poetry in Karakalpak literature are given in different ways in the creativity of poets. The basis of the content is forgiveness.

Key words: lyrical forgiveness, content, form, direction, poets.

Language: English

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Introduction

There is a peculiar nature of the lyrical evening. This is about the scientist of literature, professor B.I.Sarimsakov writes: "by attracting the attention of the characteristic events and events in life, the soul settles in the net, does not give pleasure to ten, its reflection in life and activity, disrupts the balance of thinking. The spiritual state of the creator, which is at the heart of the soul, which has broken the joy, peace of O, is called Lyrical forgiveness. Lyrical forgiveness sometimes passes as an actual spiritual state, and aesthetic wealth is formed and destroyed by the creator. As for Baz'an, he can not stand as an aesthetic wealth, and the creator keeps for a long time in his heart. From this it can be said that the lyrical experience is also in a state of affairs.

In the works of art there are concepts of form and content, in the connection of which the content is leading – it causes a change of form with its own transformation. Great thinker A.Navoi also sees the form and content in dialectical unity and emphasizes that the poem should be beautiful both with its content and with its form. In a real artistic work, the content is inherent in the form, the form in the form. "The figurative form is the state of artistry" [1]

When studied from the theoretical side, the emphasis on the form is high, as well as the content is similar.

The basis of the content is forgiveness. This concept as a term in the artistic literature began to be seen in literature May from the 30-s of the XX century. This word is used in the sense of human perception, thoughts.

Like other examples of artistic literature, the song can not be sung on its own. Judging by the observations, the influence of emotions and sensations in the creation of a song is in the main place. "True lyricism, like any other true poetry, should show the true meaning of the Human Heart" [2].

Based on the poetic works, The Present Tense is due to its nature, the more the song sounds and its general meaning, the more it affects the emotional coloring. He gives us information about the aesthetic world of the poet. Forgiveness is the driving force and basis of lyrical poetry, its content. [3]

For lyrics, too, is considered a living basis. There are 4 styles of improvisation of the lyrical evening in the song, mostly.

1. Through an image that embodies the main poetics of the song

2. Through the image of kechinma, which determines the leading one poetic content of the song

3. Through the appearance of a poetic landscape or poetic status

4. Poetic harmony (through shyness, song rhythm, poetic shifts) [4].

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It is impossible to put any of these styles above each other. In the current Karakalpak poetry, the lyrical evening is given in different ways. For example, poetic images, landscape appearance. We can not pour these styles low from each other. There are also places where they complement each other. The lyrical hero serves to create a livelihood. Songs created today and entering the field of literature can prove this word. In the fiction of the lyrical evening, the image also plays a key role. In this type of style, some styles can be combined. But the main place is occupied by one leading image. The feelings of the lyrical hero will be directed to the leading image. For Example, B. The leading image in the army of saaev with the name "I pour my grief..." is a child. The father, who is a lyrical hero, thinks about the gang of children.

Onda paxta mapazında júr edim,
Túsimde azıw tisim sığan eken,
Túni menen shanshp shıqtı júregim,
Nókiste tungıshım kóz jumǵan eken. [5]

Throughout the lines, the fact that the eldest child has passed through the world, all his relatives in his didors have remained in front of the eyes since childhood, he has two faces with laughter, blond hair, suluv jamoli, at the time of birth, the state of joy in his own world, the fact that he walked in the army and called his father, I kept your car as a mascot for many years. Years passed, when you passed away, born singling finished school today. When you were in life, you would be twenty years old with your peers – that will pour out your own grief.

In principle, the song achieves its goal by giving the people, the pleasure of serving the modern world, the emotions of whims, humanity, the spiritual state of a person, the beauty of nature, the state of the universe full of various phenomena.

In O.Satbaev's lost for the lyrical hero in the song lines given to Satbaev's sheep, served him to create the image of yor that many years ago the feelings of openness were not yet lost.

Jaslıqtaǵı eń soǵıǵı geshtek...
Kettik,
Lekin, aytpadıq "Xosh" dep.
Búgin sol bir aqshamdı eslep,
Muxabbatım, seni joytaman.

Sennen ayra túskenim qashshan,
Men kekseydim sen ele jassań.
Endi maǵan hesh qashan joqsań,
Muxabbatım seni joytaman. [6]

From the language of the lyrical hero comes to mind his love, which remained in his youth. He feels that he has been focusing on the label he has believed in for years, the moments he has spent with him have remained memorable under white tulle in his happy moments. Curses the divorce. Through the image of white tulle, facing the stream, the image of yor flows into the rejuvenated eyes through the image.

The main role in the creation of entertainment in Baz'an can also be attributed to the image of living. In this style, great attention is paid to emotions. All thoughts converge around feelings. For Example, P. In the army of mirzaboeva "Soǵinch":

Mektep taman qatnaǵan soqpaq,
Ómirimshe qádirdan maǵan.
Qosıǵımdı óteyin arnap,
Balalıǵım máńgige saǵan. [7]

In the song, the lyrical hero O'mr tall unforgettable moments remained in his childhood, dreaming of him, asking questions, looking at the law of life, each period in the human O'mr has its own size, the hero of the school age, full of young disappointment, pours on a white swan in his feelings for the Motherland, where O'mrica is dear. In his songs, he cures his childhood an eternal, unforgettable childhood. Through taǵrisi, soǵinch, poets can write songs of different content. But, P. The Tsarist period, which is the law of Mirzaboeva's Life, shares the carefree childhood.

The lyrics appear in the case when a person is self-acquainted, perceives himself as a separate image, perceives himself as another being within the universe, and looks at the external world through the windows of his individual world. [8]

In the current Karakalpak lyric, the evening is given through a variety of styles. The goal of each poet's writing of poetry is not only to give him information, but also to be able to give a poetic meaning to the vazmin, which is absorbed by emotions. We are asked by emotion from the centuries of the above-mentioned poet B. In the army of saaev "I pour my grief into qaǵoz...", which is attached to the child, further O.Satbaev's "love, I'll lose you!" yor timsolin P. in love lost in the army Through the song "Soǵinch" by mirzaboeva, we can see the image of childhood dreamed of innocence in the evenings of lyrical heroes. We witnessed that the lyrical evening was created in the Karakalpak literature in a different thematic direction. Stylistic origin of poets, the thematic direction in the lyrics they create is in different directions. In the vast and spiritual world of their creative circles, the state that the lyrical hero gives away from the heart of feelings is evident that the nature of the lyrical evening is in different directions. In the last quarter of the twentieth century lirika was able to independently give its new direction. This is reflected in the artistic portrayal of the changes taking place in society. M. In Karakalpak literature Jumanazarova's poetry is also very diverse in thematic terms. In his songs, nature, the born husband, faithfulness, honesty, pure conscience, the livelihoods of women are dressed with pleasure. His songs of different appearance in a series of songs, which he entered in the collection "I came to roll", describe the nature of the evening. In the army of the poet "Mother-Mother:

"Ana-anajan" qosıǵında:

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Ajem atam mehriyban,
Mañlayımnan sıypaydı,
Seni oylap anajan,
Mehrim sağan tuwlayı.
Dayım kishem kewlimdi,
Jıqpayın dep mıñ hálek,
Óziñ bolmas hesh kim de,
Dúnya sensiz bir pálek. [9]

In the poem of the poet, yoru-biradars, fraternal victims, none of them can replace the mother of the only suitor in the world.

Poems written on the theme of women in literature also have their own merits. When a woman creates poetry, she has a special imagination in the evenings of maternal love, a kind lyrical hero. Therefore, in every nation, the works in the pen of women have their own characteristics and are given through emotional forgiveness in the hearts of the reader.

In conclusion, when we emphasize in the circle of thematic directions of the nature of the lyrical evening, we give examples of poet poems in which the Karakalpak literature plays a pen in different thematic directions in poetry. Around the circle of thinking poets with their own words, their own style, we analyzed poems on a topic that aspired from singles to the general, and through the poems formed from their pen we learn about the thematic direction of the evening. Therefore, in the current Karakalpak poetry it is possible to see that the directions of the nature of the lyrical evening are given in different styles of thematic. In Belinsky lyricism io, the thought behind the lyrical perception is cold, when the thought is said imperceptibly, it is not the sphere in which the mind teaches. He also gives an emotional thought to the person who heard him, is written to sing or play, so he can not be unpleasant to the ear. [10]

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Article



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THE USE OF LANGUAGE RESOURCES IN THE NEWSPAPER LANGUAGE

Abstract: The results of the use of spoken language resources in the branch newspapers of Karakalpakstan are considered. It is stated that the vocabulary of the spoken language is widely used by interviewers, in conversations, in informative materials. The newspaper language defines the range of words used in the lexical dictionary.

Key words: newspaper, newspaper language, written language, spoken language, lexicology, culture of speech, word label.

Language: English

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Introduction

Spoken language has been analyzed by a number of researchers in monographs, textbooks and scientific articles. Researchers of Russian linguistics have successfully studied the importance of spoken language in the media. M.A. Marzan in his article "The dominance of spoken language in the media" [1. 96-99] studied the use of functional styles and the elements of spoken language comparatively in the Russian newspapers such as «Экспресс-газеты Online», «Жизнь», «Российской газеты» and «Коммерсанта». M.Yu. Kazak in the chapter "Main steps of the development of the language of the newspaper" of his book "The language of the newspaper" describes the specific function of the language of the newspaper [2. 34-53]. Mainly he learned a spoken language in «Аргументы и факты», «Аргументы недели», «Литературная газета» and in other newspapers.

Researchers of Uzbek linguistics explain the language styles in detail in the work "Stylistics of the Uzbek language". In his work, he describes the importance of dialogue in the style of speech as follows: "In a conversation situation, dialogue is important. If the dialogues are question-and-answer, the answer is considered to be uncompleted. Constantly hidden in such words is reflected in the content of the front and last lines of the speech of

separate interlocutors. Overall, in order to concisely express an opinion, not to repeat a part of speech that is not necessary - "omitting" is characteristic of the language of lively conversation" [3. 18]. From this point of view, in the language of the newspaper, dialogue is used in order to ensure the emotionality of the text, to significantly increase the power of influence. S. Karimov's monograph "Functional stylistics of the Uzbek language" specifically studies the phonetic, lexical-phraseological, morphological and syntactic differences of speech style. In the process of special study of this issue, it is noticeable that language styles are systematized to some extent. He was able to prove that he effectively uses all forms of literary language in revealing the wide range of possibilities of language styles. The researcher made effective use of direct media including newspaper materials.

Literary language is known to have both oral and written forms. Literary language usually means its written form. And the role of the oral form in the emergence, formation and further development of the written literary language is significant. It is natural that the literary language is constantly updated and replenished. The language of the media, which is the backbone of our society, is very important. Therefore, on June 16, 2021, the Presidium of the Supreme Council of the Republic of Karakalpakstan adopted a

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resolution "On measures to develop the Karakalpak language and language policy."The resolution emphasizes the role of the media in preserving the purity of the Karakalpak language, enriching the language, improving the speech culture of the people:"In the field of preserving the purity of the Karakalpak language, its enrichment and increasing the culture of speech of the people: the gradual preparation and publication of volumes of the "National Encyclopedia of Karakalpakstan" in the Karakalpak alphabet, restricted to the Latin script; Creation of 9 linguistic, branch-terminological, explanatory dictionaries, increasing the vocabulary of the Karakalpak language in 2021; Establishment and coverage of the system of training of primary journalists on TV and radio channels in the courses aimed at improving the culture of speaking the Karakalpak literary language by 2030 to 100 percent; Special attention is paid to a number of issues, such as the opening of regional TV and radio channels operating in the Karakalpak language" [10]. Therefore, the language of the media has always played a leading role in the promotion of the Karakalpak language and ways to develop and improve language policy.

Therefore, a number of issues in the Karakalpak language have been studied by well-known scholars. In particular, functional styles in the Karakalpak literary language, the problem of lexicon of spoken language, a number of scientific tasks were analysed. This question was discussed widely in these scholars' works: E.Berdimuratov, A.Dauletov "Modern Karakalpak language. Phonetics, Lexicology", E.Berdimuratov "Modern Karakalpak language. Lexicology", A.Bekbergenov "Stylistics of the Karakalpak language".

In the textbook "Modern Karakalpak language. Phonetics, Lexicology" there were opinions that the spoken language, which is an active form of direct communication between people in everyday life, its basis is consisted of common used words. There are also words that do not meet the lexical norms of literary language: "The lexicon of spoken language includes not only words that are used in every day language, but also words that do not meet the lexical norms of the literary language. For example, in the process of oral communication, people often use the words "жутым" (in the meaning of "food"), "пәрўайы пәнсери" (in the meaning of "not knowing anything"), мэзи (in the meaning of "just, simple"). All of these are words that are unique to the spoken language. They often have their own synonyms in the literary language. Therefore, such words are actively used only in the lexicon of spoken language, which is a little far from the norms of literary language. This does not mean that there is no connection between the spoken language and the literary language, and that the vocabulary of the spoken language does not come close to the

vocabulary of the literary language. The fact that the words between them are not used in the literary language indicates the difference between them. In the Karakalpak language, the words of the lexicon of the spoken language have a special emotional-expressive meaning. They often have a sharp sense of humiliation or diminishment. That is why elements of spoken language are very common in literary works" [5. 253, 94-96]. In A. Bekbergenov's work "Stylistics of the Karakalpak language" for language styles, he explained the phonetic-intonational, morphological and syntactic differences of speech style [6. 15-17].

