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Issue Article

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ON THE ADVANTAGE OF THE TERRITORY OF ADVANCED SOCIO-ECONOMIC DEVELOPMENT IN THE MANUFACTURE OF PRIORITY AND DEMANDED PRODUCTS

Abstract: *in the article the authors justifiably paid attention to solving the problem of combining state and market mechanisms for managing competitivenessbecause it becomes a strategic resource for the economy of these regions. Today, and even more so, tomorrow, in the global economy, the place of price competitiveness will be taken by the competitiveness of quality levels, which has widely increased its importance in connection with Russia's entry into the WTO and the need to use the ISO 9000 series, in this regard, the increase in the quality factor of the results of the domestic light industry in the strategy of competition in world markets is for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets.*

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

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Introduction

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The situation under study, which has developed both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District with light industry enterprises in filling domestic products in demand on the markets, is regrettable since their absence. Their absence not only provokes shortages, but significantly worsens the social situation of those living in these regions, since for the majority of the population they were the only

source of income, since they were city-forming and provided the entire infrastructure of the life of the population, provoking not only employment, which in itself is very important, but also ensured the flow of funds to these regions to solve all their social problems, for example, through the formation of a territory of advanced socio-economic development based on the mining towns of the Rostov region.

The hope of the regional and federal branches of power that everything can be solved through the ruthless exploitation of natural resources, which is not only criminal, but also a road to nowhere. And the talk that our domestic products are not in demand is groundless.

We tried to show a way out of this situation through a well-developed assortment and assortment policy, when the unity of all branches of government, namely: municipal, regional and federal, in alliance with manufacturers, will offer consumers in their regions not only demanded and competitive products, but what is especially important - economically justified and guaranteeing enterprises the receipt of sustainable TEP, providing them with a warning against bankruptcy and guaranteeing stability, and employment for the population of these regions, and satisfaction of their social problems. In addition, we propose to create, on the basis of Federal Law No. 473-FZ of December 29, 2014, a territory of advanced social and economic development based on the mining towns of the Rostov region,

After the 2008 crisis, society spent a lot of energy trying to return the economy to the same rapid growth as before. But the assumption that the problems caused by the crisis are temporary is wrong, and we should accept this and understand that the economy in the new "post-crisis world" will work in a new way. Klaus Schwab, founder and president of the World Economic Forum in Davos, writes about this in his article on Project Syndicate, he identifies six features of this new world, namely:

- its economic growth will be slower but potentially more sustainable than before the crisis;
- growth will be driven by technological change, and its impact will be larger and deeper than, for example, the industrial revolution and its consequences in the 19th and 20th centuries;
- the current industrial revolution will hit economies like a tsunami, almost without warning and with ruthless force, warnscolumnist;
- the pace of change will be high due to the interconnectedness of today's world, changes will affect simultaneously economic structures, governments, security mechanisms and people's daily lives;
- every standard needs to be revised, every industry is in danger of being turned on its head. If you need an illustration, look atUber, which has changed not only the sphere of commercial transportation, but also retail in general: goods and services are being "uberized" - consumers use, but do not own them;
- light industry will change due to 3D printing, because supply chains will have to disappear or transform;
- Gone are the days when the big fish ate the little ones. In the post-crisis world, fast fish will dominate, slow ones will die, - says Klaus Schwab;
- economic growth will be driven not by capital and natural resources, but by human imagination and innovation.According to the economist, despite the difficulties that a new round of technological progress will entail, its overall impact will be positive. At the same time, Klaus Schwab suggests not to be afraid of the advent of robots, because labor automation will allow more people to get well-paid jobs (for this, however, they will have to acquire new skills so as not to be left behind). In general, in order to compete in the economy of the XXI century, and the authorities, and business, and society will need to constantly adapt to new conditions, Klaus Schwab predicts. Governments will need to not so much manage the consequences as they will need to anticipate change and, by anticipation, create the conditions for innovation in the private sector. These changes are inevitable, the columnist concludes, but ultimately they will allow us to improve our strategies.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS for the production of demanded products, including children with pathological deviations, is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at lower cost due to three main aspects:

- employee involvement;
- process approach;
- systems approach.

In addition, the personnel of light industry enterprises are more effectively able to implement the goals and objectives of the QMS also because control activities are more professionally provided to fulfill the following situations:

- belief;
- execution of delegated powers;
- creation of conditions for increasing productivity and effective use of the business qualities of employees.The attention of researchers to solving the problem of combining state and market mechanisms for managing competitiveness is justified.because it becomes a strategic resource for the economy of these regions. Today, and even more so tomorrow, in the world economy, the place of price competitiveness will be taken by the competitiveness

of quality levels, which has widely increased its importance in connection with Russia's entry into the WTO and the need to use the ISO 9000 series. In this regard, the increase in the quality factor of the results of the domestic light industry in strategy to compete in global markets is a long-term trend. The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets.

Ways to solve this problem based on the use of innovative technological solutions by them, the development of an assortment policy taking into account the characteristics of these regions, the reduction of production costs due to effective technological solutions with a more frequent change of assortment while maintaining minimal costs for reconfiguring the technological process and the formation of a pricing policy that creates advantages in competitive struggle in markets with unstable demand and taking into account the demand for light industry products, but for the realization of these problems it will be necessary to work hard, because todaythe Russian light industry market with a total volume of 1250 billion rubles is formed from the following sources: 230 billion rubles (18.4%) - Russian legal manufacturers; 240 billion rubles (19.2%) - legal imports; 780 billion rubles (62.4%) - illegally imported and manufactured goods.

As a result, the Russian market began to be filled with products brought from abroad, which, with rare exceptions, do not even have a quality certificate, and now even children are forced to wear shoes that do not provide them with the elimination of their pathological abnormalities.

Thus, the restoration of light industry production volumes is a rather urgent task facing manufacturers, and is of great social and economic importance for the population of these regions, especially for the former mining towns of the Rostov region.

Main part

To revive the production of demanded products in the regions of the Southern Federal District and the North Caucasus Federal District, first of all, organizational and financial support is needed for light industry enterprises at the level of the government of the Russian Federation, regional and municipal authorities in the form of VAT reduction, the provision of non-repayable loans at a preferential interest with a deferred payment for 3 years, support in providing high-quality and affordable shoe materials, the availability of profitable leasing, all this is possible when forming a territory of advanced social and economic development based on the mining towns of the Rostov region within the framework of Federal Law No. 473 - FZ of December 29, 2014.

Specific reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best of the options for solving technological problems.

When comparing possible options for solving a technical problem, rationalization proposals, technical improvements, various ways to improve product quality, the best ceteris paribus is considered to be the option that requires a minimum of reduced costs.

Reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments. An analysis of this software was carried out in the manufacture of the entire range of light industry products, which confirmed the effectiveness of the software product for evaluating the proposed innovative technological process using universal and multifunctional equipment in their manufacture within the territory of socio-economic development.

The obtained advantages of the territory of socio-economic development will allow light industry enterprises to organize efficient and competitive production of products for light industry products.

When implementing these events, buyers will be satisfied with the latest fashion trends and the cost of goods, as well as give preference to products made taking into account climatic features and their preferences. The 21st century has sharpened the scientific, philosophical and practical interest in competition. The scale, content, forms and significance of competition have put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests. The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and clarified by I. Kant, giving a rational look "the other person should not be a means for you." Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable

development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team. demanded and available product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team. demanded and available product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, our modern organization of the economy opposes the producer and the consumer, turning them into adversaries, instead of encouraging them to act as a single team.

Where are the reasons for such an abnormality, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

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

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, contrary to its rational basis - the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises: if the history of the sociocultural activity of a “reasonable person” should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of mankind, then how to explain the existence of social anomalies, a kind of "jambs"?

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

The rationality of the history of human activity could not but lay a logically expressed pattern, but the absence of extralogical processes in real history would look as if the script of history was written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid on a ruler. He did this to emphasize that historical consistency requires a specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it non-linearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is true in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries in itself something new, as well as unresolved or limitedly resolved problems, left as a legacy to the

passing generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationalities built from the contradictions of the rationality of human activity, in fact, the relative logic of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens.

The 20th century confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rationally active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs must be manifested in thoughts, thoughts capture feelings, become convictions.

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

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and reasoning of teachers. “Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been obtained illegally ...” How can a noble husband bear such a high name if he has lost his philanthropy? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

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

The quality of production and the quality of the product of production depend on the technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Based on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the “subjective factor” due to its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

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

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

C. Darwin said: nature does not like jumps and explained, because all of them consist. J. Cuvier, on the contrary, tried to understand the variability of species as a result of earthly cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when it is important to bring something to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational ratio of consumer requirements for a well-known attractive product, its quality and price. But everything comes to an end, improvement is not an exception, therefore, it is necessary to look in advance for options for an interesting promising development of the product line, to think not about what, in principle, already exists, to improve what is available, but to try to fantasize systematically, ahead of demand with innovations.

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

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

It is no coincidence that the like-minded people of K. Marx noted that the founder of the universal understanding of dialectics did not leave a textbook to the heirs, since it was supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to socio-political tension. The development of political economy after K. Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

Here, the features of Aristotelian logic, aimed at the immutability of the conditions of inference, came in handy. If commodity production is the only universal reality of the objective historical process in the conditions of a developed society, then history itself is destined to carry it out with dignity exclusively in the form of a bourgeois organization. Thus, the thinking of the consumer, also generally tuned to a formally logical type of action, is led to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is being created in a bourgeois form. Objective reality was embodied in an absolute, that is, non-historical form.

The power of logic lies in the ability to build an internally consistent theory, but the truth of any theory is not verified by its sequence alone. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested en masse, because its results concern everyone directly. People may or may not be producers, but everyone consumes products of production and everyone wants to make consumption of sustainable quality and corresponding to the ability to pay.

Starting with handicraft labor and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. As long as the division of labor had a shop form, and inside the shop everyone produced the goods up to the final commodity form and fully guaranteed the quality with his brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, reduced to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the product was removed by the specifics of its relationship to production.

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 vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the manufactured product, and there was a specialization of production depending on the uniqueness of the natural environment.

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.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from their natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of a person. "Secondary" signs, on the contrary, depend on human labor. It is labor that reveals or creates them, and therefore the quality of objects transformed by labor must be

determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases.

Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need:

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

Only after receiving answers to the above questions, we will be able to productively explore the problem: "How realistic is our desire to give the mass producer the need for the quality of the product result", in other words, "is it possible to sufficiently motivate the receipt of a quality product from within mass production?". So far, unfortunately, quality management is carried out by bringing into production ideas developed not in it, but in the "pure" theory of management.

Comparison of QMS with SC allows us to consider the trend of movement - the desire, developing a new approach to quality management, to overcome the narrow technological view of quality as a kind of standard, limited by the production process outside the conditions of consumption.

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

In the definition of quality, the most common shortcoming is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of the object. Important, but not decisive, remain at the base, and as you climb to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the item. G. Hegel at one time wittily defined quality from the contrary - "quality is that, losing what, the object ceases to be itself."

Following the example of the great thinker, let's define "shoes" as "clothing for the feet." How accurate is this definition? For shoes, probably yes. Not for the quality of the shoes. If you deprive shoes of the ability to be "clothing for the feet", then it really will not be a shoe. If, however, only the ability inherent in footwear is preserved, then the required quality of the product will be indefinite. “Clothes for the legs” can be dangerous due to the toxicity of the material, the means of fastening, and the construction that is inconvenient for movement. A formally constructed requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative certainty of the product. To determine the quality of a product, one must proceed from its functional purpose.

The legs, for which he sews clothes in the form of shoes, are part of a living organism. These are not stocks and not the limbs of a corpse, also intended for certain clothes. Leg clothes will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household. Quality is not a set of essential properties of a product, it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid as the basis for determining the quality of a product, then “growing” the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of chemical elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is “in plain sight” in order to build up the definition later. There is an electron shell around the nucleus of an atom, and together they give the definition of an atom. In the definition, we lay the quality, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing objective difference. The quality of the product, especially for mass direct human consumption, requires additional clarification related to the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes a systematic

arrangement of core competencies of technical and humanitarian importance.

Shoes, by their quality, by definition, should ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packed in them. With their help, the producer "entices" the consumer, like the flowers of plants, calling for insects, performing the work of pollination through consumption.

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 a 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 substitution of a philosophical understanding of the quality of a product for 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 particularly 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 actual 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 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 backbone 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.

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 a 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" improved the Kaizyo system for this purpose; 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 the production worker, feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more suggestions to improve the production process from their employees than US companies (40 million vs. 1 million). It is also indicative that over 90 percent of the proposals, one way or another, were used.

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 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 product 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, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later". All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Society for Supervision (TUV). In addition to them, in the quality management market, numerous home-grown and joint ventures related to the certification of production and product quality offer their services. The problem is not in finding the organization you are looking for, but in 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. "Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. 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.

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 approach to understanding quality itself was not 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 in 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 helix of social progress. A developed society is being tested as a condition for the development of the individual.

The formal 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. Partially 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.

A special place in this list should take the desire for a quality economy. The point here is that opposites, by definition, are mutually alienated. The dialectical opposites to which the individual and society belong are favorably distinguished by the fact that the unity in their relations is inherent in their emergence. It only needs to be brought to a general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating in detail the advantages of interaction. There is no other way to overcome alienation objectively embedded in the relationship of the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate that which is the real condition for your development. Under classical capitalism, alienation was a prerequisite for achieving the power of capital, and the very political organization of society adapted itself frankly to the provision of the bourgeois state. Democracy was adapted to the bourgeois social order.

The revolutions of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, a transition to post-classical capitalism. The dominance of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of its associative use in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They moved the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in labor has not been overcome, but development objectively (society) and subjectively (individual) was carried out through mutual respect. There were certain conditions for the removal of alienation. And the new approach to quality-consumer-production is a milestone on the way of convergence of the main subjects of public life. It will force to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to put social life "on the shelves."

A qualitative vector of economic development, of course, will require additional costs, but that's what the state with its economic instruments is for, in order to try to compensate for them. And the market will certainly react positively to a quality product with its activity.

In our view, the mere existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of G. Hegel's alienation, apparently had in mind a certain way of organizing labor, associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent characteristic of it. One private property for exploitation is clearly not enough. As for the opposite private property, public (public), which is managed by the state and serves as a real subject of ownership, then it does not contain economic guarantees for overcoming alienation, which is not difficult to verify from the experience of domestic state monopolies.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, whose task is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is in place to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is reasonable is real, everything that is real is reasonable." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within

the general status of their manifestation - "real existence" - "reality" and "actual existence" - "reality". These forms of existence are fundamentally different on the grounds. "Really existing" relies on the need to be its own form, it represents an evolving reality. The “really existing” has passed the stage of its necessity, has ceased to be a development factor, has lost its relevance. It hinders the development process. Since G. Hegel understood the development of thinking and society as a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don’t get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products. This need should be tested by responsibility to the consumer as to oneself. Ancient Confucius Wisdom: Treat others the way you want them to treat you.

So, what should be considered as the necessary conditions for achieving a fundamental change in relation to the quality of production of a truly high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer:

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

- a significant increase in purchasing power. Achieving the level that allows you to select the right product. A quality product cannot, by definition, be cheap, but it can and should be made available through market mechanisms;

- a high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause;

- overcoming the feeling of conscious and unconscious alienation of the ability of the individual in labor and its products with the help of the following tools;

a) achieving a symmetry of the quality of work and remuneration;

b) reduction to a reasonable ratio of the difference in the amount of remuneration of managers and executors, the clarity of the grounds for such proportionality;

c) the dependence of remuneration on the dynamics of advanced training and participation in the improvement of the production process;

d) the full use of socio-cultural mechanisms to stimulate the individual to a general corporate movement, entry into command forms of movement.

e) sustainability of corporate activities;

f) priority of relations by type: “One for all, all for one”. Active promotion of the command form of responsibility for the results of work;

g) organizing a systematic competition for the quality of work;

h) striving for national and international recognition of the quality and range of products produced;

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

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

k) awareness of the fact that it is the “little things” that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

Man began to realize his rationality and its advantages much later than homo sapiens became. The 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 stood out from among the hunters for products of purely natural origin animals and managed them, and farmers, who were the first to experience the design potential of intelligence.

It is extremely problematic even now to build the desired result in the conditions of the dominance of the natural order that prevailed 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 attribute, 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 by 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 nothing more 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, she 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 exploitative technologies in industrial and agricultural production is the sustainability of growth, and not an absolute value.

A slowdown in 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 nature of the environmental problem can be dealt with without a global cataclysm. Both nature and humanity 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 looks like 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 humans. 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: "satisfy the needs of the buyer here and immediately." The manufacturer must know his buyer "in person", only then the production costs will acquire rational proportions 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 accumulative 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, pop 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 labor organization , in which the reasonableness of human status is manifested. Capital, in order to reveal its potential, had to grow with freedom of advancement, and the freedom of movement of capital had a prospect 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, the place in the management hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between the 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 the 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. The classic of the 20th century, J. M. Keynes, was subsequently guided by his ideas.

The outstanding achievements of the classics of political economy should include exactly what scientists economists, who guard the interests of the current heirs of the revolutionaries - the bourgeois of the eighteenth-nineteenth centuries, seek 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. Especially the British economist D. Ricardo was 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 in evaluating the 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 condition 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 his 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 as 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 twentieth century was a superstructure on this basis, and what happened 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 could not divide the labor purchased from the labor expended. Smith's mistake was corrected by D. Ricardo, explaining that his predecessor did not notice that the cost of goods should also include the costs of production and operation of equipment. At the same time, D. Ricardo himself did not consider the cost of producing raw materials. I. Sismody, and Smith, and D. Ricordo evaluated the value mainly by the relations 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 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 foregoing analysis serves as a basis for asserting that that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, reflecting 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. In planning, the level of depth of knowledge of the economic process that requires management and the degree of reasonableness of managerial actions are manifested. 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 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 the result of the fulfillment of someone's interests, to 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, no less was added to what was also traditionally attributed to the economy. The new owners took all the addition out of the "staff", considering all this to support production, in other words, its infrastructure. Therefore, an oligarchic semblance of capitalism has grown in our country: taking possession of the most economically profitable property with the help of the state, outright robbery through raider seizures, indexing with the help of its people in the state of political activity in the direction of objectifying and legitimizing the "new economic policy". Corruption is not abuse of office in one's own interests and not securing profitable economic projects for bribes, corruption is the fusion 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 that expressed 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 Deformers carried out a gigantic scam, masking their actions with the need to decisively fight 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 what the most elementary did not suggest to them - the idea of socialism has long since turned from a ghost in different parts of the world into a political program, including government parties. 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 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 basis 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 side 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. Thanks to participation in production, a person earns for himself the reality of his existence, and it seems natural that the way of his existence would be development as the only opportunity to realize potential talents. 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 illogicality 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. Actual history will certainly carve out its proper path

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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 to reason with their heirs, the current political liberals, who are not relenting after two decades. trace, 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. Let's try to analyze the current situation, using objective grounds. Despite differences in particulars, reformers of the economy remain within the limits of the 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 grant 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. Essentially, liberal reformers are striving 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 the 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 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 intelligence 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, socio-cultural 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. labor history, developed into the history of production, which became the object of a special scientific analysis, which gave 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? Trying to be smarter than everyone else, 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. Simplify the basic part of the social structure - to separate economic activity from socio-cultural, regardless of either the objectivity of relations or the pattern of development.

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 "super economic" 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 got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting 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. 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 got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting 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,

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Thousands of settlements, millions of people have lost a stable way out of their places to regional and regional socio-cultural benefits. Planning unfolded exclusively in the direction of the transition to full cost accounting, 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 a new economy was presented in a planned context with the utmost simplicity: not so much to increase labor productivity through the scientific and technical equipment of production and the creation of socio-cultural conditions for the growth of human capital, but 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 reactionary 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. 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 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: “Gazprom is a national treasure” irritates more and more Russians. 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. 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.

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Those who developed the plans understood from real experience the impossibility of implementing projects without something that serves the development of the individual, satisfies his 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 equally placed. 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 "messionaries" 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 two polar. In general, we never considered them enemies of our competitors. 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 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 linearity of thinking in ideology, stop historical development at the level of the bourgeois organization of social relations, wrest the capitalist turn from 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 the solution of economic problems out of 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 knowledge 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 the dialectical and systematic 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 a solution 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. Mathematical modeling is effective in terms of developing possible prospects for spontaneous and constructed processes, but it has never been “political mathematics”, unlike political economy.