The issues of spoken language, speech culture, word literature, word art, word etiquette are also widely studied in Karakalpak linguistics today. In particular, in the monograph of T. Masharipova, Doctor of Philology "A whole concept of the theory of journalism: scientific and methodological analysis" (on the example of Karakalpak press), Candidate of philological sciences U.Dauletova's article "Literary problems of words in Berdak's works", Doctor of philological sciences A.Nauryzova's article "Social, moral, spiritual qualities in word etiquette" comments were given. According to T. Masharipova: "The press develops logic and rational thinking. However, it reduces the content of the idea to sound and description, and in some cases adapts the thinking to stencils and stereotypes, because the content has the same form in the word. Although the element of the word content is calculated, it is also the visual part of the form. Karakalpak linguists are actively involved in the development of journalistic language skills. This can be seen, for example, in the article "Language - the spirit of the nation" by Doctor of Philology, Professor Shamshetdin Abdinazimov, published under the heading "Tribune of Scientists." The article describes the characteristics of journalism - sharpness, sensitivity, influence, pathos, dynamism, which are reflected in the native language: "they tried to use eloquently the direct and figurative meanings of the words of the language during the conversation. There are many examples of this, such as Zhirenshe's speeches, anecdotes of Omirbek Lakky, wise sermons in Tolgau-Termes and our epics. According to the opinion, the ability to wear clothes, to use appropriate language units in the conditions of speech and purpose, to capture not only the ears of the listener, but also the soul, is one of the most important features of eloquence, ingenuity and spirituality of our people. Therefore, the spirit of the nation, first of all, is clearly expressed in its language, in the terms used, by the scientist and once more" [7. 213-214]. He was able to explain very well the importance of the proper use of language units in the context of speech. Akhrar Abdimuratov's article "Speech Culture" and in the field of scientific journalism are in line with each other. According to him, "If a person wants to speak, he should try to choose beautiful and correct words. It is very good for the listener to act in such a way that

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he enjoys both the beauty and the correctness of the words. In particular, it is necessary to strictly adhere to ethics in scientific meetings, to refrain from useless debates, dominance in science, and polygamy. Too much talk and rhetoric is not a virtue, it is a flaw" [7. 213-214]. In the culture of speech of each person, he was able to explain that brevity, clarity and politeness in the use of words are aspects of speech in its place. U.Dauletova's article "Literary problems of words in Berdak's works" gives a correct understanding of the word literature, the appropriateness of speech, the power of the word. These views are supported by the eastern thinkers Keikavys, Yusuf Has Hajib, Ahmed Yugnaki, Saadi Sherazi, Rumi, Navoi, Abai, Maktymkuly, who spoke on the subject of literature. He proves in a number of examples, comparatively, that Berdak paid great attention to the literary problem of the word in resin compounds. According to her: "one of the most important qualitative features of speech is the "appropriateness of speech"". Words that are well-structured and well-chosen to express an opinion may be well-chosen, but they may not be appropriate for the point of conversation, depending on the mood of the interlocutor. The speaker should keep this in mind. Kaikaus: "Speak the word in its place, a word that is not spoken in its place, even if it is a good word, it will look bad. Do not speak in vain, because useless words are harmful" [8. 118]. He says that he is a spiritual food for his people, for future generations, and that he is a great resin, which he left to an unparalleled, priceless treasure that will not fade away over the years. He writes that a person's good or bad behavior, wise or ignorant character, is known by a single word he utters: "Words have the power to influence each other, but they also have the power to destroy. The word can persuade a person, strive for success and work, achieve new victories, inspire somebody to great deeds, turn somebody away from evil, make somebody feel happy or sad, start somebody to do wrong, persuade somebody to betray, lead to crime and kill. Therefore, a person should always speak well. "Learn to speak well and do not be accustomed to anything but gentle speech, because the language speaks what you want to say," Kaikaus writes in his book "Kabusnama". Berdak constantly repeated these ideas and tried to inculcate them in the minds of young people through his songs" [8. 117]. In an article by A. Naurizova entitled "Social, moral, spiritual qualities in word etiquette" the Karakalpak, Uzbek and Kazakh people commented on the culture and etiquette of the mother tongue: "The practical problem is that the culture and etiquette of the mother tongue are intertwined with the social, moral, spiritual, lexical and semantic meanings and content, and in our daily lives people do not call each other "you" (informal) or "you" (formal, for example, a child and parents). As our contemporaries rightly say, it is not natural for us to use "you" (informal) in the communication of people who are very close to each

other, who see each other every day, every hour, face to face and go together, and formally and psychologically it means coolness in the spirit of our people. More precisely, if the father or mother returns from a long trip or a business trip, then it is better to call their parents with "you" (formal) as a sign of miss and respect. In particular, we believe that it is more natural with the national psychological, spiritual and ethical characteristics of our Karakalpak people. It would be appropriate for the couple to keep the same ethical communication word in the speech. In the case of the Uzbek or Kazakh people, "you" (formal) is often accepted in the parental, childish, marital relations" [9. 70-72].

While studying the linguistic differences of Karakalpakstan newspapers, we came across a number of articles. In particular, organizes by the Karakalpak union writers the words were used in order to increase the attractiveness, possessiveness, emotionality and impact of the text in the newspaper "Қарақалпақ әдебияты". Therefore, the use of lexical units in the language of the newspaper serves to fully and clearly convey the idea to be expressed, and significantly increases the effectiveness. Journalists also use modified language in their articles to accurately reflect such lexical differences in respondents' conversations. For example: «Машинаны Аяпберген Муўсаев атындағы ауыл пуқаралар жыйынына жақынлаған сайын еки көзим жолдың шеп тәрәпинде болды. *Өтүп кетпейин деп қояман өзимше*. Мен ойлаған жерде, буннан жети-сегіз жыл бурынғы таныс үйим көринбеди. «Тезликті сәл *пәсейт*», деймен айдаушыға. – Жол бойында турған *анаў кисиден* Биймурат ағаның үйин сора. Ол машинасын тоқтатып, сорайды. – *Артыңызда қалды ғой, анаў узақтан көринип турған еки этажлы жай*, алдына «Азық-аўқат дүканы» деп жазып қойыпты. *Машинаны қайырдық*. Көркіне көз тойғандай бәлент имарат. *Қәрежетли* исбилермен жигитлердің Нөкис әтирапындағы жаңа посёлкалардан салып атырған меншик жайларынан кем емес» ("As we approached the Ayapbergen Musayev village assembly, my eyes were on the side of the road. *In my mind I didn't want to pass*. Where I thought, I didn't see the house I knew seven or eight years ago. "Slow down a little," I said to the driver.- Ask Mr.Biymurat's house from *that man* standing on the road. He stops his car and asks. - *It's behind you, it's a two-stored building that can be seen from a long distance*, in front of it there is a sign "Grocery store". We *turned back* the car. It is a beautiful building. No less than the *property* built by the *experienced* young men in the new settlements around Nukus") ["Қарақалпақ әдебияты" newspaper, August 2016 №8]. The sentences given in this example are told in spoken language. In the language of the newspaper, the coverage of the material in the spoken language, firstly, increases the

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effectiveness, and secondly, the form of telling the truth is noticeable. And let's look at some examples: « – Бурын бул дәрўазаның орнында қараталдың қадаларын дизип исленген ергенек бар еди. Адамның қолына артықмаш пул топланса *кийим-кеншегиңди, қасық-табағыңды жаңалап, үйиңнің ши-сыртын дүзейсең*, – деди салмақлап сөйлеп» (“- In the past, instead of this gate, there was a fence lined up with the piles of karatal tree. If a person accumulates extra money, he can renew his *clothes, dishes, and fix the outside and inside of the house*” he said confirmly). [«Қарақалпақ әдебияты» newspaper, August 2016. №8]. In this series, attention is paid to words (or compound words), which are skillfully used in spoken language. Each of the examples, *сайын, өтип кетпейин деп қояман өзимше, пәсейт, анау кисиден, артыңызда қалды ғой, анау ұзақтан көринип турған еки этажлы жай, қайырдық, қәрежетли, кийим-кеншегиңди, қасық-табағыңды жаңалап, ши-сыртын дүзейсең* (*so, in my mind I did not want to pass, slow down, that man, it is behind you, it's a two-stored building that can be seen from a long distance, turned back, property, his clothes, dishes, and fix the outside and inside of the house*) have of great importance in describing the truth in the language of each respondent. In our opinion, the ability to rationally used words in the vocabulary of the language of the newspaper to prove the fact, to describe the event, and, conversely, should not be inappropriately introduced into the language of the newspaper. If they are used in the appropriate place in the language of the protagonist, the respondent, to accumulate some emotional reinforcement, to reflect its individuality, they do not adversely affect the structure of the language of the newspaper.

Newspaper interviews are very interesting. Because in these interviews, journalists talk to experts in each profession, volunteers, and exemplary people with their career. And in some interviews the opinion of the participant about any medicine, people, meetings, holidays is given. In both forms, elements of spoken language are used. And when we studied the newspaper materials, we noticed that the interview on the topic of a particular day in the genre of interview-dialogue widely used the resources of spoken language to provide emotion, to tell the truth. For example: In the newspaper "Устаз жолы" we pay attention to the questions in the interview «Бир гөмме алтын тауып алдым» ("I found a pile of gold"): «- Муратбай аға, көптен бери сиз бенен сәубетлесіуді кеуліме *түйип* жүрген едим, бүгін мине әумети келди. Бир ұақытлары Ш.Уснатдинов сизиң дөретиүшилигиңиз ҳаққында «Атлыға жеткермес пияда» деген мақала жазды. Бул дурьс баға еди. Ҳақыйқатында да Сиз көп жазасыз, буны ҳәмме биледи. Ал, көп оқыўға ұақыт таба аласыз ба?» (“ - Mr.Muratbay, I have been thinking of talking to you for a long time, and today I am lucky. Once Sh.

Usnatdinov wrote an article about your work, "A cavalryman who does not reach a pedestrian". That was a fair assessment. In fact, you write a lot, everyone knows that. Can you find time to study a lot?") The author shows his internal thoughts through a questionnaire. He said that he was closely acquainted with the author's education. At the same time, in this interview, the spoken language is highlighted in clear and concise questions. For example: «- *Набада* қолыңызға көркемлиги пәс шығарма түсип қалса, оны акырына шекем оқып шығыўға шыдамыңыз жете ме, ямаса жаўып қоясыз ба?» ("If you *should* get a low-quality work, will you be able to read it to the end, or will you close it?"). This question provided an opportunity to find out the philosophical opinion of the interlocutor. The following examples show that oral language is the predominant language used in this interview: *кеуліме түйип, тасырайып қалған шығарман, әттең, оның бәрин, соның ушын таңлап-таңлап, набада, жаман жазбаўым, жаман шығармаларды, ақырына дейин, шығып қалар, «мениң шығармамды оқыдың ба?», туйған-туўысқанларыма, мынадай шығармам, мынадай китабым, оқығысы келсе, оқымаса да, баға айтмаса да өкнем жоқ* (*take it seriously, as if I surprised, if only, all of it, therefore choosing, if you should, write badly, bad works, to the end, maybe we have, "Have you read my article?", to my relatives, such kind of article, such kind of book, if he wants to read, if he does not read, though I am not appreciated, I don't get offended*). These words have their own form of expression in written language. Therefore, the face-to-face interview with the respondent was presented to the readers of the newspaper as described. The author was able to reveal the personal opinion and character of the protagonist through the small details of the questions. In turn, it is worth telling that the newspaper "Устаз жолы" in the interview, using questionnaires, was able to demonstrate the attractiveness and effectiveness of spoken language.

In the beginning of the article «Имтихан, Имтихан, Имтихан...» ("Exam, Exam, Exam...") in the newspaper "Устаз жолы" on June 7, 2014, № 25, the vocabulary of the spoken language is given through dialogue. For example: «- Имтиханға таярлығың қалай? – Болады. Өткен темаларға бир қатар көз жуўырттым. Ядымда қалған екен. – Мен де китапларымды қайта-қайта ақтарып, бирме-бир көрип шықтым. Умытқанларымды ядыма түсирдим» (“- How are you preparing for the exam? –It's OK. I took a look at the previous topics. I still kept in mind. - I also looked through my books again and again. I remembered what I forgot”). In this example, it can be assumed that the dialogue was used effectively to ensure effectiveness.

Therefore, it is possible to use the resources of the language of the newspaper. The spoken language resources of our people are very rich. The language of

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the newspaper is working to pass them from generation to generation to the best of its ability. The main task of the language of the newspaper is to provide information to the public in a complete, accurate, understandable and concise form. At the

same time, it serves to improve the culture of speech of the people, to address the literary issues of speech, to reveal the moral and spiritual qualities of speech etiquette. Extensive methodological research is needed on this issue.

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Article



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ACTIVITIES OF DRIVING SCHOOLS IN THE DEVELOPMENT OF THE PROGRAM OF SITUATIONAL TRAINING FOR DRIVERS (ON THE EXAMPLE OF THE CITY OF OSH OF THE KYRGYZ REPUBLIC)

Abstract: *Discussing the actual problems of the development of driving schools in modern conditions, I would like to dwell on the features of the formation of the market of educational services for the training of drivers in recent times. The rapid growth of motorization since the late 90s has also led to an increased demand for obtaining the right to drive vehicles. The existing system of training drivers of vehicles could no longer cope with the growing needs of the population, private driving schools began to appear and develop.*

Key words: *driving school, legal regulation, license, employees, driver, safety.*

Language: *English*

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Introduction

Analyzing the current system of training drivers of vehicles, it can be said with confidence that the market for educational services for the training of drivers has actually formed.

Educational organizations belonging to different departments, as well as individuals, were equally in demand among the population.

The widespread development of paid educational activities, various approaches to the procedure and procedure for licensing in this area established by state regulatory authorities, the desire of entrepreneurs to enter the educational services market without taking into account the consumer demand of the population has led to rather strong or unfair competition in some regions [1].

If we take into account that the consumer demand of the population in educational services for obtaining the right to drive a vehicle depends on the population, the number of registered vehicles and existing educational organizations in a particular region, then by simple arithmetic operations it can be stated with confidence.

Separately, I would like to dwell on the admission to the qualification exams for the right to drive vehicles of categories "A" and "B" of persons after self-training.

It is also difficult to draw a parallel between the accident rate and the percentage of passing qualifying exams on the first try [2].

One of the significant subjective factors affecting the state of accidents in the country is the deliberate disregard of road safety requirements by drivers.

Sociological studies show that the vast majority of drivers quite consciously violate the rules of the road (less than 10% of respondents did not violate the rules during the month) [7].

Almost half of the respondents believe that the traffic situation "forced" them to break the rules (poor condition of roads, shortcomings in traffic organization, high traffic intensity, etc.).

One third of drivers do not correlate their actions with the interests of other road users, one in four showed that they simply lost the habit of discipline

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and order on the roads, violated the rules out of habit or along with other road users.

The situation with the accident rate is largely determined by the level of training of candidates for drivers, including the level of legal awareness of their behavior when driving a vehicle, which he will receive when studying at an educational organization [3].

The introduction of a psychology course into new exemplary programs should teach the future driver to control himself when driving a vehicle, choose the right safe driving style, and treat other road users with respect.

The existing regulatory legal framework does not fully comply with the structure and modern methods of state regulation of legal relations in the field of paid educational services [8].

The development of normative legal acts is not carried out in a systematized manner, and is not coordinated on the basis of uniform principles. The fundamental document "Regulations on the procedure and terms for the training and retraining (upgrading) of drivers of motor vehicles", approved back in 1985, does not take into account a number of fundamental changes that have occurred in the country, including those related to the formation of a market for paid educational services [4].

The market of educational services for the training of vehicle drivers is fully formed, but the problem of uniting all educational organizations to defend their interests in state and executive authorities, to carry out their activities within the framework of mutual obligations remains relevant [9].

To ensure fair competition in the market of educational services, it is necessary to create an effective system for regulating administrative and managerial processes, new mechanisms for assessing the quality of driver training in educational organizations, regardless of their form of ownership, on the basis of professional associations (unions).

New programs, requirements for the technical equipment of educational organizations should certainly increase the level of training of vehicle drivers.

However, the innovations had to first be tested in the educational process, and today the country does

not have a unified system of organizational, methodological and software for the educational process of driver training. There are no basic educational enterprises for the introduction of modern equipment and new methods for training drivers, training and advanced training of teachers, masters of industrial training, heads of driving schools [10].

It is required to make additions and amendments to the regulatory legal acts regulating the activities of state supervisory authorities and educational organizations for the training of vehicle drivers.

Without the direct participation of professional associations (unions), each educational organization in the rule-making work, initiating their proposals in the legislative bodies of the territorial and federal levels, defending their interests in the courts, there will be no major changes in the driver training system.

From now on, the Ministry of Internal Affairs will deal with the issuance of driver's licenses, car registration and verification of driving schools. How effective it is and whether the number of accidents will decrease, Sputnik found out [5].

In order to reduce the number of accidents and the death rate on the roads, President Sadyr Japarov issued a decree last week giving the Kyrgyz Ministry of Internal Affairs [additional powers](#) in the field of road safety and new functions [11].

According to the document, the Ministry of Internal Affairs of the Kyrgyz Republic has been identified as the responsible state body in the field of road safety. Under his jurisdiction were:

- state institution " Unaa " under the Ministry of Digital Development with the appropriate staff, financial and logistical means;
- functions of registration of vehicles and trailers to them;
- the functions of conducting and taking exams for the right to drive a car, as well as issuing driver's licenses and certificates of a tractor driver-driver;
- licensing of driving schools;
- the right to control passenger traffic;
- licensing for taxi drivers.

Table 1. There are 10 driving schools in the city of Osh, which are registered in the REO.

n / n	Name of driving school	The address telephone	Categories for which driving schools operate	FULL NAME. directors	Note
1	Driving school SVTS	Osh st. Isanov 46	B, sun	Amrakov A.	
2	Osh commerce . LTD	Osh st. G. Aitieva	B, BC, D, E	Mamazhanov A.	
3	Sher-Telecom LLC AS " Zharkyn-Zhol "	Osh st. Masalieva 47	B, sun	Etmishev I.	

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4	Criminal Procedure Bazhy	- Suisk . district v. Kashkkr-kyshtak uch.Monok	B, sun	Chalov I.	
5	LLC NUK "Zhany- Zhol "	Osh 446 Masaliev Ave.	B, sun	Abdyzhaparov A.	
6	LLC "Genius"	Osh city 4-65-56 0550015089	B, C , Sun	Zhumataev A	
7	LLC "Business- Land "	Osh city , Alymkulov street 2 4-72-00 0558 059080	B, sun	Sharipov M.A.	
8	LLC "Auto Universal LTD"				
9	LLC Creative-Trans	Osh city, st. Lenina 311	B, sun		(additional examination)
10	LLC Zhyldyz Tour Trans				

After inspections, 13 driving schools have been closed today for non-compliance with license requirements, the press service of the Main Directorate for Road Safety of the Ministry of Internal Affairs of Kyrgyzstan writes [6].

To implement the decree of the President of the Kyrgyz Republic "On urgent measures to ensure road safety in the Kyrgyz Republic", from April 4 to April 27, employees of the Main Directorate of Traffic Safety of the Ministry of Internal Affairs checked the

work of 118 driving schools for the training and retraining of drivers, of which 109 driving schools were issued a warning for detected violations. There are 272 licensed driving schools in the republic.

According to the Code of Contraventions, 13 protocols were drawn up under Article 284 of Part 1 and 22 protocols under Part 2 of the same article. In total, the protocols were drawn up for 673,000 soms, the report says.

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Issue



Article



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SOME QUESTIONS ABOUT COVID-19 VACCINATION (ON THE EXAMPLE OF THE KYRGYZ REPUBLIC)

Abstract: Coronavirus infection (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Most people with COVID-19 have mild or moderate symptoms and recover without specific treatment. However, some people have a severe disease and require medical attention. A COVID-19 vaccine will be a critical tool that, combined with effective testing and existing preventive measures, will help bring the pandemic under control. Experts around the world are working hard to accelerate the development and production of a safe and effective vaccine. UNICEF has committed to deliver COVID-19 vaccines to 92 countries through the COVAX Facility, a unique COVID-19 vaccine manufacturing and centralized procurement initiative. The threat to children posed by COVID-19 is enormous and goes far beyond the immediate physical effects of the disease. Continued or reintroduced lockdown measures seriously affect children's access to basic health care. As a result, declining coverage of routine health services and a looming recession threaten the health and future of an entire generation of children.

Key words: vaccine, human, antigen, microorganism, protection, immunization.

Language: English

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Introduction

Scientists are developing many potential COVID-19 vaccines, all designed to teach the body's immune system to safely recognize and block the virus that causes COVID-19.

Different types of vaccines include:

- Non-activated or attenuated viral vaccines, which use a type of virus that does not cause disease but still elicits an immune response
- Protein-based vaccines, which are a protein or protein fragment of COVID-19 that safely elicit an immune response
- Viral vector vaccines that use a virus designed so that it cannot cause disease but produces COVID-19 proteins for a safe viral response
- RNA and DNA vaccines, a novel approach that provides "instructions" to cells to make a protein that safely elicits an immune response

COVID-19 is easily transmitted and can lead to serious illness and death, even in young and healthy people.

On March 11, 2020, the World Health Organization announced the COVID-19 pandemic, on March 12, the Government of the Kyrgyz Republic announced a ban on public events. Since March 16, 2020, preschool institutions, schools and higher educational institutions in the country have been quarantined and transferred to online learning. Since March 22, a state of emergency has been introduced on the territory of the country, and since March 25, an emergency situation has been introduced in Bishkek, Osh and some areas of the south.

Scientists are studying whether people who receive the COVID-19 vaccine will be less likely to transmit the COVID-19 virus to other people. If so, then vaccination could be a powerful way to not only protect yourself, but society as a whole [1].

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There are many stringent safeguards in place to help ensure the safety of COVID-19 vaccines. Like all vaccines, COVID-19 vaccines must go through a rigorous, multi-stage testing process, including studies involving tens of thousands of people. These trials, which involve people at high risk of contracting COVID-19, are specifically designed to detect any common side effects or other safety concerns [6].

Once the results of clinical trials become available, a number of steps will need to be taken, including a review of efficacy and safety for regulatory approvals and public health policy, before a vaccine can be introduced. Once a COVID-19 vaccine is introduced, it will be continuously closely monitored for any unexpected side effects [7].

Research is ongoing to find out more about how long these vaccines will provide protection. However, it is reassuring that the available evidence suggests that most people who recover from COVID-19 develop an immune response that provides at least some protection against reinfection - although we are still learning how strong this protection is and for how long. she will last [2].

It is also not yet clear how many doses of the COVID-19 vaccine will be needed. Initial data from clinical trials indicate that some vaccines will require two doses. Vaccines save millions of lives every year. Immunization prevents 2 to 3 million deaths every year. Vaccines against COVID-19 are safe and effective and provide good protection against severe disease and death. All vaccines available in Kyrgyzstan are approved by the Scientific and Technical Expert Group on Immunization (STEI) and are a safe and effective method of combating COVID-19. Sign up for the COVID-19 vaccine and remember that you will need the first and second dose. You will be protected about two weeks after your second dose.

There are 3 types of COVID-19 vaccine available in the Kyrgyz Republic:

Vero _ Cell (Sinopharm)

Pfizer (BNT 162b2)

Moderna (mRNA -1273) [3].

Vero Cell (Sinopharm) is an inactivated vaccine against the disease caused by the 2019 version of the coronavirus (COVID -19) that stimulates the immune system without the risk of causing disease. Inactivated viruses are recognized by the immune system and stimulate the production of antibodies, preparing the body to respond to infection with live SARS - CoV -2 viruses [8]. In order to enhance the immune response, the vaccine is mixed with a small amount of an adjuvant (aluminum hydroxide). In Phase 3, large clinical trials conducted in several countries, two doses of the vaccine given 21 days apart showed a 79% efficacy against COVID -19.

Pfizer (BNT 162b2) Comirnaty is an RNA-based (mRNA) matrix vaccine against coronavirus (COVID-19). This mRNA vaccine instructs the cell to produce the S antigen proteins (part of SARS-CoV-2's

unique spike protein) to elicit an immune response. Efficacy shown in clinical studies in participants with or without evidence of previous SARS-CoV-2 infection and who received the full vaccine series (2 doses) was about 95%, based on a two-month median follow-up.

Moderna (mRNA -1273) - Moderna is an RNA-based (mRNA) matrix vaccine against coronavirus (COVID -19). This mRNA vaccine instructs host cells to produce proteins of the S antigen unique to SARS - CoV - 2, thereby triggering an immune response in the body that stores this information in immunological memory. Efficacy demonstrated in clinical studies among participants who received the full vaccine series (2 doses) and had not previously had SARS - CoV - 2 was about 94% based on a nine-week median follow-up [9].

Vaccines used in the Kyrgyz Republic comply with national requirements and recommendations of the World Health Organization, as well as international GMP standards (Good Manufacturing Practices) and have passed the WHO prequalification procedures.

The list of places where you can get vaccinated against COVID-19 has been updated in Kyrgyzstan [4].

Now you can get vaccinated in almost all family medicine centers. It is worth noting that they were equipped with specialized cold equipment for storing vaccines.

The work of temporary vaccination points in shopping centers was suspended in order to rationally use healthcare resources and due to the improvement of the epidemiological situation. The corresponding order was signed by the Minister of Health Aлымкдыр Beishenaliev on April 12 to ensure the timely provision of quality medical care to the population.

Currently, the population is being vaccinated with vaccines:

- Sinopharm - in all listed runways;

- Pfizer - in all FMCs of the city, the City Polyclinic of Students, the Polyclinic of the Railway Children's Hospital, special. polyclinic, private medical centers;

- vaccination of Pfizer-BioNTech for departing children from 12-15 years old and children from 16-18 years old is carried out in all FMCs of the city;

- Moderna - in all CSM of the city (except for the branch of the Tunguch microdistrict , " Bakai -Ata", " Uchkun "), special. polyclinic [5].

So based on statistical data on COVID-19 in Kyrgyzstan as of May 6, 2022. For those who have recovered Over the past 24 hours, no people who have recovered or have been discharged with a laboratory and clinical and epidemiologically confirmed diagnosis of COVID-19 have been registered in the republic.

For the entire period, the total recovered: 196,406 patients.

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New cases As of May 6, 2022, no laboratory and clinical and epidemiologically confirmed cases of COVID-19 were registered in the Kyrgyz Republic per day.

For the entire period, a total of 200,993 cases were registered, of which 139,913 cases were laboratory confirmed, 61,080 cases were clinically and epidemiologically confirmed.

Are on treatment and today there are no patients on inpatient treatment in the Kyrgyz Republic, 4 patients are on outpatient treatment.

Outpatient (at home) treatment is received with a laboratory and clinical and epidemiologically confirmed diagnosis of COVID-19 in Bishkek - 4.

Fatalities No deaths from COVID-19 have been reported in the last 24 hours. A total of 2,991 registered in the republic a case with a fatal outcome, of which 1256 were laboratory confirmed, 1735 were clinically and epidemiologically confirmed [5].

We don't know how fast we can deal with the pandemic deal with the pandemic. This will depend on many factors, such as the level of effectiveness of vaccines, how quickly they are approved and manufactured, how many people get vaccinated, and continued adherence to measures such as physical distancing, handwashing and the use of masks [10].

We thank our doctors who, with their selfless feat, are making great strides in the fight against the pandemic.

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Article

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FACTORS OF THE DEVELOPMENT OF SOCIO-CULTURAL COMPETENCE OF HISTORY TEACHERS IN THE PROCESS OF PROFESSIONAL DEVELOPMENT

Abstract: The article focuses on the relevance of the professional development of personnel, the professional and pedagogical skills of teachers-historians, the essence and significance of socio-cultural competence. It also highlights topical issues of the development of socio-cultural competence of history teachers in the process of advanced training.