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 systemic assessment of individual aspects of the subject of thinking 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, on the other hand, 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 content, a completely 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

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"Speculation", by definition (omitting its philosophical interpretation as "contemplation,

speculation"), is "calculation, intent, based on something, using something for selfish interests." Therefore, law enforcement agencies should deal with speculation, 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 socio-cultural development are not so psychologically resonant, besides, they have grown into the existing corruption scheme and look like their own to many.

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 according to 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. If we convert specifically the historical content of the current stage of social development into a purely economic process, that is, remove socio-cultural construction, “pushing” it to the state, then economic planning will be completely freed and will move forward, driven by the prospect of maximizing profits and absolutization of competition.

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. the direct creator of a real product and its real owner opens up a real opportunity to supplement the objectively natural reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property. the direct creator of a real product and its real owner opens up a real opportunity to supplement the objectively natural 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 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 stably 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 futility in the scientific and practical aspects of the ideas of domestic liberals who turned into conservatives. The industrial system is dangerous because of 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, which is 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 personality 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

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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 arose because the idea of liberal reform is now 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, much less implemented than these requirements. The role of a liberal reformer does not require any effort, it is not associated with any bitter 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 production development planning 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 goes 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 for 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 the planned form of managing economic movement, on the other hand, it strictly regulates the possibilities of 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.

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.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from their natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of a person. "Secondary" signs, on the contrary, depend on human labor. It is labor that reveals or creates them, and therefore the quality of objects transformed by labor must be determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases.

Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need:

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

Only after receiving answers to the above questions, we will be able to productively explore the problem: "How realistic is our desire to give the mass producer the need for the quality of the product result", in other words, "is it possible to sufficiently motivate the receipt of a quality product from within mass production?". So far, unfortunately, quality management is carried out by bringing into production ideas developed not in it, but in "pure" management theory.

Comparison of QMS with SC allows us to consider the trend of movement - the desire, by developing a new approach to quality management, to overcome the narrow technological view of quality as a certain standard, limited by the production process outside the conditions of consumption.

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of the product, at least, the product of the consumer series. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of its industrial, household and socio-cultural merits. Moreover, it is desirable that the product not only satisfies existing needs, but also stimulates their cultural development, serves as a tool for the development of the consumer's personality. Human capital is involved in the creation

of the product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of absolutization of private property and its distribution disproportionate to labor. Only giving creativity to work and rewards corresponding to creativity can be “removed”, in terms of Hegelian philosophy, the tension of alienation. The quality of goods in a broad sense can be considered as a factor of social progress and as a test of socio-cultural achievements of social development.

In the definition of quality, the most common shortcoming is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of the object. Important, but not decisive, remain at the base, and as you climb to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the item. G. Hegel at one time wittily defined quality from the contrary - "quality is that, losing what, the object ceases to be itself."

Following the example of the great thinker, let's define "shoes" as "clothing for the feet." How accurate is this definition? For shoes, probably yes. Not for the quality of the shoes. If you deprive shoes of the ability to be "clothing for the feet", then it really will not be a shoe. If, however, only the ability inherent in footwear is preserved, then the required quality of the product will be indefinite. “Clothes for the legs” can be dangerous due to the toxicity of the material, the means of fastening, and the construction that is inconvenient for movement. A formally constructed requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative certainty of the product. To determine the quality of a product, one must proceed from its functional purpose.

Legs, for which clothes are made in the form of shoes, are part of a living organism. These are not stocks and not the limbs of a corpse, also intended for certain clothes. Leg clothes will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household. Quality is not a set of essential properties of a product, it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid as the basis for determining the quality of a product, then “growing” the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of chemical elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is “in plain sight” in order to build up the definition later. There is an electron shell around the nucleus of an atom, and together they give the definition of an atom. In the definition, we lay the quality, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing objective difference. The quality of the product, especially for mass direct human consumption, requires additional clarification related to the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes a systematic arrangement of core competencies of technical and humanitarian importance.

Shoes, by their quality, by definition, should ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packed in them. With their help, the producer "entices" the consumer, like the flowers of plants, calling for insects, performing the work of pollination through consumption.

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 a 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 substitution of a philosophical understanding of the quality of a product by 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, according to which 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 strength, and most importantly, it is supported by the authorities.

Attempts to oppose this logic, the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process, are ineffective. They are assigned the role of local public opinion, which has never been particularly 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 actual 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 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 backbone 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.

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 march of Japanese women, while the dominance of manufacturing by the interests of enterprises 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. Alyoshin et al: "For a quality strategy to be successful, both internal and external customers must not only be satisfied and involved in the process that provides this satisfaction, but also be directly involved in the continuous improvement of the quality of this process." To this end, the Kaizyo system has been improved; replacing it with a new edition of Kaizen. Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer, who is also the production worker, feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese enterprises received 40 times (!) more suggestions for improving the production process from their employees than US enterprises (40 million vs. 1 million). It is also indicative that over 90 percent of the proposals were used in one way or another.

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 that affect 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 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 product 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, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later". All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Society for Supervision (TUV). In addition to them, numerous home-grown and joint ventures related to the certification of production and product quality offer their services in the quality management market. The problem is not in finding the organization you are looking for, but in 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. Experts are looking for a panacea in a high-quality, smart, diligent, sparing (lean production) economy. "Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. 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.

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 approach to understanding quality itself was not 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 in 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 helix of social progress. A developed society is being tested as a condition for the development of the individual.

The formal 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. Partially 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.

A special place in this list should take the desire for a quality economy. The point here is that opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, differ favorably in that the unity in their relations is inherent in their emergence. It only needs to be brought to a general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating in detail the advantages of interaction. There is no other way of overcoming, objectively embedded in the relationship of the opposites of the individual and society, alienation. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate that which is the real condition for your development. Under classical capitalism,

alienation was a prerequisite for achieving the power of capital, and the very political organization of society adapted itself frankly to the provision of the bourgeois state. Democracy was adapted to the bourgeois social order.

The revolutions of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, a transition to postclassical capitalism. The dominance of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of its associative use in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They moved the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in labor has not been overcome, but development objectively (society) and subjectively (individual) was carried out through mutual movement. There were certain conditions for the removal of alienation. And a new approach to quality - consumer-production - is a milestone on the path of convergence of the main subjects of public life. It will force to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to sort out social life "on the shelves."

A qualitative vector of economic development, of course, will require additional costs, but that's what the state with its economic instruments is for, in order to try to compensate for them. And the market will certainly react positively to a quality product with its activity.

In our view, the existence of private property in itself in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of G. Hegel's alienation, apparently had in mind a certain way of organizing labor, associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent characteristic of it. One private property for exploitation is clearly not enough. As for the opposite private property, public (public), which is managed by the state and serves as a real subject of ownership, then it does not contain economic guarantees for overcoming alienation, which is not difficult to verify from the experience of domestic state monopolies.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, whose task is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is in place to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is reasonable is real, everything that is real is reasonable." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "actual existence" - "reality". These forms of existence are fundamentally different on the grounds. "Really existing" is based on the need to be in its form, it represents an evolving reality. The “really existing” has passed the stage of its necessity, has ceased to be a development factor, has lost its relevance. It hinders the development process. Since G. Hegel understood the development of thinking and society as a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don’t get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products. This need should be tested by responsibility to the consumer as to oneself. Ancient Confucius Wisdom: Treat others the way you want them to treat you.

The concreteness of achieving rationality in modern, qualitatively oriented production is in the solidarity of human capital:

- internal solidarity of producers, their need for quality;

• external solidarity with the consumer, taking into account the interests of the latter;

• solidarity in understanding quality based on a combination of economic and socio-cultural approaches;

• consistency and balance of the economic policy of the state in terms of market orientation,inducing the interests of quality in the development of the market by the tools of the economic mechanism.

We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is done for the first time, so clarifications and additions will be received positively.

So, what should be considered as the necessary conditions for achieving a radical change in relation to the quality of production of a truly high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer.

1. The presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the commodity market. Otherwise, the market will not allow you to take a stable place on it.

2. Significant increase in purchasing power. Achieving the level that allows you to select the right product. A quality product cannot, by definition, be cheap, but it can be made available through market mechanisms.

3. A high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause.

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

❖ achieving symmetry of the quality of work and remuneration;

❖ reduction to a reasonable ratio of differences in the amount of remuneration of managers and performers, the clarity of the grounds for such proportionality;

❖ dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process;

❖ full use of socio-cultural mechanisms to stimulate the individual to the general corporate movement, entry into command forms of movement;

❖ sustainability of corporate activities;

❖ formation of relations according to the type: "One for all, all for one." Active promotion of the command form of responsibility for the results of work;

❖ organization of a systematic competition for the quality of work;

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

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

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

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

The internal life of an enterprise consists of a large number of different actions, 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, there are five groups of functional processes that cover the activities of any enterprise and which are the object of management by management. These functional groups of processes are the following production; marketing; finance; work with personnel; accounting (accounting and analysis of economic activity). The 21st century has sharpened the scientific, philosophical and practical interest in competition by improving the quality of manufactured products. The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that wins from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and head of the enterprise, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy. the forms and significance of competition have put it in a number of global problems of human development with one important clarification: it is not humanity itself that wins from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and the head of the enterprise, and up to those states in which interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy. the forms and significance of competition have put it in a number of global problems of human development with one important clarification: it is not humanity itself that wins from

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We all wish ourselves and our neighbor success in life, and we associate this with happiness. We explain this state more often - by external factors: luck, luck, support. Less often - internal - personal qualities.

Judging by the interest in various types of testing, expert assessments, the question generally remains open: what determines success in life?

Often subconsciously we feel our inefficiency, but, not understanding the origins, we react to this in different ways: some with even greater frenzy pounce on the hateful work, others no less zealously begin to conflict with others, blaming them for their failures. Success is usually associated with the fact that the more you produce, the more you do, the higher your efficiency, your success. They are very often confused (and sometimes even consciously) with performance, forgetting or not knowing that any result will be effective if it is not commensurate with costs.

The production of thoughts and things, with the positive interaction of a person with the world, obeys the general law of Nature: existence is possible only on the condition that the income of energy must be greater than its consumption. True efficiency is a function of its two constituent elements: the result achieved (P), as well as the resources and means (PC) that allow it to be obtained: let us recall the fable of the peasant and the goose that lays golden eggs. Efficiency lies in the balance of its components, i.e. "P / PC = MEASURE". Indeed, if you adopt a behavior pattern that focuses only on golden eggs and neglects the goose, you will soon be left without the resources that produce these golden eggs. On the other hand, if you only care about the goose, forgetting about the golden eggs, you will soon be unable to feed yourself and the goose.

The resource of an enterprising person is the whole world around him, but first of all he himself. The personal resources of a person in his mind and character, in the skills and abilities of interacting with the world.

They say: “situations change a person”, but only the Master in them deeply experiences what is happening, is their active participant. The situation for the Master is filled not only with novelty, but also with meaning, in it he finds differences, changes, points of growth. He sees his purpose in her. The problem arouses in him a sense of rivalry, a sense of readiness and mobilizes all his forces, which, with such an attitude, only multiply with each positive decision. We learn from our mistakes, but he doesn't have any mistakes, he only has experience, positive experience.

It is the Masters who make up those 20% of people who account for 80% of success. And so our eternal problem looks like a dilemma: either you become a Master, or you spend your whole life chasing the ghost of twenty percent success in the "collective" of the eighty percent crowd. And the question sounds justified: will we become the master of our destiny with the internal resource of the Master?

The developed strategies and lines of behavior can be assessed as productive or unproductive, depending on their relevance to the situation: let us recall the tale of the fool, the peasant and the goose that lays golden eggs.

The technical term for thinking styles is query modes. Query modes are a basic set of purposeful methods for compiling a picture of the world. They are built on previously acquired preferences, learned values and views of the world - concepts of the world and the nature of reality, which are related to the map as a system of landmarks used in movement.

To succeed in learning, it is enough just to start working with the material, try it without any prejudice, and reinforce its assimilation with appropriate exercises.

In any "masterful" skill or action, we can find a certain "strategy". His strategy of the Master includes a series of thoughts and actions leading steadily to success.

The cherished goals are the measure of success. The choice and achievement of a goal (dreams, hopes, desires, and specific goals can be considered among them) can be considered the most important components of the human experience. In addition to feeling satisfied with the success achieved, choosing the right goal can literally change our lives. Usually the desired is achieved due to personal qualities. It is individuals who turn clear goals into motivation, self-confidence, perseverance and other human qualities that steadily lead to success. One of these qualities is undoubtedly ambition.

The activity of the imagination and the development of the will are undoubtedly far more beneficial than overtime work.

Behavior has a purpose because it must lead to a certain outcome, and we interpret our actions as aimed at a certain outcome. We ourselves attach importance

to them, although sometimes we do this only after, "in retrospect."

Even in those cases when we act without being aware, we still have a fundamental motivation - an unarticulated goal.

Consciously and accurately formulating our own goals, that is, a “well-defined result”, increases the chances of turning our desires into appropriate actions on the path to success.

Let's analyze this in the context of a general movement towards excellence, namely:

- ❖ decide what you want (formulate and set a goal);
- ❖ do something;
- ❖ see what happens;
- ❖ if necessary, change the approach until you achieve what you want;
- ❖ setting the right goals means being able to “correctly formulate the result”.

The main principles for the formation and selection of their goals are:

- ❖ the choice of such goals that deserve their achievement;
- ❖ choosing a goal that you can achieve on your own;
- ❖ formulate your goal in affirmative terms;
- ❖ express your goal accurately, in sensory terms;
- ❖ match your goal with the situation;
- ❖ soberly assess the consequences of achieving your goal.

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

Physical - volitional:

- ❖ physical exercises,
- ❖ food,
- ❖ management of stressful situations.

intellectual:

- ❖ imagination,
- ❖ reading,
- ❖ planning,
- ❖ letter.

socio-emotional:

- ❖ internal Security,
- ❖ empathy,
- ❖ service,
- ❖ synergy.

spiritual dimension:

- ❖ clarification of values
- ❖ commitment to them
- ❖ study and meditation

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

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

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

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 both 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 organization as a process. For example, it could be organizing a rally. In this consideration, the organization 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 it the product created at the enterprise.

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

- obtaining raw materials or resources from the external environment;

- product manufacturing;
- transfer of the product to the external environment.

All three of these processes are vital to the enterprise. Management plays a key role in maintaining a balance between these processes, as well as in mobilizing enterprise resources for its implementation.

When we say that an enterprise is functioning, we mean that within its framework people carry out certain actions aimed 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 enterprise level system.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. Which must be brought up by the head of the enterprise. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests.

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

Where are the reasons for such an anomaly, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

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

Quite a few phenomena are known in economics and politics that contradict the nature and functions of these spheres of social life. Practical development does not always coincide with historical logic. History, contrary to its rational basis, does not always coincide with the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises, if the history of the sociocultural activity of a “reasonable person” should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of mankind, then how to explain the existence of social anomalies, a kind of "jambs"?

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

The rationality of the history of human activity could not but lay a logically expressed pattern, but the absence of extralogical processes in real history would look as if the script of history was written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid on a ruler. He did this to emphasize that historical consistency requires a specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it non-linearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is true in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries in itself something new, as well as unresolved or limitedly solved problems, left as a legacy to the coming generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationalities built from the contradictions of the rationality of human activity, in fact, the relative logic

of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens.

The 20th century confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rationally active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, the need to manifest itself in thoughts, while thoughts capture feelings, become convictions.

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

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and reasoning of teachers. “Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been obtained illegally ...” How can a noble husband bear such a high name if he has lost his philanthropy? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

To maintain the prestige of the enterprise in Japan, the key phenomenon of the social form of life is actively used - the family, family traditions, accumulating the strength of morality. The company is run by a family. Each member of the family, traditionally associated with the history of production, perceives the enterprises and their work in it through the prism of family tradition, removing the burden of alienation of labor, inevitable in the conditions of exploitation. Exploitation itself is draped in a form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude to national culture, especially education, which is officially aimed at the development of competencies by policy.

The quality of production and the quality of the product of production depend on the technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Based on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the “subjective factor” due to its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk. The problem here is that all attempts to limit the presence in production and, mainly, in its technological component of the subjective factor, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the aspects of development - conservatism.

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

C. Darwin said: nature does not like jumps and explained, because all of them consist. J. Cuvier, on the contrary, tried to understand the variability of species as a result of earthly cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when it is important to bring something to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational ratio of consumer requirements for a well-known attractive product, its quality and price. But everything comes to an end, improvement is not an exception, therefore, it is necessary to look in advance for options for an interesting promising development of the product line, to think not about what, in principle, already exists, to improve what is available, but to try to fantasize systematically, ahead of demand with innovations.

Our thinking in that part of it, which is called creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic endures its heuristic potential. Perspective thinking is thinking that tries to "grab" the direction of change in commodity production. Here, the possibility in thinking of an anticipatory reflection of reality dominates - a property discovered by P. Anokhin. There are physiological grounds for foreseeing changes, mental prerequisites in the form of will,

needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be translated from Aristotelian formal logic to Hegelian dialectical logic, based on the principle of developing the content of concepts and changing the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: “In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea that the concept as such is something dead, empty, abstract.” And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

It is no coincidence that the like-minded people of K. Marx noted that the founder of the universal understanding of dialectics did not leave a textbook to the heirs, since it was supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to socio-political tension. The development of political economy after K. Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

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

The strength of logic is in the ability to build an internally consistent theory, but the truth of any theory is not verified by its sequence alone. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested en masse, because its results concern everyone directly. People may or may not be producers, but everyone consumes products of production and everyone wants to make consumption of sustainable quality and corresponding to their ability to pay.

Starting with handicraft labor and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. As long as the division of labor had a shop form, and inside the shop everyone produced the goods up to the final commodity form and fully guaranteed the quality with his brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, reduced to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the product was removed by the specifics of its relationship to production.

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 vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the manufactured 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, 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: product development and design management; 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 the management of the storage of purchased goods, semi-finished products of own manufacture 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 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 an object 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 business to uncover the issues it needs to pay close attention to and choose the best way to run its business so as not to provoke bankruptcy.

To implement the above conditions, filling the market with demanded goods, it is advisable to form a territory of advanced socio-economic development on the basis of the mining towns of the Rostov region "Shakhty".

Infrastructure of the territory of advanced socio-economic development - a set of land plots with buildings, structures located on them, including objects of transport, energy, communal, engineering, social, innovative and other infrastructures located in the territory of advanced socio-economic development, as well as these infrastructure facilities located outside such territory, but ensuring its functioning.

A resident of the territory of rapid socio-economic development is an individual entrepreneur or a legal entity that is a commercial organization, the state registration of which is carried out in the territory of rapid socio-economic development in accordance with the legislation of the Russian Federation (with the exception of state and municipal unitary enterprises), which have been concluded in accordance with this Federal Law an agreement on the implementation of activities in the territory of advanced socio-economic development (hereinafter - the agreement on the implementation of activities) and are included in the register of residents of the territory of advanced socio-economic development (hereinafter - the register of residents).

Territory of advanced socio-economic development - a part of the territory of a constituent entity of the Russian Federation, including a closed administrative-territorial entity, where, in accordance with the decision of the Government of the Russian Federation, a special legal regime for the implementation of entrepreneurial and other activities has been established in order to create favorable conditions for attracting investments, ensuring accelerated social -economic development and creation of comfortable conditions for the life of the population.

Authorized federal body - a federal executive body authorized by the Government of the Russian Federation in the field of creating territories of advanced socio-economic development in the territory of the federal district, territories of federal districts.

Management company - a joint-stock company, which is determined by the Government of the Russian Federation for the purpose of exercising the functions of managing a territory of advanced socio-economic development and one hundred percent of whose shares are owned by the Russian Federation, and (or) a subsidiary business company that was created with the participation of such a joint-stock company (hereinafter - subsidiary of the management company).

The territory of advanced socio-economic development is created for seventy years by decision of the Government of the Russian Federation on the basis of the proposal of the authorized federal body. The term of existence of the territory of advanced socio-economic development may be extended by decision of the Government of the Russian Federation.

The decision of the Government of the Russian Federation on the creation of a territory of advanced socio-economic development is taken in the form of a resolution that provides.

The list of types of economic activity, in the implementation of which a special legal regime for the implementation of entrepreneurial activity, provided for by this Federal Law, is in force.

The minimum volume of capital investments of residents of the territory of advanced socio-economic development in the implementation of the relevant types of economic activity in the territory of advanced socio-economic development.