Key words: advanced training, state, society, sociocultural competence, person, values, intercultural communication.

Language: English

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Introduction

The Encyclopedia of Pedagogy defines the term professional development as follows: "Advanced training and retraining is one of the types of continuous education, the process of updating and deepening the professional knowledge and skills of specialists and managers working in all industries. Provides competitive quality of personnel and the level of knowledge and skills that meet modern requirements. Advanced training and retraining is a process of scientific theoretical and practical training of each employee, consisting of familiarization with the latest scientific achievements, innovations in their

field, their development, new methods of work, study of best practices ... "[4].

In recent years, a number of measures have been taken to improve the qualifications of historians. In particular, highly effective, modern education and innovative technologies, as well as advanced foreign experience, are widely introduced into the educational process. Plans, programs and learning styles have been updated accordingly.

Today's reforms require teachers to acquire modern knowledge, further improve their professional and pedagogical skills, and master the mechanisms of effective organization of pedagogical activity. In the process of large-scale transformations, the

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development of one's knowledge, pedagogical skills, professional and socio-cultural competence in the process of training, retraining and advanced training of specialists who meet the highest moral and ethical requirements for the socio-humanitarian sphere is one of the urgent tasks of today.

The issues of improving the system of advanced training, professional retraining of teachers, stratification of the educational process in the system of teacher training, improving education quality management were studied by: Yu.Asadov, A.Ibragimov, K.Zaripov, Sh.Mardonov, R.Choriev, A.Andreev, S.Dochkin, V.Shadrikov, J.Nishonov, O. Abdukudusov, M.Yuldashev and others.

In the context of the philosophical understanding of sociocultural competence, a number of important principles are noted: the psychological mobility and sociality of the personality, its social flexibility and cultural tolerance (A.Flier), readiness for sociocultural activities, formed values, readiness for communication (D.Sadokhin), the ability to understand social the concept of activity (Y.Baghdasaryan, G.Panina), the ability of a person to adapt and integrate into society (O.Astafieva, O.Zakharova) [2].

Properly organized educational activities in the field of advanced training can increase the confidence of teachers in the future, comprehend life events, and promote their unification on the basis of universal values. It increases professional and social mobility, helps to determine for oneself the meaning of life, one's place in society, human and civic obligations [5]. The process of advanced training equips students with the latest innovations, develops their professional and personal qualities, professional training at the level of modern requirements, supplements existing knowledge with modern innovations in education, methodically directs them to a systematic improvement of professional skills, develops new principles and modern methods of organizing the educational process.

The concept of "competence" (from the Latin "competere" - means "to conform") has the following meanings: The word "competence" in the broadest sense means the ability to apply existing knowledge and skills in practical experience in solving general or specific complex problems. Professional competence is the ability to effectively apply knowledge and skills in practical experience in solving problems related to professional activities. Competence is a sign of activity leading to the expected result. It is a product of knowledge and the expert's ability to apply it in practice. Competence differs from knowledge in that a task cannot be defined or assessed without practice. Qualification is an important criterion of competence, which is manifested as a result of repeated application in various situations, as well as in problem situations.

One of the basic competencies of a teacher is sociocultural competence. The basis of socio-cultural

competence is the knowledge of the social culture of society, priority spiritual and moral rules, forms and methods of interpersonal communication [3]. Socio-cultural competence includes the spiritual and moral foundations of the life of various peoples and people, socio-cultural orientations, national and universal culture, science and religion in human culture, the foundations of the family, social phenomena and traditions.

In our opinion, socio-cultural competence includes a person and society, the place of a person in nature and society, the rich history of the country, customs, values, rituals and other national and cultural characteristics, as well as the history of other peoples and nations, knowledge of specific established traditions, values, past people; self-respect and respect for others, self-esteem, kindness, initiative, patience, perseverance in dealing with others; establish friendly relations with representatives of other nations, sincerely communicate with them, receive representatives of different nations and peoples, listen to them, feel their inner spiritual experiences; maintain relations of interethnic harmony and interreligious solidarity based on tolerance; not to lose one's identity in any socio-economic conditions, to develop the ability to enter into the principles of universal moral culture, the moral code, compliance with norms, intercultural everyday and professional communication.

M. Kholmatova writes: "The spiritual image of a person, his appearance, behavior are reflected in the culture of communication. He expresses his feelings, inner experiences, dreams and hopes in the process of communication. The development of such social qualities as openness, the rule of law, human rights, respect for representatives of different nationalities and peaceful coexistence with them, tolerance, a critical assessment of reality, respect for oneself and others, the preservation of national values, traditions and customs, a sense of loyalty should be deeply grafted. Contribution to the formation of the foundations of a healthy lifestyle among young people, their formation as a comprehensively mature personality can be characterized as important aspects of the sociocultural competence of a historian-teacher.

According to E. Seitkhalilov and M. Stolyarenko, the professional and pedagogical skills of a modern historian-teacher should include the following knowledge, skills and abilities [5]:

- a highly spiritual and moral worldview for the student, allowing him to know the characteristics of the individual;
- motivation for a conscious approach to one's profession as a creative process;
- the volume (system) of knowledge, skills and abilities that allow purposefully organize and manage the pedagogical process;

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- creative-genetic ability, which allows to conduct a multifaceted pedagogical process on a scientific basis.

For a specialist historian who aims to improve pedagogical, methodological knowledge, improve the technical and professional skills of historians, study the needs of the state and society in new directions in the field of history in the theoretical, educational process, their application in practice is a certain form of formal education [1]. In the process of advanced training, historians and teachers learn to apply their theoretical knowledge in practice, fill in the gaps in their knowledge of history, interact with professors and other colleagues of the advanced training institute, exchange experience, make joint decisions and work

creatively, prepare the necessary methodological materials for implementation, try to defend and substantiate their views. Therefore, the process of professional development plays an important role in the development of the sociocultural competence of historians and teachers.

Refresher courses are aimed at the comprehensive professional development of history teachers, first of all, professional competencies and skills of teachers of regional advanced training departments. Therefore, every historian-teacher should feel the relevance and responsibility of the advanced training system in improving the content and quality of education.

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Article



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PROSPECTS FOR THE DEVELOPMENT OF VENTURE FINANCING IN UZBEKISTAN

Abstract: The paper examines the prospects for the development of venture financing in innovative activities. The author makes a comparative analysis of global trends, regional prospects of venture financing, foreign experience, the factors influencing venture financing in the Republic and the prospects for development. Based on the findings, developed scientific proposals and recommendations for improving venture financing in Uzbekistan.

Key words: innovation, venture, investment, startup, risk, venture capital, commercialization, business angels, venture investor, venture funds, innovation market, private sector, venture capital market.

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Introduction

One of the most important tasks of economic policy is the formation of an innovation-oriented economy.

Despite a number of positive steps taken in this direction, the development of innovative activities in Uzbekistan is insufficient. Currently, there are a number of problems hindering the development of innovation, one of the main of which is the lack of funding for innovation, the lack of multi-channel financing system and financing infrastructure, low use of market mechanisms for financing innovative projects and startups.

One such market mechanism is venture financing, although the first steps have been taken in this direction in Uzbekistan. the venture capital market remains in the formative stage.

In this regard, the purpose of this article is to form an author's conclusion on the factors and prospects for the development of venture financing in the Republic and to develop scientific proposals and recommendations for improving venture financing in Uzbekistan.

To achieve this goal, the study sets tasks such as global trends in venture financing, regional prospects, comparative analysis of foreign experience, study of factors influencing venture financing in the country,

development of scientific proposals and recommendations to improve venture financing in Uzbekistan.

Analysis of the relevant literature

The theoretical and methodological aspects of venture financing and venture capital have been extensively studied by foreign and local scholars, some of which we will focus on.

The term "innovative potential of the system" was coined by E. Rodgers, one of the founders of innovation, who understood the term as the ability to create, receive, implement innovations of any system, as well as get rid of obsolete, obsolete in a timely manner [1].

Kozlovskaya E.A, Rodionova Yu.V. defined the concept of commercialization of innovations, in which "the allocation of funds for innovation and management of this process, including the organization and coordination of public innovation activities, monitoring and evaluation of allocated funds, the transfer of completed and mastered results of innovation to production and reproduction of innovative products." [2]

From Uzbek scientists D.G' Gozibekov in his scientific monograph "Issues of investment financing" [3], studied venture financing as an unconventional

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method of investment financing - market mechanisms. However, it has not conducted in-depth research as an effective mechanism for financing innovative projects.

Professor N.G Karimov's monograph "Issues of introducing a market mechanism for financing investment activities in the context of economic integration" [4] explores venture financing as an alternative method of investment financing, focusing on the importance, advantages and development of this financing in Uzbekistan. He made his scientific and practical proposals on improving venture financing as a market mechanism for financing innovation and investment.

From local researchers Atamurodov Sh. A in his research, he states the following about funding innovation: "For each country on the world stage, it is typical to use only one specific financing model of high-tech invention and innovative technologies. The choice of the most effective model for a particular country should be based on the country's innovative system, infrastructure, scale and characteristics of the region's economy, as well as the situation on the world market, as well as the country's innovation resources and conditions such as the region's business potential, the level of market development and the human factor are taken into account"[5].

Another local researcher, Ruzieva D. I. in her research "...a start-up entrepreneur, researcher, inventor will need funds to independently implement their ideas and promising developments. At the same time, the venture fund will be the only investor willing to invest in new developments."[6]

From the above-mentioned researchers' research, the author compares the development trends of venture financing in recent years, factors influencing venture financing, the level of startup projects, the role of business angels in project financing, problems in venture financing and ways to develop them.

Research methodology

The methodology of this article consists of deduction, abstraction, classification, generalization, comparative, theoretical interpretation and analytical methods, and as a result of their use and bibliographic study developed recommendations on how to effectively use the mechanism of venture financing in the development of innovation in Uzbekistan.

Analysis and results

We begin the analytical part of our research by studying the recent work and current trends in the field of venture financing in the Central Asian region, and in particular in Uzbekistan.

The realities of the 2020 pandemic have changed the situation in venture capital markets around the world. The number of startups, as well as the amount of funding for them, has increased significantly, CB Insights International according to the data, the figure grew by 15 percent to \$ 259 billion. At the same time,

we can observe that the volume of funding in Asia increased by 28% compared to 2019, and during this period *HealthTech*, *DeepTech*, *geyminga*, we can observe that startups in the field of delivery and logistics are the most popular. In 2021, this growth trend continued, in particular, *Crunchbase* According to the data, the volume of venture capital investments in January 2021 reached \$ 39.9 billion, which is almost twice as much as in the same period in 2020. In the following months, the situation was repeated: in February alone, investors invested an average of \$ 1.7 billion in companies every day.

In the Central Asian region, too, such growth trends can be observed, for example, alone As of August 2020, more than \$ 2 million worth of venture investment transactions have been concluded on the platform of the Astana International Financial Center. At the same time, for the first time in the CIS, a convertible credit instrument based on the principles of English law was used.

Of course, it is gratifying that the regional venture capital market is developing and private funds are emerging, and ultimately there are interesting projects, and accordingly, investors see the potential in this regard. It is also important that many startup projects are being developed in the Central Asian region, and as a result, a market for startup projects is being formed and a competitive environment is emerging.

Also, the second trend in the market of startup projects is that the quality of startups is improving. At the same time, we mean, first of all, startups from Kyrgyzstan, Kazakhstan and Uzbekistan. positive, i.e. has a positive financial position and growth. Such projects may clearly require the attention of venture investors. One of the brightest examples of such projects is the Watermelon project, which is currently planning to enter the world market. Among such projects is the Edumarket platform, which specializes in various educational products for children in Uzbekistan.

In our opinion, the third trend in Central Asia is the entry of foreign players into our market, such as Sturgeon Capital, Salt Ventures, EDB Ventures, Quest Ventures and others. This makes the region interesting and attractive.

It is also important to note that in the countries of the Central Asian region, there is a dialogue between clubs, foundations, associations and incubators, and a trend called "regionalization" is emerging between them.

We continue our research by analyzing the issue of venture financing in the Republic of Uzbekistan it will be necessary to clarify an important issue first. Venture financing has been recognized as one of the most effective ways to finance innovative projects, and the theory has been put forward that the development of venture financing practices will stimulate the innovative development of the country's

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economy. This begs the question, does venture capital drive the growth of innovation, or conversely does the increase in innovation serve to increase the source of this type of funding by increasing the demand for venture capital?

There is no consensus on this in the scientific literature. We have seen in the literature review of our article that while some scholars have proven in their econometric analyzes that venture capital encourages increased innovation, another group of scholars has cited the “venture after innovation” theory based on econometric analysis.

In our opinion, there is an opportunity to increase the level of innovation through the development of venture practice in countries such as Uzbekistan, where venture practice is not yet developed. One thing is clear, however, that these two variables are inextricably linked, and the main purpose of this study is not to determine which variable causes which variable to develop. In this regard, research will be conducted with a comprehensive approach to this issue.

Uzbekistan is the largest economy in Central Asia, with an average economic growth of 5.5% over the past five years. Since 2017, reforms have been implemented in almost all sectors of the economy. In

particular, the liberalization of financial markets, especially currency liberalization, has led to significant growth in this sector.