A proposal to create a territory of advanced socio-economic development is submitted to the Government of the Russian Federation by an authorized federal body in agreement with the relevant

supreme executive body of state power of a constituent entity of the Russian Federation and a local government body or local government bodies with the application of the information specified inpart 2of this article as well.

Predictive analysis of the socio-economic consequences of creating a territory of advanced socio-economic development, including a predictive assessment of the dynamics of growth in the volume of additional income received by the relevant budgets in connection with the creation of a territory of advanced socio-economic development.

The economic and geographical characteristics of the territory of advanced socio-economic development are formed taking into account the situation on the market of the subjects of the Russian Federation.

Assessment of the need to attract foreign workers, including by professional qualification groups, taking into account the situation on the labor market of the constituent entity of the Russian Federation, within whose boundaries the creation of a territory of advanced socio-economic development is expected, taking into account the political, economic, social and demographic situation in this subject of the Russian Federation.

Information on the presence of investors who have concluded preliminary agreements with the authorized federal body that determine the type of planned economic activity, the volume of investments, the number of jobs created.

A territory of advanced socio-economic development is created on the territory of a municipal formation or on the territories of several municipal formations within the boundaries of one constituent entity of the Russian Federation.

Within thirty days from the date of adoption by the Government of the Russian Federation of the decision specified inpart 2of this article, the authorized federal body, the highest executive body of state power of a subject of the Russian Federation and the executive and administrative body of the municipality or the executive and administrative bodies of the municipalities in whose territories a territory of advanced socio-economic development is being created, conclude an agreement on the creation of a territory of advanced socio-economic development that can be established.

Obligations of the highest executive body of state power of the constituent entity of the Russian Federation, obligations of the executive and administrative body of the municipality or executive and administrative bodies of municipalities to transfer to the management company the authority to manage and dispose of land plots and other real estate objects that are in state or municipal ownership and located on the territory advancing socio-economic development.

Obligations of the highest executive body of state power of a constituent entity of the Russian Federation, obligations of the executive and administrative body of a municipal formation or executive and administrative bodies of municipalities to transfer ownership or lease of land plots and other real estate objects owned by the state or municipality and located on the territory of the advanced socio-economic development.

The procedure for financing the construction, reconstruction and (or) operation (hereinafter referred to as placement) of infrastructure facilities in the territory of advanced socio-economic development at the expense of the federal budget, the budget of a constituent entity of the Russian Federation, the local budget, extra-budgetary sources of funding.

The procedure for the operation of infrastructure facilities of the territory of advanced socio-economic development, created at the expense of the federal budget, the budget of the constituent entity of the Russian Federation, the local budget, extra-budgetary sources of funding and located in the territory of advanced socio-economic development.

The procedure for the possession, use and disposal of property created at the expense of the federal budget, the budget of a constituent entity of the Russian Federation, the local budget, extra-budgetary sources of financing and located in the territory of advanced socio-economic development, after the termination of the existence of the territory of advanced socio-economic development.

Conditions for granting tax benefits to residents of the territory of priority socio-economic development for the payment of taxes on the property of organizations, land tax, including the timing of these benefits.

The list of land plots located in the territory of advanced socio-economic development or in the absence of land plots formed in such a territory or part of it, the obligations of the relevant party to the agreement on the creation of a territory of advanced socio-economic development for their formation.

Additional terms of the agreement on the creation of a territory of advanced socio-economic development may be determined by the Government of the Russian Federation.

The decision to change the boundaries of the territory of advanced socio-economic development is taken by the Government of the Russian Federation at the proposal of the authorized federal body, agreed with the relevant supreme executive body of state power of the constituent entity of the Russian Federation and the local government or local governments.

A territory of advanced socio-economic development cannot be created within the boundaries of a special economic zone or a zone of territorial development. A special economic zone or a zone of territorial development cannot be included in the territory of advanced socio-economic development.

On the territory of advanced socio-economic

development, objects that form industrial (industrial) parks can be created.

Financial support for the placement of infrastructure facilities in the territory of rapid socio-economic development is carried out at the expense of the federal budget, the budget of the constituent entity of the Russian Federation and local budgets, as well as extra-budgetary sources of funding.

The obligations of the Russian Federation to finance the placement of infrastructure facilities in the territory of rapid socio-economic development can be fulfilled through.

Making a contribution to the authorized capital of a management company, one hundred percent of whose shares are owned by the Russian Federation and which finances the placement of infrastructure facilities in the territory of advanced socio-economic development.

Provision of subsidies to reimburse the interest rate on loans attracted by investors for the construction of infrastructure facilities, in the amount of up to one hundred percent of the refinancing rate.

Use of other project financing mechanisms.

Use of other methods provided for by the legislation of the Russian Federation.

For the purpose of coordinating activities and monitoring the implementation of the agreement on the creation of a territory of advanced socio-economic development, assistance in the implementation of projects of residents of the territory of advanced socio-economic development, projects of other investors, assessing the effectiveness of the functioning of the territory of advanced socio-economic development, as well as for the purpose of considering and approving long-term plans for the development of the territory of advanced socio-economic development, exercising control over the implementation of these plans, a supervisory board of the territory of advanced socio-economic development is created. The powers of the Supervisory Board also include the decision on the issue of determining the share of foreign workers attracted by residents of the territory of advanced socio-economic development.

The supervisory board of the territory of rapid socio-economic development includes representatives of the authorized federal body, the highest executive body of state power of the constituent entity of the Russian Federation, other state bodies and the executive and administrative body of the municipality, as well as the management company. The Supervisory Board also includes representatives of territorial associations (associations) of trade union organizations and territorial associations of employers with the right to take part in deciding on the share of foreign workers attracted by a resident of the territory of rapid socio-economic development. Representatives of residents of the territory of rapid socio-economic development may be invited to participate in meetings of the Supervisory Board.

The composition of the supervisory board of the territory of rapid socio-economic development in the amount of not more than ten people is approved by the authorized federal body.

The powers of the supervisory board of the territory of rapid socio-economic development are established by the regulation on the supervisory board of the territory of rapid socio-economic development, approved by the authorized federal body.

The authorized federal body carries out:

- issuance of construction permits, permits for putting objects into operation during the construction and reconstruction of infrastructure facilities of the territory of advanced socio-economic development;
- approval of the scheme of territorial planning of the subject of the Russian Federation, in which a territory of advanced socio-economic development is being created or operates, approval of documentation on planning the territory of advanced socio-economic development for the placement of capital construction objects of regional significance within the boundaries of municipalities in which the territory of advanced socio-economic development is located development, implementation of state construction supervision in cases provided for by the Town PlanningcodeRussian Federation;
- approval of the draft planning of the territory of advanced socio-economic development for the purpose of its integrated development;
- approval of the procedure for maintaining the register of residents, the composition of the information contained in the register of residents, as well as the procedure for submitting to public authorities, including tax authorities, to the local government or local governments, bodies exercising control over the correctness of the calculation, completeness and timeliness of payment (transfer) of insurance premiums to state extra-budgetary funds (hereinafter referred to as the bodies controlling the payment of insurance premiums), in accordance with their authority, documents confirming the status of a resident of the territory of rapid socio-economic development;
- control over the implementation by a resident of the territory of advanced socio-economic development of an agreement on the implementation of activities;
- control over the activities of the management company and its subsidiary;
- coordination of territorial planning documents of municipalities, within whose boundaries the territory of advanced socio-economic development is located, as well as land use and development rules;
- provision of land plots that are in federal ownership and located on the territory of advanced socio-economic development;
- making a decision on reserving land and

expropriating land plots (seizure of land plots) for state needs in order to locate infrastructure facilities in the territory of rapid socio-economic development;

- establishment of easements in relation to land plots for the purpose of locating infrastructure facilities in the territory of advanced socio-economic development;
- other powers provided for by this Federal Law.
- publishes on its official website in the information and telecommunications network "Internet" information on the availability of land plots and other real estate located in the territory of advanced socio-economic development and subject to lease.

The list of types of economic activity, in the implementation of which there is a special legal regime for the implementation of entrepreneurial activity in the territory of advanced socio-economic development "Shakhty":

1. Crop and animal husbandry, hunting and the provision of related services in these areas.
2. Extraction of other minerals.
3. Food production.
4. Production of soft drinks; production of mineral waters and other bottled drinking waters.
5. Manufacture of textile products.
6. Manufacture of wearing apparel.
7. Manufacture of leather and leather products.
8. Woodworking and production of wood and cork products, except furniture, straw products and wickerwork.
9. Manufacture of rubber and plastic products.
10. Manufacture of other non-metallic mineral products.
11. Metallurgical production.
12. Manufacture of finished metal products, except for machinery and equipment.
13. Manufacture of electrical equipment.
14. Manufacture of motor vehicles, trailers and semi-trailers.
15. Manufacture of other vehicles and equipment.
16. Furniture manufacture.
17. Activities of land and pipeline transport (except for the activities of pipeline transport).
18. Fishing and fish farming.
19. Manufacture of coke and oil products (except for the production of oil products).
20. Manufacture of chemicals and chemical products.
21. Manufacture of computers, electronic and optical products.
22. Manufacture of machinery and equipment not included in other groups.
23. Manufacture of other finished products.
24. Repair and installation of machines and equipment.
25. Provision of electricity, gas and steam; air conditioning.
26. Collection, treatment and distribution of water.
27. Collection and treatment of wastewater.
28. Collection, processing and disposal of waste; processing of secondary raw materials.
29. Warehousing and auxiliary transport activities.

The characteristics of the territories included in or attracted to the territory of advanced socio-economic development are shown in Figures 1 - 7.