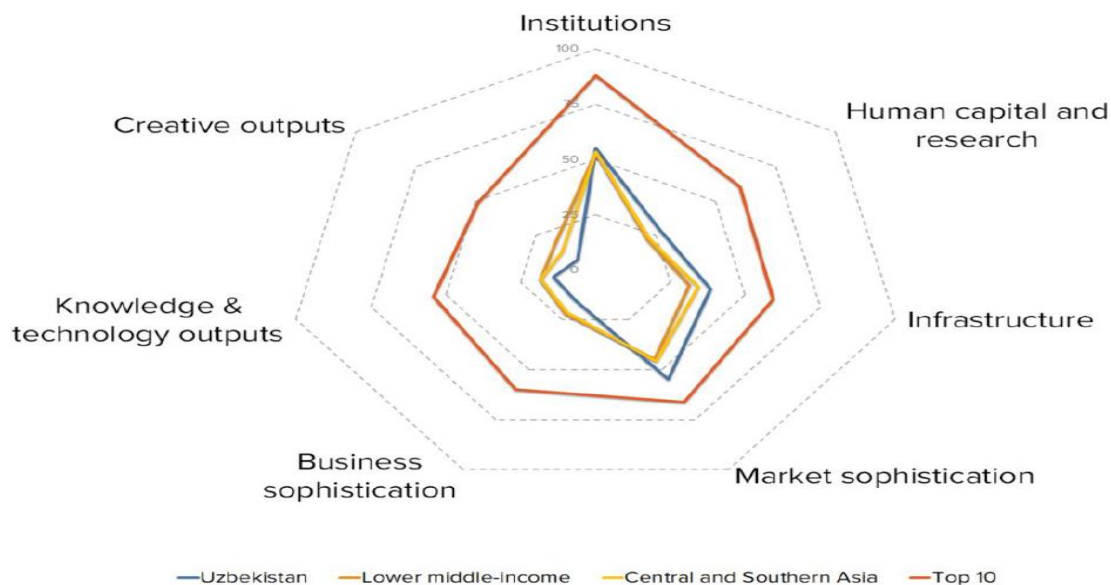
Along with important structural reforms to improve the living standards of the population, it was recognized that the country has the potential to develop through innovation, and the government has set high goals to be among the “most innovative economies (top 50)” by 2030.¹

However, an analysis of the country's achievements in the field of innovation in recent years shows that there is still much to be done in this area.

In particular, in the Global Innovation Index (Global Innovation Index)² In 2020, Uzbekistan ranked 93rd out of 131 countries with a score of 24.5 (maximum score 100), which is much lower than the average score of the leading countries (57.8).

The report, published by the rating agency, notes that Uzbekistan has produced less innovation in terms of investment. There is also no information on venture financing agreements that are considered important for this study. In our opinion, this situation has a negative impact on the decision of foreign investment companies and venture funds to enter the Uzbek market.

Image 1. Comparison of Uzbekistan with other low-income countries and Central and South Asian countries



Source: Global Innovation Index 2020

At the same time, as a result of the analysis of the specifics of the economy of the country, it was

¹Decree of the President of the Republic of Uzbekistan "On approval of the Strategy of innovative development of the Republic of Uzbekistan for 2019-2021". September 21, 2018 // Lex.uz

²The Global Innovation Index (GII) ranks world economies according to their innovation capabilities consisting of roughly 80 indicators, grouped into innovation inputs and outputs.

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identified that the development is hindering the development of innovative, innovative financing practices.

First, high share of the state in the economy, state enterprises produce the bulk of the country's GDP. These types of businesses usually do not invest in innovation. They are also slow to introduce innovative technologies into their activities, as a result of which the demand for innovative projects and investments in them remains low. This, in turn, requires accelerating the privatization process that has begun in the country and accelerating structural reforms.

Second, the dependence of the country's economy on raw materials. The mining industry plays an important role in the country, in particular, the mining industry accounts for about 40 percent of the gross value added of the industry. In addition, 40-50% of direct investments in recent years have been directed to the mining industry.

In our view, the dependence of the economy on raw materials does not provide additional incentives for innovative development.

Third, the high level of monopoly in the country and the weakness of the free competitive environment, as well as the breadth of the shadow economy. The protectionist support of some manufacturers in the country, the provision of exclusive state benefits leads to a decrease in the desire of enterprises to innovate.

In general, the concepts of "venture investment", "venture capital", "venture business" began to gain popularity in Uzbekistan in 2017 after the start of reforms under the "Strategy of Action".

Venture capital is still making its first steps today and lagging behind a number of developed countries.

The development of this sector began with the creation of a legal framework. On November 24, 2018, the Decree of the President of the Republic of Uzbekistan "On additional measures to improve the mechanisms of financing projects in the field of entrepreneurship and innovation" was signed. In accordance with this decree, in order to develop venture financing, a draft Regulation "On Investment and Management Companies" was developed and approved by the Cabinet of Ministers on May 17, 2019 No 414. As part of the implementation of the tasks provided for in these regulations, the state has established 1 (National Venture Fund "UzVC") and 2 private venture funds (MOST Ventures and SEMURG VC).

In accordance with the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated November 3, 2020 No 684 "On measures to organize the activities of the National Venture Fund" UzVC "in order to support innovative ideas and startup ecosystems, accelerate the development of innovative infrastructure The initial authorized capital of the

Fund with a charter capital of 15 billion soums was formed at the expense of funds allocated from the budget of the Republic of Uzbekistan in 2020 to the Ministry of Innovation Development of the Republic of Uzbekistan.

Also, the Cabinet of Ministers of the Republic of Uzbekistan adopted a resolution on May 17, 2019 "On the activities of investment and management companies" and published a list of priority innovative, experimental and constructive startup projects recommended by the Ministry of Innovation Development for venture financing.

Today, UzVC National Venture Fund LLC has announced a tender for the transfer of the state share in the charter capital to trust management. Work is also underway to establish a joint venture fund with foreign partners.

The MOST Ventures private venture fund, which has been providing financial and non-financial support to technology entrepreneurs in Central Asia for several years, as well as implementing incubation and acceleration programs in the region, has also started operating in Uzbekistan. The fund focuses on IT startups aiming to create international business.

This year, the fund has allocated 2 mln. It is planned to invest in the amount of USD. Today, the foundation is accelerating the delivery of food to Girgitten and the startup TASS Vision.

SEMURG VC is also a private investment company, which includes a venture fund, aimed at creating and expanding technology startups in the CIS and Venture Builder markets. The Fund will provide \$ 5 million to startups operating in Uzbekistan over the next two years. It aimed to invest in the amount of USD.

At the same time, on May 28, 2021, the UzVC National Venture Fund and UZVCA Uzbekistan Venture Finance Association jointly held the first Central Asian Venture Forum in Uzbekistan on the future development of the venture financing and startup ecosystem in the region and international markets.

During the forum, a memorandum of understanding was signed between the National Venture Fund UzVC and JSC KazTech Ventures of Kazakhstan on the establishment of a joint venture fund.

Despite the results achieved, the financing of startup projects still remains a problem for startup owners. This is also reflected in the results of a survey conducted by Venture Funds Associations.

The survey was conducted among startup founders, and 89% of respondents said that capital is needed today for the development of their startup projects. Mentoring is also an important aspect for them.

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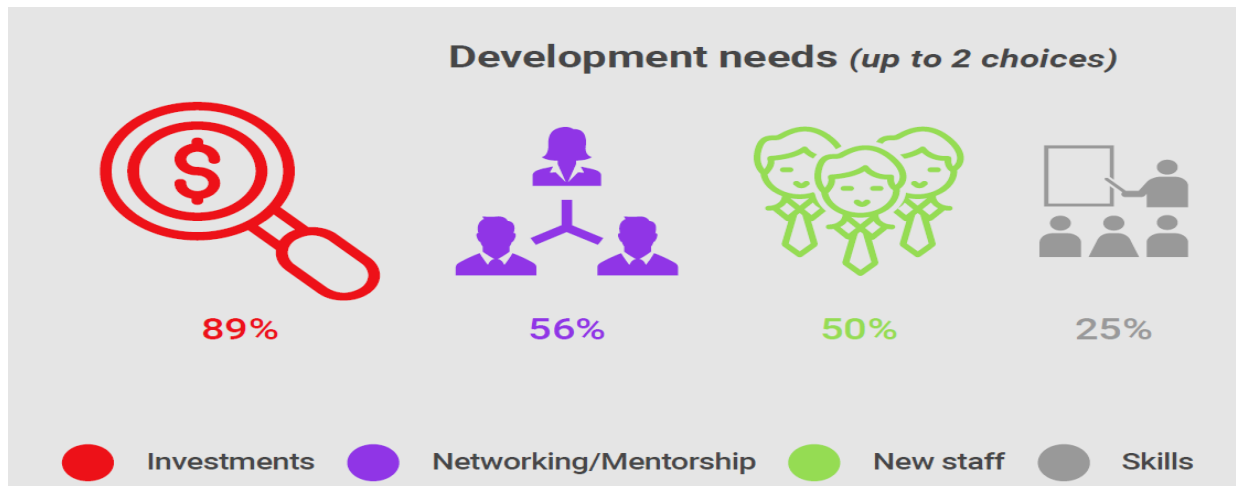


Image 2.

Also, when the founders of the startup were asked to comment on the problems facing the Uzbek market, the majority of respondents (63%) noted the lack of capital offered for development in the market.

At the same time, the indifference of large companies to innovative technologies (53%) and the lack of qualified specialists (47%) are also factors that, in their opinion, hinder development.

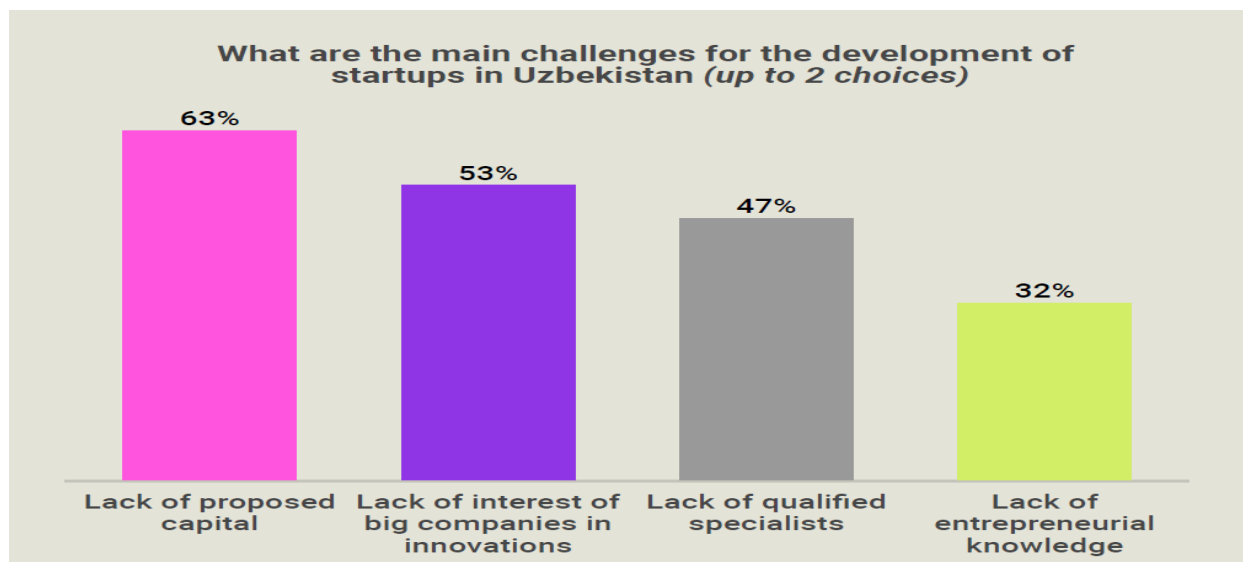


Image 3.

Asked how an investor helps you with non-capital investments, 60 percent of startups said that investors help out with no money, 25 percent help with project strategy and operations, and 15 percent introduce the right people.

This, in turn, is explained by the fact that the main sources of funding for startup projects are the funds of their family members and close acquaintances, as well as funds of business angels.

From the above answers, it is clear that today the sources of institutional funding, ie venture funds and corporate venture capital, are very important for the development of startup projects. In addition to financial investment, these resources provide the necessary knowledge and mentoring programs.

Despite this work, it should be noted that the venture capital market in Uzbekistan is in the process of formation, because in our opinion, on the one hand, the existing legal framework is not fully adapted to protect the interests of investors. On the other hand, the culture of investing and attracting investment in accordance with accepted international standards is just emerging..

Today, as the issue of green economy is becoming one of the most pressing issues in the world economy, it is very important to create conditions for the creation of a venture capital ecosystem.

Of course, in our opinion, the role of the state is important here. In addition to adapting venture funds to local legislation, it is necessary to encourage venture investors to invest, to give them a "shoulder"

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in case of loss of investment and to create a kind of "airbag". Unfortunately, such losses are inevitable.

If we say with a simple example, there is a mountain - it is a startup ecosystem. There are financial risks in our case to climb this. No one will go out there without security materials. The role of the state is important here, but at the same time it should not "lift" itself up to this mountain. After all, officials are not entrepreneurs and, by the way, the state often makes unsuccessful investments in startups.

In our case, the state needs to gather a group of investors, climbers. Climbing is an extreme sport and venture capital is an extreme form of financing. The state should offer helmets, ropes, uniforms for insurance, i.e. tax breaks, subsidies and so on. This is its key role in ecosystem development.

By the way, in no country has the venture capital industry developed without first aid from the state. In the United States, Israel, Southeast Asia and Europe, the state has been the main stimulus for the development of this industry. In the future, as the innovation market develops, the role of the state should be reduced and eventually minimized, so that only private technology entrepreneurs and private venture participants interact in the market.

We know that a venture ecosystem is an important and integral part of an innovative or digital economy. The level of development of this sector will determine what part of the country's GDP will be occupied by new technologies. In the United States, for example, the share of venture capital in GDP is less than 1%, but innovative products and services produced using venture capital account for more than 30% of GDP. The situation is similar in Israel: until 1994, the main share of the country's exports was orange exports. Venture Stimulates Investment Market WRITING "after the implementation of the state program on a large scale, private capital emerged and now the main share of exports is technology exports.