Figure 1 - Territory of advanced socio-economic development within the Southern Federal District and the North Caucasus Federal District

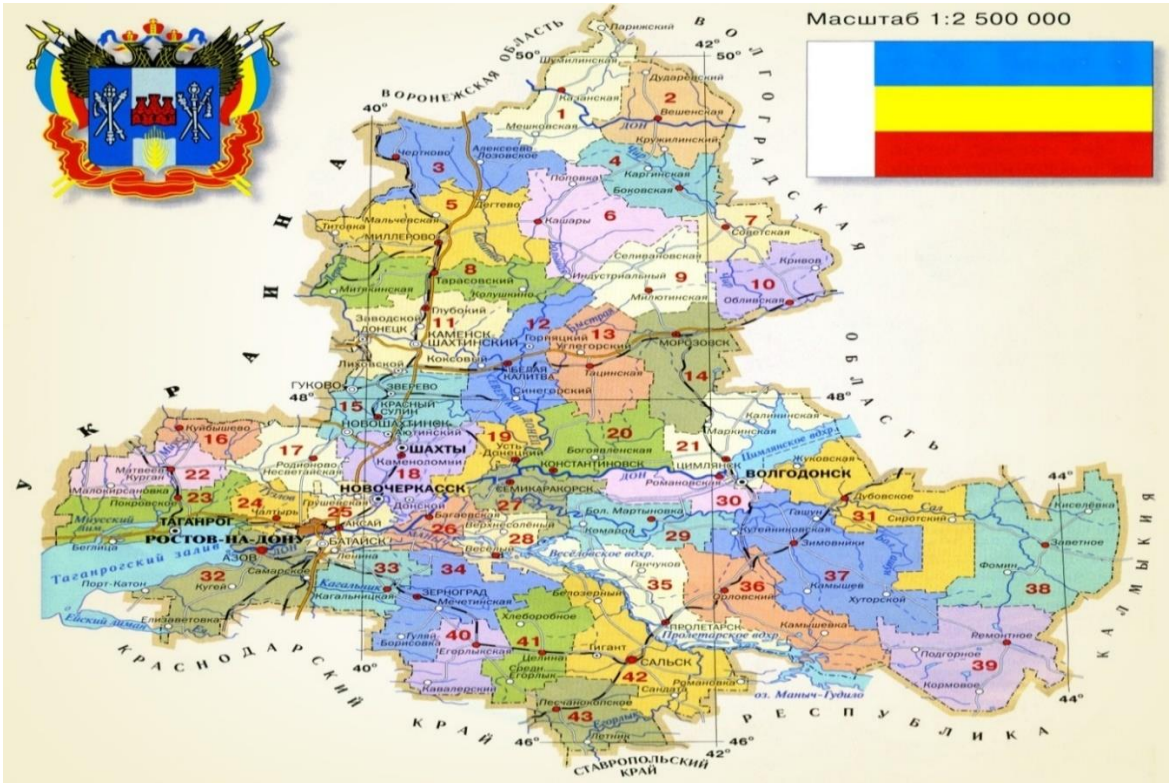

Figure 2 - Characteristics of the territory of the Rostov region within the framework of the ASEZ

Figure 3 - Characteristics of the territory of the Voronezh region within the framework of the ASEZ

Figure 4 - Characteristics of the territory of the Stavropol Territory within the framework of the ASEZ

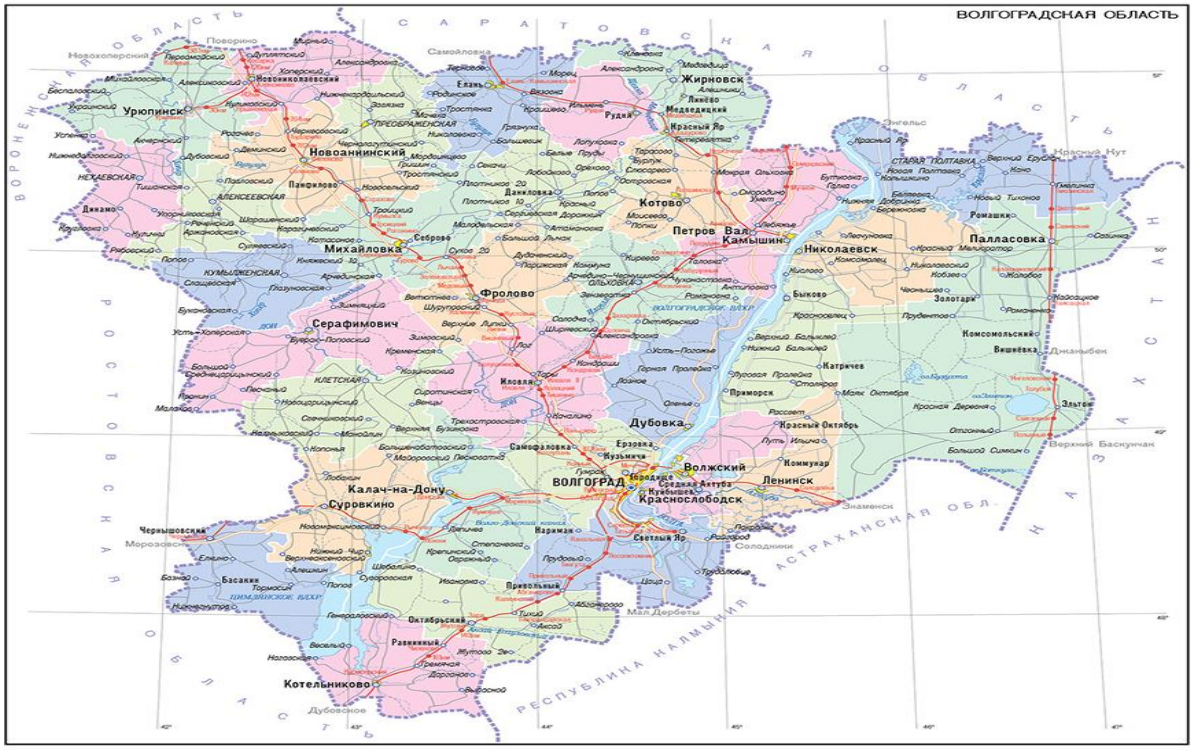

Figure 5 - Characteristics of the territory of the Volgograd region within the framework of the ASEZ

Figure 6 - Characteristics of the territory of the Krasnodar Territory within the framework of the ASEZ

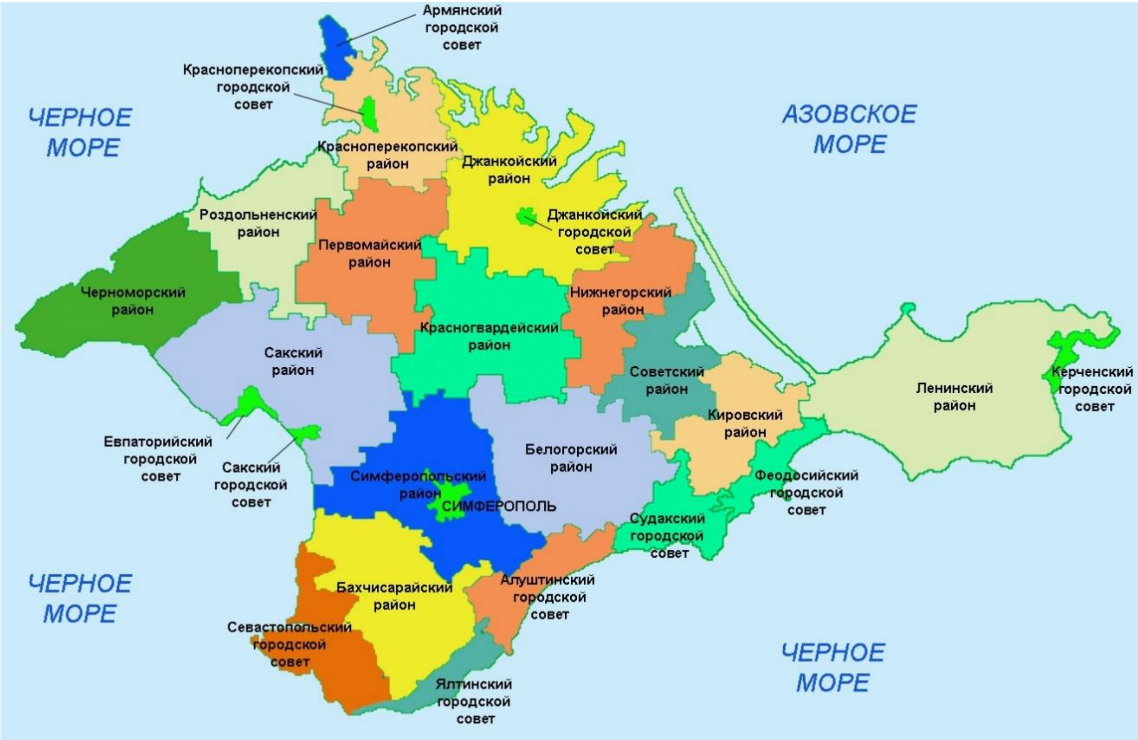

Figure 7. Characteristics of the territory of the Republic of Crimea within the framework of the ASEZ

Conclusion

Thus, one should proceed from the fact that the objective conditionality of the standard makes the standard dependent on the improvement of scientific knowledge, technological progress and the development of economic activity: the organization of production, the state of market relations, changes in the solvency of the mass consumer. “Standard” is the last instrument of technical policy. In it, in a "removed" form, the state of public life is concentrated. Along with the normalization of the state of the economy, the felt changes in culture, education, education, health care, in relations with the natural habitat, the attitude towards the standards of consumers will also change - not only those who go to shops. The political perception of standards will also be forced to change. There will come an understanding of the socio-cultural value of the standard as a kind of link connecting scientific and technological progress, the balance of production development, the natural and logically derived demands of the people with the interests of politicians. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural policy, especially in the field of education, that is, to take the initiative in solving accumulated problems; or the initiative will be taken by production workers with consumers, in which case there will be a different policy. In both cases, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the backbone of life for all time. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural policy, especially in the field of education, that is, to take the initiative in solving accumulated problems; or the initiative will be taken by production workers with consumers, in which case there will be a different policy. In both cases, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the backbone of life for all time. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural policy, especially in the field of education, that is, to take the initiative in solving accumulated problems; or the initiative will be taken by production workers with consumers, in which case there will be a different policy. In both cases, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the backbone of life for all time. and people will become wiser. Wisdom is the backbone of life for all time. and people will become wiser. Wisdom is the backbone of life for all time.

It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the

consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions, including making a quality revolution either through the quality of advertising, or through real quality.

It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in in accordance with the requirements of the Federal Law "On Technical Regulation".

Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the regulatory, methodological documents on the restructuring of industry, then the thought arises whether we are stepping on the same rake here that has been stepped on all the years of reforms, namely: we did not care about our producer.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book “Out of the Crisis” says: “... managing paper money, not a long-term production strategy - the path to the abyss.

Regarding whether the state should pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't really say.

What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country?

Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries, which at one time came out of such crises (the United States in the 30s, Japan, Germany - in the post-war period, later - South Korea and some other countries) shows, in all cases, the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly.

Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively pushing the “social sector” to the sidelines, is not compatible with the prospect of economic development, which is confirmed by the steady striving of the social democrats in the West to turn the

economy into a front for social security and a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. appropriate implementation of the principle - "the manufacturer produces exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. appropriate implementation of the principle - "the manufacturer produces exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts.

Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

In terms ofachievement of target indicators for the development of the strategy for the production of demanded products in the regions of the Southern Federal District and the North Caucasus Federal District, a set of measures has been developed in priority areas of technological, economic and social development of the light industry for the production of demanded products, scientifically and economically confirming the objective need to take immediate and specific actions to address them.implementation, including by state bodies within the framework of the Federal Law on Territories of Advanced Social and Economic Development.

The development of measures was carried out taking into account the strategic goals, legislative acts that determine the policy of the state in the development of light industry in the medium and long term.

Increasing the competitive advantages of the light industry in terms of the production of products in demand, demand and consumer preferences, technical regulation:

— ensuring compliance of Russian products with international standards in terms of quality, environmental safety and design;

— increase in production volumes of competitive new generation products with qualitatively new output consumer characteristics, functional properties and with a high share of added value that are in demand by the market;

— faster growth of the beneficial effect compared to the growth of costs for new and previously mastered types of similar and functionally homogeneous products, efficiency in the execution of orders and consumer requirements within the territories of advanced social and economic development based on the mining towns of the Rostov region for the production of demanded products.

Technical re-equipment and modernization of productiondemanded light industry products:

— modernization of the bulk of the operating technological equipment, allowing to improve its technical, economic and operational characteristics;

— creation of new equipment with a high degree of automation, corresponding to the world

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competitive level and capable of mastering advanced technologies and ensuring a quick change of assortment, development of technical documentation and requirements for its manufacture;

— use of leasing for the purchase of imported equipment or direct purchases of new high-performance imported equipment and spare parts for it that are not produced in our country;

— development of VIP-projects (anti-crisis programs) for the financial recovery of the industry, providing for technical re-equipment, modernization, reconstruction and creation of high-tech industries, attraction of foreign capital, investments of Russian business and budgetary funds for their implementation.

Development of innovative activity of enterpriseslight industry for the production of demanded industry:

— implementation of structural and technological restructuring, development of proposals for the preservation and development of the intellectual potential of light industry, the creation of a state scientific innovation center for light industry;

— development and development of basic industrial technologies (including nanotechnologies and nanomaterials, systemic information technologies of the intersectoral level), modular and flexible technological systems for the production of competitive world-class science-intensive products used in strategically important areas;

— organization of mass production of an innovative product at the enterprises of the industry, including modifications of the product and the technological process, structural changes in the range of manufactured products, training and retraining of personnel for servicing equipment operating on new technologies;

— development of international cooperation with foreign countries on the basis of bilateral and multilateral agreements and programs for the development, acquisition and sale of technologies, licenses, holding joint scientific and technical symposiums, conferences, exhibitions.

Protection of the domestic market from illegal shadow circulation of goods and Russian manufacturers, formation of a civilized market for consumer goods, creation of fair conditions for competition between Russian and imported products:

— operational measures to stop illegal import channels and reduce the amount of smuggled goods (mostly of low quality) and counterfeit products into the territory of the Russian Federation, to destroy counterfeit products by removing illegal production from the shadows, as well as measures to tighten control over the implementation of current legislation in this domain;

— preparation of a number of amendments to draft laws regarding the improvement of the regulatory framework for the collection of tax payments and duties when importing products using cargo transportation, as well as measures to protect against counterfeit products;

— monitoring sales volumes and prices for consumer goods in retail markets and, on its basis, developing a flexible tariff and duty policy that stimulates the production and export of Russian goods and selectively restricts imports, primarily highly competitive finished products;

Improving the system for providing light industry with raw materials:

— monitoring the world and Russian markets for raw materials and the situation in prices for raw materials in order to develop proposals for the purchase of raw materials, dyes and fuel additives in the volumes and assortment necessary to ensure the predicted output of light industry products;

— development of requirements for the quality and range of raw materials for the textile and light industries.

It is planned to create a TOP on the basis of the mining towns of the Rostov region in accordance with the Federal Law of December 29, 2014 No. 473 - FZ "On territories of advanced socio-economic development in the Russian Federation", since in accordance with it, residents are provided with a preferential taxation regime and reduction administrative barriers, solving such a topical problem for domestic enterprises as preventing them from bankruptcy. This decision acquires special significance in the formation of new, or in the restructuring of former light industry enterprises located in these regions, filling them with innovative technologies. The implementation of these proposals will create more than 30 thousand new jobs in these territories and provide more than 109 billion rubles of investment.

1. Filling markets for consumers of competitive and popular products;
2. Creation of new jobs, reducing social tension in these regions;

Save small and medium-sized cities of these regions from extinction.

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Issue Article

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FEATURES OF THE PRODUCTION OF KNITWEAR WITHIN THE FRAMEWORK OF ASEZS THAT ARE IN DEMAND AMONG THE POPULATION

Abstract: *in the article Based on their research, the authors formulated the so-called "recipes" for creating conditions under which the enterprises of the regions of the Southern Federal District and the North Caucasus Federal District for the manufacture of knitwear could produce competitive and popular products. Such a solution is possible if the heads of enterprises and regional branches of government in these regions combine their efforts through the use of innovative technological processes based on universal and multifunctional equipment to provide production with mobility, flexibility and the ability to maneuver the price of products that will be in demand not only in domestic markets with unstable demand, but also to be in demand abroad.*

Key words: *quality, preferences, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, implementation, economic policy.*

Language: *English*

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Introduction

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The history of the appearance of clothing goes far back into the depths of centuries, to the earliest stages of human development. The materialistic point of view connects the origin of clothing with climatic conditions, and its development with the composition of the productive forces and means for its production.

Clothing, which originally arose mainly to protect the human body from adverse climatic conditions, atmospheric influences, under the influence of various historical, social and economic conditions, national characteristics, has undergone

many changes, has reached a great variety of types and forms.

The relevance of the topic lies in the fact that in the assortment of garments and knitwear, clothing has the largest share. In addition, it is knitwear that occupies a significant part of the entire range in the demand markets. The formation of an assortment at enterprises is the most important task, since an optimally formed assortment is a guarantee for enterprises in obtaining the maximum profit.

Clothing is diverse and includes many types of products (more than two thousand types). The main types are coats, jackets, trousers, skirts, jackets, and dresses. They allow you to create sets of clothes for various purposes: for work, leisure, home, sports. The composition of these sets includes the same types of products, similar in design, but differing in materials, artistic and color design.

When classifying garments and knitwear, the purpose, raw materials and materials, the design and nature of the finish, the method of production, and dimensions are taken into account.

Industry and trade classifications are applied, which are given in the price lists for garments and knitwear and take into account the specifics of industry classifications. It is important for consumers to classify the range of clothing by purpose, as well as the main features of industry and trade classifications, which are convenient for studying the range of clothing.

The knitting industry is a relatively young branch of the textile industry, especially compared to spinning and weaving, which has a history of development dating back thousands of years. In Russia, mechanical knitwear production began to develop in the second half of the 19th century. The first knitwear factory was founded in St. Petersburg in 1855.

Man's dream of a universal material that combines the properties of a variety of tissues is one of the most ancient. High technologies in the textile industry have finally made it possible to approach the ideal: to create fabrics that are both thin and warm, light and strong, elastic and retain their shape. The word "knitwear" comes from the French tricot - "knit". This is the name of the canvas obtained from one or many threads by forming loops and their mutual interweaving. The fibers and the ways in which they are connected can be very different, so there are plenty of types of knitwear. Even from the same composition, taken in different proportions, woven by different methods, several different fabrics can be obtained.

Knitted products are products made by knitting by machine (on knitting machines) or by hand (on knitting needles). Also, the fabric can be obtained on looms by weaving, but this is a completely different technology that has nothing to do with knitwear. Thus, for a knitted product, a blank is first knitted, and then it is cut and sewn. Sewing products are made by cutting fabric rolls. The knitted product is characterized by high extensibility and plasticity, which makes it possible to achieve a feeling of lightness and comfort.

The range of knitwear is very diverse. Knitted goods are classified according to a number of criteria.

Combination - an elegant tight-fitting women's shirt, worn over underwear directly under the dress in order to better fit the dress and emphasize the figure. Unlike a shirt, it has a longer length, thin straps or coat hangers, a narrowed waist and an extension to the bottom. The combination is the union of two items: shirts and pantaloons. Pantaloons are short-cut trousers that are narrower at the bottom. Their length usually varies: to the knee is the standard length. In addition, pantaloons can be shortened and elongated. T-shirt - sleeveless T-shirt, underwear. It can be used as an element of a sports uniform in some sports. Briefs - an item of underwear, short pants worn directly on the naked body. Traditional briefs cover the buttocks and genitals. There are briefs for men and women. Usually, traditional underpants are made from natural fabrics - cotton, silk and linen. Underpants - a part of men's underwear in the form of long pants made of soft and elastic fabric, worn under trousers in order to protect the body from cold and wind. Pajamas - men's and women's home or sleeping suit.

Polo is a sports shirt with a soft turn-down collar and a fastener to the middle of the chest. T-shirt - top shirt with short sleeves and polo closure. T-shirt (from English, T-shirt - short sleeves and camp resemble the letter "T") - a knitted shirt with a round collar and short sleeves. A peignoir (from French peignoir - to comb) is an elegant morning toilet, covering the torso and legs partially or completely, with or without sleeves, with a slit or fastener from top to bottom, worn over sleepwear. Sew peignoirs of a free silhouette, with or without lining; they can be bundled with a nightgown. Headsets - sets of lingerie from one fabric, one size, with the same finish. They consist of a shirt and pantaloons, a combination and pantaloons, a bra, pantaloons and a skirt. Headsets for youth may consist of a skirt, bikini-type pantaloons, as well as a shortened slip and pantalon-panties. Leggings - waist clothing, tightly fitting the lower body and legs to the ankle, each separately. Body - shoulder clothing for women and girls, tightly fitting the body, consisting of a bodice with sleeves (or without sleeves) and underpants, combined into one piece, worn over corsetry or directly on the body. Top - shoulder clothing for women and girls, covering the body partially or completely, without sleeves, on shoulder straps (or without them), with a fastener (or without it), worn on corsetry or directly on the body. tight-fitting torso, consisting of a bodice with sleeves (or without sleeves) and underpants, combined into one piece, worn over corsetry or directly on the body. Top

- shoulder clothing for women and girls, covering the body partially or completely, without sleeves, on shoulder straps (or without them), with a fastener (or without it), worn on corsetry or directly on the body. tight-fitting torso, consisting of a bodice with sleeves (or without sleeves) and underpants, combined into one piece, worn over corsetry or directly on the body. Top - shoulder clothing for women and girls, covering the body partially or completely, without sleeves, on shoulder straps (or without them), with a fastener (or without it), worn on corsetry or directly on the body.