Venture investment is a new direction for the Central Asian region. This requires the creation of a new ecosystem. In addition, in order to attract global investors, it is necessary to have an expert assessment of jurisdictions and startups that meet international standards. To this end, Astana is an international financial center *Venture Rocket Eurasia (VRE)* created a platform. It is a platform for investment and management of startups, the purpose of which was to stimulate the development of the venture ecosystem in the Central Asian region. The main idea of this platform is to bring together technology startups, accredited, professional and institutional investors, as well as other participants in the ecosystem from around the world. For investors, this platform is an opportunity to collaborate with approved startups to support their startup portfolio, invest with partners, and access a global network of ecosystem participants.

It is currently a venture investment school in our region VRE began to work on the basis of which online training events for beginners were held. It not only taught the basics of venture financing, but also provided information on potential risks. Because of venture financing, money that is considered a very long-term investment will be "frozen" for 5-7 years, so to speak. And it's a very risky business because, according to statistics, 9 out of 10 startups "die". Therefore, people who invest need to understand what they are getting into.

The role of business or investment angels is very important in the development of venture finance. We know that the founder of venture capital is George Doriot, a professor at Harvard Business School. In 1946, Doriot founded the American Research and Development Corporation (ARDC) - actually one of the world's first venture capital companies. Under this project, it managed to attract an investment of \$ 3.5 million. Since then, venture capital funds have been a major source of funding for startups. However, it is known from world practice that some entrepreneurs, as well as so-called "angel investors" are looking for funds from investors. In fact, they are former owners of large and successful companies that support "young and brave" by funding their projects,

In our opinion, business angels are now people who are looking for a startup from morning till night, enriching their investment portfolio. That is, it is the people or companies that make this activity a profession. In that sense, we still have almost no business angels. We have stakeholders, but so far no one has made it public. The question arises here when an entrepreneur becomes a business angel?

We believe that entrepreneurs should look for ways to invest their capital in a business that can grow tenfold, encourage venture investors, constantly improve their knowledge and skills, as well as professional participants of the financial sector, top managers of corporations, as well as their knowledge and experience. and those who want to spend their money on corporate development may become business angels in the future.

Concluding our research in an optimistic spirit, we would like to say that Silicon Valley in the United States is currently a landmark for all startups around the world. Asked whether Silicon Valley could emerge in Central Asia or Uzbekistan, we still have many unresolved issues related to quality of life, elements of a market economy, and equal access to money and services. For example, 60-65% of the market in our region is now under state control in Uzbekistan, and even more so in Uzbekistan. To create Silicon Valley, it is necessary to invest in the country. Of course, all trends come from there. They are a leader in terms of investment, and if a person wants to conquer the world, they go there.

It is safe to say that investors in our region are now in the era of romance, corporate

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entrepreneurship. I think it ends quickly, people spend a certain amount of millions of dollars, they realize that it's all an illusion, they just can't take an innovative business. It's not that simple. And gradually companies will move on to what all the other companies in the world are doing: they are buying market leaders. Banks are one such strategist. That is, all trunk companies try to do that.

Conclusion

Based on our research, we were able to formulate the following conclusions.

Venture financing, in our opinion, is a high-risk investment on the one hand, an important tool for implementing innovative ideas on the other hand, an optimal link for the integration of science, technology and industry on the third, and finally the basis for economic development.

Although a number of measures have been taken in our region over the past five years to develop venture financing, we can fully say that this sector is in its infancy not only in Uzbekistan, but also in the Central Asian region.

The first steps taken to develop venture capital in Uzbekistan require the implementation of a number of legal, organizational and practical tasks in the future.

As a result of our research, we consider it appropriate to implement the following practical recommendations.

- Adaptation of venture funds to local legislation and encouragement of venture investors to invest and develop a mechanism for hedging investment risks and accelerate the implementation of digitization of the economy and all related tasks;

- take measures to ensure that jurisdictions and startups that meet international standards have an expert assessment;

- The creation of a fundamental and practical basis for the creation of a venture capital ecosystem and the development of regional history, in our opinion, the creation of a regional ecosystem is more promising than the creation of individual ecosystems in each Central Asian country;

- It is important to develop and implement a comprehensive mechanism for the formation of business angels in Uzbekistan and region.

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THE FREQUENTLY OCCURRING TERMS OF OIL AND GAS ENGINEERING IN THE WRITTEN CONTEXTS, THEIR SIGNIFICANCE IN TWO LANGUAGES

Abstract: In a modern era, all spheres are being modernized with innovative technology, which is why, help increasing the amount of words regarding every domain of life, especially, oil and gas engineering. As we can find out that oil and gas engineering are in great demand by worldwide consumers and its production is still productive due to its energy supply to local and international population. In order to get a wide range of production, there is a need for qualified specialists who master English and specialty in this sphere, with new technical vocabulary (words). However, as we compare two languages such as English and Uzbek, are able to find great differences between them. The terms we encounter in the written context cannot sometimes be found in Uzbek language because of sufficient vocabulary dictionary has not yet been created and need to search its equivalents in L1. This paper highlights the main features of word formation by suffixes and prefixes in the oil and gas settings.

Key words: innovative technology, terminology, oil and gas, suffixes, prefixes, word-formation.

Language: English

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Introduction

In learning English for oil and gas engineering, we come across with necessity of acquisition of terminology in this sphere because technical language cannot be existed without studying terminology and their application to industry. In fact, it is industrialized language, which requires more terminology to get to make a speech and contribution in written context. The terms we utilize in the oil and gas settings are in regard to description of productions. In the process of formation of terminology of oil and gas, adds suffixes or prefixes and the words changes not only their meaning but also their form in the part of speech, for example, a verb, a noun, an adjective, or other parts of speech in English and Uzbek languages. Some terminology which is came from English into Russian and it remained unchangeable in form and in meaning. Furthermore, in the terminosystem of petroleum engineering in English language, we can find a great deal of terminology which have formed by adding

one, or two or three and more suffixes, prefixes and as a result, got new meaning. This paper highlights the features of formation of terminology in petroleum engineering and its significance in English and Uzbek languages.

Views of researchers

According to the statement of distinguished scholars (L. Z. Samigullina, E. F. Samigullina, O. V. Danilova, I. A. Latypova (2019), formation and use of lexemes in professional discourse of the oil and gas industry are based on the following principles: 1) active participation of syntax and word-building resources of each language - reliance on their own language means: from single-word root words to affix lexemes, the latter are predominant. However, we could have found an increasing number of metaphorical terminology which is formed by suffixes, prefixes in the are of oil and gas, that denotes world of human beings, the world of animals, the

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world of spatial orientation, the world of plants and insects, the world of sea, the world of natural and physical phenomena, the world of colors and shades, the world of weapons, the world of medicine, for example, world of human beings; bare headed & tennis shoes- a deal of making a well with a postponed payment of wages in arrears; back-to-back deal – a deal with mirror conditions. In the world of plants and insects: butterfly valve- butter by adding suffix (fly) denotes a noun. Besides, baby driller –baby drill+er(suffix)-inexperienced driller, corkscrew hole-cork+screw hole-a well with a spiral hole (Zaineta Khachmafova, Tatiana Ostrovskaya, Elena Skhalyakho. 2021:6).

Research methods

The main lexical unit of language for special purposes is the professional term. Terms are the core of the professional language vocabulary and convey the basic content information. Terminology is a means of special scientific and technical concepts expression, storage and transfer and it is formed depending on the level of the scientific or technical knowledge sphere development to that it serves. The term in professional discourse performs a number of functions. Traditionally, the function of a term is understood as the role that it performs as a means of designating a special concept (Liliya Z. Samigullina and Elina F. Samigullina. 2018:1). It is true that terms of each specialty deals with specific features of that profession to work and use, which is why, we need to select relevant terminology we prefer to study and utilize it in certain professional settings. Furthermore, we, teachers of English language, learn technical terms through reading authentic contexts which is full of terminology regarding petroleum engineering. Those terms formed by adding suffixes and prefixes to the lexical unit. In order to make an experiment on words and their formation we get some terminology (words) from the dictionary (A. I. Bulatov. 1999). Moreover, R. Doniyorov (1977:102) stated about suffixes (li, lik) in Uzbek language, which adds li. Lik suffixes to the words of technical language, in the area of engineering, for example; the articulated gear coupling-sharnir-li mufta, gear clutch-tish-li mufta, plunger pump-plunjer-li nasos, diaphragm pump-diafragma-li nasos, winged pump-qanot-li nasos, vane-pump-parrak-li nasos, gear pump-shesternya-li nasos.

Absorb, absorbability, absorbent, absorber, acid, acidic, acidizing, accumulation, baffling, bag, bail, bailer, band, belled, bicarbonate, biaxial, bacillicidc, backwardation, bailing, bakersteal.

In Uzbek language: surish, suruvchan, namni tortib oluvchi modda, shimuvchi, namni tortib oluvchi, kislota, kislotali, achitish, yig'ilish, oqimni o'zgarishi, gaz bilan tuldirilgan ballon/qop, neftni tortish, jelonka, lenta, kengaytirilgan, biokarbonat, ikki ulchovli, bakteritsid, qisqa vaqt ichida tovarga biriladigan bonus, quduqni tozalash, neft turbalarni yog'lash uchun maxsus ishqor.

In the period of making analysis in construction or ford-formation of above-mentioned terminologies we found out following; absorb+ability, absorb+er acid+ic, acid+iz+ing, accumulate+ion, baffle+ing, bail+er, bell+ed, bi+carbonate, bi+axial, back+ward+tion, bail+ing, bake+r+steal. The examples which were given indicated technical terminology formation by adding suffixes and prefixes to words and also showed some changes in meaning. Besides, verbs turned into nouns or adjectives by suffixation. Absorb+ability means technical terminology +adjective as it shows changes a verb into adjective by adding suffix (ability). Absorb+er indicates a verb changes into a noun by adding suffix (er). Acid+ic specify a noun changes into adjective by adding suffix (ic). Acid+iz+ing points out that a noun turns into a verb by adding suffix (iz) and ing means a process. Accumulate +ion shows a verb changes into a noun by adding suffix (ion). Baffle+ing shows a verb in the process by adding suffix (ing). Bail+er indicates a verb turns into a noun by adding suffix (er). Bell+ed indicates a verb by adding suffix (ed). Bi+carbonate shows a noun by adding prefix (bi). Bi+axial indicates adjective by adding prefix. Back+ward+tion represents a verb changes into noun by adding suffixes (ward +tion). Bailing presents a verb in the process by adding a suffix (ing). Back+er+steal relates to a verb changes into a noun by adding suffixes (er and steal).

Conclusion

In the area of terminosystem of oil and gas engineering, we can encounter a lot of terminology which are formed by adding prefixes and suffixes and has given a new meaning to new word. Furthermore, we also found that there are plenty of metaphorical terminology which specifies different meaning relating to petroleum engineering but indicates similarity in forms among them. if we compare terminology in both English and Uzbek languages, we can see differences in formation and meaning in both languages. Some eminent scholars made a huge contribution to the formation of technical terminology in the field of petroleum engineering which help learners to find out and acquire.

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Issue

Article



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ACQUIRING ENGLISH VIA RADIO

Abstract: *In the process of acquiring English language, learners come across some difficulties concerning listening comprehension and speaking one. Furthermore, to master English requires increasing vocabulary knowledge through listening and reading which can help enhance learners' linguistic skills in interpreting what they listen and read, and be able to produce what they desire to use in speech. Besides, innovative technology could be helpful in improving listening comprehension such tech is radio which may motivate a learner in being interested in news broadcasting around the globe and other essential data which can enable learners to create something special for their fast-paced life.*

Key words: *English language, listening comprehension, speaking comprehension, radio data.*

Language: English

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Introduction

Learning English is long-lasting process which requires much affords to put and energy to invest in order to reach aim in making a high progress in all macro skills such as reading, listening, writing and speaking. If we take listening comprehension, learners should try from learning basic vocabulary (words) fundamentally at the beginning, and reading some contexts in order to follow the words utters by speaker in time for comprehending whole idea of episode or scenario. Even interruption of sounds may make learners hard to understand the whole idea while listening to radio. Information broadcasting by radio is very difficult to follow and understand because reporters speak as fast as possible in order to convey essential news or data accumulated on special issues to the local or international population on the globe. However, radio broadcasting is considered to be useful for learners to acquire and perceive the language with more interest. This paper highlights the issues concerning listening comprehension and ideas expressed by distinguished, eminent scholars in learning English via listening radio broadcasting. Listening comprehension is a complex process which requires a lot of aspects to be taken into consideration.

In particular, following and understanding film in FL is even more difficult comparing to listening to just an episode in EFL (including ESP) teaching. There are no specific rules to follow during listening as in teaching pronunciation or grammar (Kh. Abdinazarov, Z. Aminova, O. Khalilova, 2020).

Ideas of eminent scholars on listening comprehension

we highlight the main features of listening comprehension and a variety of methods, and lots of research issues which were widely investigated by an increasing number of linguists in FL. Furthermore, enhancing listening comprehension is foremost in FL acquisition as it enables learners to increase their vocabulary knowledge, and improves their speaking skills as well (Kh. Abdinazarov, Z. Aminova, O. Khalilova, 2020). What's more, listening requires good memory and strong attention, and choice of strategies (Brown, 2011). Listening comprehension strategies play an important role in the development of related language skills and process of language acquisition and also hold a vital position in foreign language attainment research. Additionally, listening comprehension needs involvement of individuals in

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an assortment of activities ranging between complete comprehension and discrimination of sounds of the speaker's message. Consequently, successful listening can also be observed on the basis of strategies used by the listener after being taught effective ways of approaching and managing the listening (Asma F. T. Al-Azzemy, Dina A. H. Al-Jama. 2018:2-3). Besides, implementing authentic speak in classroom listening allows learners to have "immediate and direct contact with input data which reflect genuine communication in the target language (Breen, 1985).

Issues concerning listening comprehension

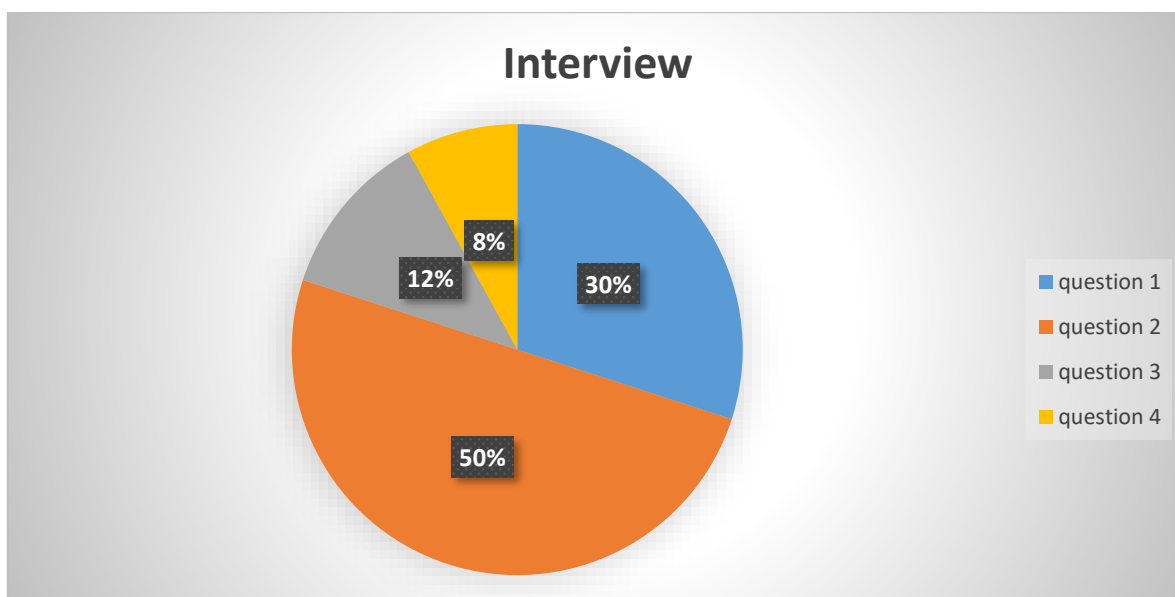
According to the statement of Barker (1971) listening can help students build vocabulary, develop language proficiency and improve language usage but Underwood (1989) organizes the major problems in listening comprehension as follows:

- ✓ lack of control over the speed at which speakers speak;
- ✓ not being able to get things repeated;
- ✓ the listener's limited vocabulary;
- ✓ failure to recognize the "signals";
- ✓ problems of interpretation;
- ✓ inability to concentrate;
- ✓ established learning habits.

Field (2003) stated some problems learners encounter are those: they know the word, but get the wrong sense and phonetic variation of a word misleads them. Besides, second language learners may know the words in written form but may be able to not comprehend spoken language. Yousif (2006) mentions more about psychological barriers in listening, the importance of speech rate in listening is to give breaks during a long listening activity.

Research Methods

In conducting research, we may use a wide range of instruments in order to find out the issues concerning the needs of learners' learning English in improving listening comprehension through radio broadcasting. There are four possible options to apply for the issue such as radio is supportive for learning English by enriching listeners with news around globe, information about artists, singers, poets and writers' lifestyle, interesting data on species living in our planet, high rated universities announcing a scholarship to study in the world, and other materials. Twenty-five engineering students were invited to respond for questions focused on the topic we set the goals to reach.



Picture 1.

Data Analysis

There are four possible options to apply for the issue such as radio is supportive for learning English by enriching listeners with news around globe, information about artists, singers, poets and writers' lifestyle, interesting data on species living in our planet, high rated universities announcing a scholarship to study in the world, and other materials and the result of the interview was indicated in the above-mentioned diagram. As we can conclude that preference to grasp information via radio broadcasting

was different such as news stated 30%, more understanding and their interest in listening was information about artists, poets and singers, writers and showed 50%, and data on species was motivated by 12%, but providing a scholarship data indicated 8%. As a result, learners prefer learning English via radio broadcasting today.

Conclusion

Furthermore, native-speakers from different countries or nations speak in variety of accents and

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dialects, for example, one utters American English but other does Indian English which confuses learners to understand the content of the film while watching it. As it seems comprehending English is not easy, it requires learners a lot of knowledge on linguistic aspects in order to perceive while listening. What's more, according to grammar rules (word order or part of speech like noun or verb, or sentence construction) is one of the aspects to know in order to better understand whole episode because if we are not familiar with noun or tenses with verbs used, these

may cause making errors in comprehension the episode (Kh. Abdinazarov, Z. Aminova, O. Khalilova, 2020).

In learning English via radio broadcasting is more interesting for EF learners because they intend to be aware of news broadcasting around the globe and other information they prefer to grasp in several minutes in order to be enriched by cultural, emotional, political, and social and others. Besides, they can get new data on time and get preparation for weather broadcasting too.

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Article



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THE USE OF NOUNS IN KARAKALPAKSTAN BRANCH NEWSPAPERS

Abstract: The article spoke about the use of nouns in Karakalpakstan's branch newspapers. In the texts of the newspaper there was a process of nouns to a certain extent serving in the clear delivery of any name, object, place. Proper names are most often used in the language of the newspaper to accurately convey the facts. Concrete and abstract nouns, categories of attraction, forms of suffixes, the function of word-forming affixes, the peculiarities of the use of international terms are revealed. The role of the noun in conveying news and events in an expressive way to the reader of the newspaper is analyzed on the example of a number of local newspapers.

Key words: noun, affix, genre, topic, newspaper reader, question, lexical units, categories of attraction, suffixes, proper nouns, definite nouns, abstract nouns.

Language: English

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Introduction

The language of the newspaper has always played an important role in the development of the literary language. In the newspapers terms, political terms, scientific terms, terms used in the field of official affairs, and sectional terms are widely used, so in its language nouns are of special importance. Because nouns play a great role in conveying a certain title, object, place to the reader of the newspaper.

In the language of the newspaper, one of the most widely used nouns in conveying facts are proper names. Researchers in language styles speak of the role of anthroponyms in functional styles. In particular, according to K. Bekbergenov: "In the scientific literature, anthroponyms are used in the form of surnames, and a first name and second name are given only by initials. Abbreviated forms of human names are not used in this style, and the terms of kinship are not used also" [2, p. 74].

In his monograph "The language of Berdak's works" Sh. Abdinazimov explains anthroponyms as follows: "In the language of Berdak's poems, there are about 400 human names basically derived from both Turkic and Arabic Persian languages. When we look at the names of people in the language of poetic poems, they are the names of prophets, poets and names of people in myths related to Islam

(Muhammad, Yusuf, Omar), the names of heroes in folk epics (Gorugli, Yusup-Zyliha, Ahmed-Yusup), names of talented poets and scientists (Makhtumkuli, Nawayi, Fuzuli, Aristotle, Bedil, Ferdawsiy, Ajiniyaz), the names of the people who lived in the history and those who lives with him (Chenghis Khan, Iskender, Janibek khan, Toktamys khan, Aydos). He also mentioned in the poems of the poet the names of productive (Berdimurat, Berdak, Amanbay, Qosnazar) and rare human names (Tinisi, Shalisbay, Taylaq) in our modern language" [1, p. 183-185]. According to the results of the study, he divided into six types used in the poetic works.

The article, entitled "The use of anthroponyms in Berdak's works," explains: "In modern times, proper names have their own long history. Some of them have been passed down from generation to generation and have reached our time. So poets and writers have a great role in the history of human names to be passed down. In particular, Berdakh Gargabay Uli, a classic of Karakalpak literature of the 19th century, described the heroes of his time in almost all of his works, as well as the representatives of the leftist class. In the depiction of social life in Berdakh's works, the first use of human names is seen. Poets of the 19th century studied in mosques and madrassas and recited Arabic. This means that Berdakh used Arabic and Persian

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anthroponyms in his poems. That's why, he contributed to the preservation of some people's names. For example, anthroponyms such as Berdimurat, Elmurat, Shingis, Qudaybergen, Qudayberdi, Gurbanbek, Bekpolat, Abdulla, Janibek, Alibek, Berdaq, Qadir, Ali are widely used in people's life. The meaning of reminding of these people's names, that they are used in Berdak's poems" [4, p. 152-155].

This means that some researchers especially appreciate the role of folk songs and epics of poets in the preservation of the national names of the Karakalpak people. In particular, Z. Daniyarova conducts special research on the use, structure and lexicon of human names in folklore. In her articles "Linguocultural analysis of human names in Karakalpak folklore" [3, p. 133-136], "The structure of anthroponyms in Karakalpak folklore" [3, p. 177-179], "Linguocultural study of anthroponyms" [3, p. 140-145] she says the use of human names, mentions a number of types of names: names related to animals, names related to birds, names related to trees. In her opinion "Every nation has its own naming traditions. Karakalpak human names are part of the vocabulary of the language. It receives its channel from the common people's language foundation and develops in accordance with the internal rules of our language. So it derives from all the words in the language. The majority of Karakalpak human names clearly show the cultural and historical life of our people from the past to the present" [3, p. 144].

The language of the newspaper has always taught the society to write correctly, to speak correctly, and to direct its history and propaganda in the right direction. As one of the social questions in the language of the newspaper, the issue of naming the baby was also raised. There is a lot of talk about Karakalpak names, their content, significance and purpose. In particular, the republican and local newspapers, while expressing their views on these issues, say that they are trying to put names that do not correspond to our mentality. For example: in the newspaper "Еркин Қарақалпақстан" (November 24, 2012 №140) in the rubric "Opinion of the specialist" in the article "Responsibility for naming a child", in the rubric "Knowing" in the article "Normal named and normal written", ("Еркин Қарақалпақстан" April 5, 2011, № 42), in the newspaper "Қарақалпақстан жаслары" in the rubric "Let's discuss" in the article "What is your daughter's name?" ("Қарақалпақстан жаслары" March 8, 2012, №10-11), "Let's not forget our nationality" ("Қарақалпақстан жаслары" May 3, 2012, №19), in "Устаз жолы" newspaper, December 17, 2011 "Tangem has arrived in Karakalpakstan", on January 21, 2012, № 4, the article "According to our name" was presented to the public. In the article "Even if we accept all the innovations in science, knowledge and

culture, we will not join in the extra names of this world," she said.

In the language of the newspaper, anthroponyms, so the proper names are mentioned primarily to ensure clarity. In almost all genres of journalism, personal names are clearly stated. It may be the names and surnames of our contemporaries, both the protagonist of the interview and the respondent, are used in the topics. The names of great thinkers and scientists are also mentioned to ensure the effectiveness of any topical issue. For example, as Ismail Gaspirali, the great thinker and educator of the Turkish people, said: "The nation has two opposites. These are its language and religion. If one of these two is taken from a nation, that nation will disappear" ("Turizm hám sport," April 12, 2021, № 51). The words of the great philosopher Yusuf Has Hajib, written in the XI century: "Be careful with your words, do not let your head fall off, be careful with your tongue, do not break your teeth," can be a proof of the above opinion ("Turizm hám sport," April 12, 2021, № 51).

Newspaper reports give full names and surnames, while some reports abbreviate the names of people but surnames are given full. For example: "Coach *Sultan Berdimuratov*, who prepared athletes for competitions" ("Turizm hám sport" 2021.04.12. № 51). "In particular, *Dastanbek Khamrayev*, *Asadbek Bayramov*, *Sardar Pardabaev* won gold medals at the World Cup, *Adilbek Palvanov* and sports school coach *Zhaikhun Ametova* won silver medals and they were the reasons the flag of our country raising high and our anthem was sung" ("Turizm hám sport" 2021.21.12. № 52). "The coaches *A. Genjemuratov*, *I. Isakov*, *R. Bekmuratov*, *F. Tajimuratov*, *U. Kutybayev*, *E. Abdikarimov* and *K. Allambergenov* have a special role in the success of our athletes" ("Turizm hám sport") 2021.12.12. № 52).

In the conversation with the participant of the competition, which took place in the meetings and events, the names of the interlocutor or the participant are given in full. For example, in the report "Karate success": "- 6 athletes from our district took part in this competition, - says the coach of young karatekas *Jaihun Ametov*" ("Turizm hám sport" 2021.21.12. № 52). "Karaozak riders are in the first in "kokparda"" said *Bairam Begzhanov*, a well-known rider. In addition to the use of abbreviated names or patronymics, there are cases when a person's name and surname are changed in separate court documents.

In the language of the newspaper, numerical forms of the nouns are also used. Concrete nouns in singular in the language of the newspaper are described in the meaning of generality and completely. They can be said in the plural or in the singular, so they have a meaning. For example: folk, art, witchcraft, furniture, textbooks, agricultural workers, folklore, kitchen utensils. These lexical units can include several types, objects or units. For example, in the field of art or witchcraft, we can count

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a few professionals. According to the newspaper, "Witchcraft requires a master of the arts at the same time to be both a masterful poet and a talented singer, as well as a master musician and actor, that's why we know that it requires only innate ability, as well as high educational potential, and constant research" ("Turizm hám sport", December 12, 2021, № 52).

The language of the newspaper always develops the consciousness of the newspaper reader. It appeals to all strata of society to begin to glorify, to think, to move forward, to act on human virtues. And in their texts they use concrete and abstract nouns. The affix -s is effectively used in the text of the newspaper in the appeal to the public, in the coordination of opinions aimed at challenging certain processes, as well as in expressions of gratitude and appeals. This affix, used with concrete nouns rather than abstract nouns, served to some extent to make the text more effective. -s affix: *farmers, gardeners, peasants, cocoons, machine operators, agro-clusters, agro-cluster managers, workers, farm managers, scientists, experts, enthusiasts, yearlings, newspaper readers, artists, masters of arts, Karakalpak youths, compatriots, young talents*. For example: "In these blessed times, when the holiday of beautiful birth is celebrated in our land, the selfless work of our countrymen and craftsmen, who are selfless and dedicated to the development of the new Uzbekistan and the well-being of the people. I would also like to express my sincere gratitude to *skilled peasants and farmers, gardeners, shepherds and cocoons, agronomists and mechanizers, heads and workers of agro-clusters, heads of farms, selfless scientists and experts of the branch* who helped with the food of our country with their hands and heart," - said President («Turizm hám sport» 2021.12.12. № 52). "Dear compatriots! Dear fans and skilled people of the art of witchcraft!", "Dear readers of our newspaper, do not forget to subscribe to your favorite newspaper "Culture of Karakalpakstan" ("Қарақалпақстан мәденияты") for 2022", "Activists of the year were awarded", "On December 15 of this year at the Karakalpak State Academic Musical Theater named after Berdakh was a ceremony "Hoshamet - 2021" of awarding the most active people", "Different performances of masters of arts and young talents "In Khoshamet – 2021", believing in the unforgettable traditions of our youth, gave a special interest to the people" ("Қарақалпақстан мәденияты" 2021.18.12. № 51).

Abstract nouns: *pure love, kindness, holy, dear, upbringing, joy, strength, power, consciousness, independence, idea, thought, spiritual world, morality, tool, nation*. For example, in the article "Language is a tool of education": "From early time, language has been not only a means of communication and thinking, but also it is a means of expressing human virtues, spirituality, and moral qualities", "Just as every nation has its own motherland, so it will have

a unique mother tongue. The more a person values his motherland, his parents, his family, the *dearer* and *sainted* his mother tongue becomes" (Turizm hám sport, April 12, 2021, № 51).

Political terms are used effectively in the language of newspapers. In particular, the President, the regulation, the law, the constitution, the resolution, the chamber, the party, the congress, the quriltay (the meeting), the election, and so on. For example: "As a result of the special attention and care of the President, in the "Year of Supporting Youth and Improving the Health of the People" a lot of successful work has been done in the field of culture and art" ("Қарақалпақстан мәденияты» 2021.25.12. № 52).

In newspaper topics, plural forms of first person are more widely used than singular forms of second and third persons of categories of nouns: (*our development, (our) mission, (our) happiness, (our) football players, (our) newspaper, (our) readers, (we are) joyfull, (we are) together, (our) message, (our) inheritance, (our) opposition, (our) appeal*. For example: "The Constitution is our happiness", "Ensuring fire safety is the duty of each of us" ("Устаз жолы" 2020.31.12. № 49-52), "Victory of our footballers" ("Turizm hám sport" 2021.04.12. № 51), "Dear readers of our newspaper!" ("Қарақалпақстан мәденияты" 2021.25.12. № 52), "Our national cultural heritage is in the eyes of the world", "Success of our theater" ("Қарақалпақстан мәденияты" 2021.25.12. № 52), "Corruption is an obstacle to our development", "We are against extortion", "We are with you, and you also be with us!" ("Қарақалпақстан мәденияты" 2021.18.12. № 51). "Dear students!", "We are glad to have the 52nd issue of this year's project in your hands" ("Turizm hám sport" 2021.21.12. № 52), "We are Saqirqiran's generation" ("Устаз жолы" 2015.11.04. № 15). Second person in the plural forms are found in short messages in the form of references. For example: "Good health until we meet you through the issues of our newspaper in the New Year!" ("Қарақалпақстан мәденияты" 2021.25.12. № 52). "Dear citizens! We ask you to strictly follow the rules of fire safety, not to leave young children alone at home, not to leave unattended gas and electric appliances" ("Устаз жолы" 2020.31.12. № 49-52). Third person often uses a variety of compound terms related to the chapters. For example: "Tournament competition", "Uzbekistan Cup", "Language is an educational tool" ("Turizm hám sport" 2021.04.12. № 51), "Congratulations to the people of Uzbekistan with Happy New Year", "Joy of teachers" ("Устаз жолы" 2020.31.12. № 49-52).

It is known in the language of the newspaper that the noun declension form is used effectively. But sometimes it is noticeable that the newspaper uses the forms of accusative in questions or informing the newspaper reader to be careful. *Affix to* (in Karakalpak language -za/-ze, -qa/-ke affixes). For example:

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"Do traditions serve our success? ("Дәстүрлер ийгилимизге хызмет етеди (ме?)")" ("Устаз жолы" November 4, 2015 №15), "Have you subscribed to the newspaper?" "Газетага жазылдыңыз ба?" ("Устаз жолы" 2021.16.01. № 1-2). "Sumelek walking for the holiday" ("Қарақалпақ университети" March 30, 2014 №6). "Passion for knowledge leads to success" ("Устаз жолы" November 4, 2015 № 15). "The place of enlightenment to the hearts" ("Қарақалпақстан мәденияты" 2021.18.12. № 51).

Forms of nominative case are effectively used in the newspaper to motivate the reader, to move forward, to provide clarity and to read the article. *The affix of* (in Karakalpak language *-дың/-диң, -тың/-тиң, -ның/-ниң аффикси*). For example: "The key of happiness is knowledge" ("Устаз жолы" 2021.16.01), "Secrets of poet" ("Қарақалпақ әдебияты" 2021. №1), "Man is the sun of man" ("Қарақалпақстан мәденияты" 2021.18.12. № 51), "The foundation of our bright future" ("Устаз жолы", November 4, 2015, № 15).

In the language of local newspapers, we can often see formation of nouns through word-forming affixes. It is formed differently to describe lexical units belonging to different branches in these newspapers. They are, of course, *-шы/-ши, -лық/-лик, -ма/-ме, -ба/-бе, -па/-пе, -ым/-им, -м, ыў/иў, -ўыш/-ўиш, -ынды/-инди, -ыс/ис, с* are made by affixes. а) *affixes -шы / -ши*: chess player (шахматшы), athlete (спортшы), judge (төреші), teacher (оқытыўшы), student (оқыўшы), worker (жұмысшы), manager (басшы), assistant (жәрдемші). "We will now be assisted in this by the international community under the auspices of UNESCO" ("Қарақалпақстан мәденияты" 2021.18.12. № 51).

б) *Affixes -ыў/-иў/-ў* is considered in scientific works as a fruitless affix. However, it is more common in the descriptive language of the official message genre: *exercise (шынығыў), distribution (тараў), selection (сайлаў), multiplication (көбейтiў), division (бөлиў), and so on*. For example: "There should be access to a database of methods and exercises" ("Устаз жолы" 2020.31.12).

в) *Affixes -лық/-лик* is used productively as a noun affix: *provincial (ўәлаятлық), republican (республикалық), international (халықаралық), regional (аймақлық), team (командалық), physical (физикалық), legal (юримдикалық), guardianship (қәуендерлик), charitable (қайырқомлық), ministry (министрлик), material (материаллық), technical (техникалық), intellectual (интеллектуаллық), amateur (хәуескерлик), goodness (жақсылық), anger (жаманлық)*. For example, "All the books in the world contain the following ideas: the first is to do goodness to your relatives, and the second is not to anger your relatives!" (Karakalpak University, March 3, 2014, № 6).

г) The effective use of the *affixes -ым / -им, -м* in the language of the newspaper can be found both in

the topics and in the context: *scientist (алым), science (илим), knowledge (билим), my teacher (устазым), my supervisor (илимий басшыым), my work (жұмысым), my duties (мийнетлерим), feeling (сезим), belief (исеним)*. For example: "A scientist who is worthy to the present of our President" ("Устаз жолы" 2021.16.01. №1-2). "The most gratifying thing is that my efforts and responsibilities in this small field of science have been supported and I have been provided with housing in Tashkent as "a presidential present"". "For the scientists, this belief brings great joy, as well as a sense of responsibility" ("Устаз жолы" 2021.16.01. №1-2). *Affixes-ма/-ме, -ба/-бе, -па/-пе*. In the newspaper it is used the issues of the origin of any social exercises in the topics. They are often written by external authors. For example: "Is a bench a place to write an advertisement?" ("Қарақалпақ университети", March 3, 2014, № 6).

д) *affixes -ўыш/-ўиш*: subject (баслаўыш), object (толықлаўыш), determiner (анықлаўыш). For example: "School № 2 of the Department of Public Education of Moinak district held a competition "Skilled children" among primary school students". "During the event, G. Ismailova, a primary school teacher of School № 2 of the Department of Public Education, and M. Khakimova, a mathematics teacher of School № 4, were awarded the badge" "The owner of public education of the Republic of Karakalpakstan" ("Устаз жолы" 2021.16.01. №1-2).

In newspaper interviews, we often encounter equestrian affixes in conversations with young scientists or other experts in the field, who have achieved high results and are implementing the results of their work in the field of education and science. For example, in an interview entitled "Worthy scientists for the President's present", newspaper readers can get good news through the opinions of their interlocutors. We also often introduce new terms in the language of the newspaper, international common lexical units by expressing the opinion of the respondent. Therefore, all the news in the world, in our society, first of all, is reflected in the work of journalism, and thus new terms, new lexical units enter our literary language. As a proof of this it is worth noting the following number of affixes. For example: *affixes -ынды/-инди*: sum (қосынды), fraction (кесинди), derivative (туўынды). For example: "Currently, as one of the successors of the school "Chemistry of Coordinating Compounds" of Academician Nusrat Agzamovich Parpievich, I am conducting research on the synthesis, structure and properties of metal complex compounds in the presence of thiadiazole derivatives" ("Устаз жолы" 2021.16.01. №1-2). *Affixes-ыс / ис, с*: phenomenon (қубылыс), success (табыс), aspiration (талпыныс), formation (дүзиліс), connection (байланыс). For example: "Effort brings success" ("Устаз жолы" 2020.31.12). On December 28, 2020, I successfully defended my doctoral dissertation on "Synthesis, structure and properties of complex

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compounds of new derivatives of 3d-metals with 2,5-substituted tiardiazole" ("Устаз жолы" 2021.01. №1-2).

English words can also be found in the language of the newspaper. For example: "In Nukus region "Street Workout" and a small soccer field were built and were given to be used". At times, English compound nouns are added to our literary language by means of translation. But sometimes denominations which are used in the language are written without any changes. For example: "In 2023, Uzbekistan will chair the 25th session of the *General Assembly of the World Tourism Organization* (UNWTO)." "Recently, the *ARAL Chess Professional Chess Club* in Nukus hosted a chess tournament for the opening of the *ARAL CHESS Club*." "In Budapest in the tournament *FIRST SATURDAY*, our young athlete Javohir Sindarov, the youngest grandmaster in the world, a member of the Uzbek national team, and Bobur Sattarov, an organizer of the *GMI Chess Club* in Tashkent, competed in the U-12 age group with each other." ("Turizm hám Sport" 2021.04.12. № 51). International terms common to all, borrowed through the Russian language, are also effectively used in our literary language. These words are formed with the help of a number of affixes. For example: *-ism: organism*. "In order to satisfy the organism with iodine, food must contain enough iodine" ("Устаз жолы" 2021.16.01. №1-2). *-tion: motivation, dissertation*. "Motivation (lat. movere) - to awaken action; It means to control a person's actions, to lead to a goal, to organize, to be active" ("Устаз жолы" 2021.16.01. №1-2). *-y: energy, observatory, conservatory, crystallography, chemistry, laboratory*. "The world needs to have enough protein, fat, carbohydrates and minerals for the *energy* that people consume in a day." "On September 23 of the same year, at the Berlin *observatory*, an astronomer named Johann Halle was able to see the planet Neptune through a telescope, which was discovered a year earlier by French Mathematician Urban Levere as a result of mathematical calculations." "In addition, I have a high interest in the science of crystallography" ("Устаз жолы" 2021.16.01. №1-2).

Abbreviated combined nouns. Abbreviated combined nouns are abbreviated using international terminology. For example: "Such studies include the international studies PISA, TIMSS and PIRLS" ("Устаз жолы" 2020.31.12. №49-52). It is also abbreviated in the designation of the names of certain institutions and scientific degrees. For example: "Event was opened by the Deputy Director for Science and Innovation of the branch, Ph.D. N. Khamidov and led it"; S. Shynnazarova, Candidate of Philological Sciences, Associate Professor of the department "Karakalpak language" of NSPI named after Adjiniyaz, Karakalpak branch of the Academy of Sciences of the Republic of Uzbekistan, Karakalpak Research Institute of Humanities "Karakalpak Linguistics" Senior Researcher Ph.D., K. Bekbergenov and Supporting doctoral student A. Najimov took part with their reports in the event" ("Устаз жолы" 2020.31.12. №49-52).

In conclusion, it is worth noting that the newspaper was able to use its own names in the context of ensuring clarity in the language. Abstract nouns have a great role to play in the development of public opinion, in the narration of events and news. In the descriptive language of official messages, concrete nouns are used interchangeably to talk about the chapters, professions. The categories of possessives, in the course of the use of suffixes, we can say that they are effectively used in materials, appeals, directing the audience to the fight against any negative actions. Word-formative affixes are widely used in the descriptive language of official messages, interviews, articles of the genre. International words and abbreviated adjectives can also be used. We all know that in the captivity of information, different information enters our society. In their descriptive language, first of all, international words are used. These terms are named with the same term in each chapter. Therefore, these terms have a common and equal meaning. Therefore, the role of these affixes in the development of the lexical fund of the language can be highly valued. In our opinion, the need of the day is to constantly monitor all the lexical units that are entering our literary language.

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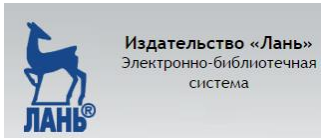
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