Coats can be single-breasted and double-breasted, extended at the bottom and adjacent to the waist line, unlined and lined, with long sleeves, sewn-in or raglan, with a collar, hood or cap, with patch or welt pockets, with a belt, etc.

Sweater - a piece of knitted clothing for the upper body without fasteners, with long sleeves and a characteristic high two- or three-layer collar that fits around the neck. The sweater is knitted from a thick or medium thickness of woolen or semi-woolen yarn on knitting needles or crocheted, less often on knitting machines. Various types of knitting are possible, "gum" of all types is used for the collar and cuffs. The decor on the front of the sweater has become widespread. A turtleneck is a type of sweater with a high collar made of thin yarn. A jumper is a product without a cut or with a cut that does not reach the end of the camp. Are issued with a collar and without a collar, with long, semi-long, short sleeves or without sleeves, with pockets and without them. A variation of the jumper is a pullover with a V-neck. Jackets - products with sleeves and with a cut in the entire length of the camp. They make jackets for women and men with sleeves of different lengths, with belts and without them, with collars, without collars, with pockets and without pockets.

Vests - sleeveless products with a full-length slit, with and without pockets. Vests are divided into men's and women's. Women's dresses come in a variety of styles that differ in the shape of the collar, the length and style of the sleeves, the presence of trim, etc. They produce dresses knitted, cut and combined, from bleached, dyed, variegated, printed, melange, embossed, etc. - Knitted woolen trousers with loop-like braid, tight-fitting legs. Trousers - an item of outerwear that covers the lower part of the body, including each leg separately, and covers the knees. In the classic version, the pants at the bottom reach the ankles or the top of the foot. Worn at the waist or on the hips. To fix the upper edge, a waist belt, straps, suspenders can be used. Often there is a width.

Stockings - a type of clothing for the lower legs. In the past, they were used by both women and men. In modern fashion - an item of women's clothing. Sock (pl. socks) - a short stocking that does not reach the knee. Gaiters are an element of a tracksuit and for warming the muscles of the lower leg.

Gloves - a type of clothing for the hands, unlike mittens - with compartments for each finger. Made from leather, rubber, fabric. Mittens are a piece of winter clothing for the hands, in which there are two compartments: one for the thumb, and the other for all other fingers. Mittens are more effective at keeping hands warm than gloves, as individual fingers freeze quickly. Berets - hats without fields of round or oval shape. A scarf is a long piece of cloth that is wrapped around the neck for utilitarian, aesthetic, or religious purposes. A scarf can be made from a wide variety of materials, from wool to cotton and lace. A bonnet is a knitted or sewn cover that covers the hair, may have ties under the chin.

There are many manufacturers of knitted outerwear, let's consider the most popular global brands that have proven themselves in the goods market.

The GLENFIELD brand is the highest quality knitwear known throughout the world. The quality of products under this name is the result of careful research on the selection of fibers and their processing. The company pays great attention to ensuring simple care for products, which is laid down at the production stage. GLENFIELD knitwear is presented in a large assortment and clothing collections are constantly updated, which attracts customers to choose this particular brand.

The famous knitting brand Missoni began its existence in 1953 with a small knitting workshop. The famous trading house "La Rinashente" was the first big customer. In 1966, his own brand appeared. On the equipment that was then available, it was possible to produce only smooth or striped fabrics. As you know, everything ingenious is simple, and therefore a way out of the situation was found quite quickly - knit stripes of different colors and widths, which can be arranged horizontally, vertically and diagonally. Soon, more complex ones were added to the first machines, on which it was possible to knit multi-colored zigzags. Thus, striped zigzags have become a symbol of the Missoni style. Another happy accident was the catwalk of the 67th, when the models showed a new collection of knitwear without bras, so as not to destroy the geometry of the dresses.

The main task of Missoni is to show the limitless possibilities of knitwear. Mixing different yarns, they invented new canvases and achieved their goal. The endless play of colors and shapes of knitwear is the hallmark of Missoni. At Missoni, knitwear transforms from a shapeless homemade material into an airy, clear and very seductive matter. In addition to the pattern, Missoni items are famous for impeccably smooth seams, thanks to which the joints of the parts are imperceptible. The third feature of Missoni is some kind of comprehensive versatility: these clothes are equally appropriate in the office, in the country and at a secular party.

The German brand Marz is Germany's leading knitwear manufacturer, founded in 1920 in Munich by Wolfgang and Thea Marz. Today Marz is one of the most famous manufacturers of high quality knitwear in the modern classic segment.

Marz jersey is elegant, sporty, respectable and impeccably comfortable. Each model of the Marz trademark contains the knowledge and experience of an entire company that has been working for over 85 years to further develop its traditions.

Among the manufacturers of knitwear, one can also note H&M, GAP, Gerry Ross and many others.

Each foreign manufacturer of knitted outerwear has an established style and recognizable design of products, due to which the consumer develops certain preferences for a particular brand.

In the market of Russian knitted goods, ten main manufacturers can be distinguished (Figure 1):

1) JSC "Volga Textile Company", Cheboksary
2) LLC PK "Firm "Rus", Ulyanovsk
3) OOO "Chance", Smolensk
4) CJSC "Ishimbay knitwear factory"
5) CJSC "Corporation "Gloria Jeans", Rostov-on-Don
6) OJSC "Sewing Factory", Prokhladny
7) Komatso LLC, Tikhvin
8) CJSC "Ruzteks", Ruzaevka
9) LLC "Orsk manufactory"
10) CJSC "Eurasia", Krasnoarmeysk

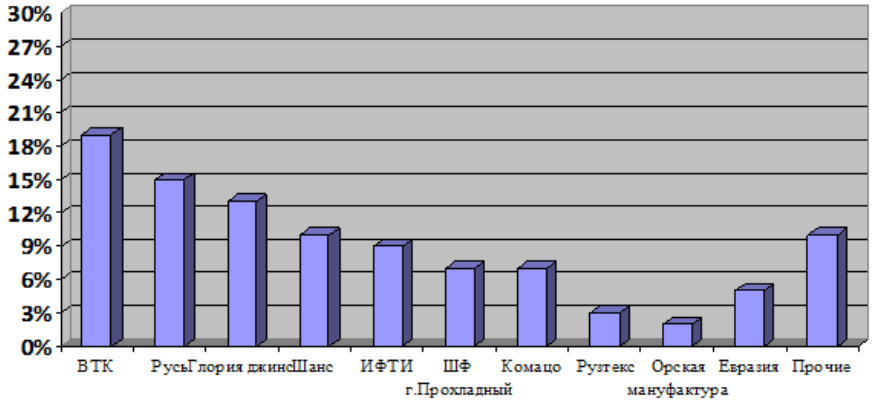

Figure 1 Domestic manufacturers of knitwear % of knitwear sold on the Russian market is produced by domestic manufacturers, and 69% - by foreign ones.

Assortment of knitted goods.

Knitted goods, depending on the function performed, are divided into knitwear and artificial fur.

Knitwear according to its purpose is divided into groups: outerwear, outerwear), underwear, hosiery, gloves, pewter and shawls.

Intragroup classification is carried out according to the type of raw material, method of manufacture, type of weaving, type and class of knitting machine, finish, gender, age, nature of the support, size, length, types and varieties (types, styles).

According to the type of raw materials, knitwear is divided into products made of cotton, woolen, mixed yarn, chemical fibers, threads and their combinations.

According to the method of manufacturing, the products are divided into knitted regular shapes they are given in the knitting process), semi-regular (they are shaped when knitting parts of clothing), cut (made from knitted fabrics) and combined (with knitted cut parts).

The type of weave is determined by the location and order of the connection of the loops. Cross-knitted knitted weaves include smoothness, eraser, interlock, plated, fang, semi-fang and others, warp-knitted - chain, tights, cloth, satin, charme, fillet, etc.

According to the type of knitting machines, there are cross knitting (MK, CT, fan, elastic, etc.) and warp knitting (swivels, raschel and raschel-swivels). The machine class determines the density of the knitwear. On high-end machines, knitwear is produced from thinner threads and yarns.

By sex and age, knitwear is distinguished for men, women and children.

According to the nature of the support, knitted outerwear is divided into shoulder, waist, hosiery, gloves, hats. The sizes of knitwear and underwear are indicated in centimeters, height - in centimeters or in conditional numbers of lengths.

The sizes of the outer jersey are set in even units with an interval of 4 cm (for men's trousers - 6 cm) according to the following measurements: for shoulder products (jackets, jumpers, etc.) - by chest circumference; for men's trousers - according to the circumference of the waist; for trousers, women's breeches - according to the circumference of the hips. The growth of outerwear products is determined by the growth of a typical figure with an interval of 6 cm.

Dimensional characteristics of knitted products are indicated in table 1. Depending on the types of knitted products, three, two or one dimensional attribute is carried out on product labels (table 1).

Table 1. Dimensional signs of knitwear

Gender and age groups	Height, cm	Girth, cm		
		chest	waist	hips
Men's	158, 164, 170, 172, 188	88, 92, 96, 100, 108, 112, 116, 120, 124, 128, 132, 136, 140	70, 76, 82, 88, 94, 100, 106, 112, 118, 124, 130, 136, 142, 148, 154	96, 100, 104, 108, 112, 116, 120, 124, 128, 132, 136, 140, 144, 148
Women's	146, 152, 158, 164, 170, 176	88, 92, 96, 100, 104, 108, 112, 116, 120, 124, 128, 132, 136, 140		
Children's	74, 80, 86, 92, 98, 104, 110,	48, 52, 56, 60, 64, 68, 72, 76, 80, 84,		
	116, 122, 128, 134, 140, 146, 152, 158, 164, 170, 176	88, 92, 96, 100, 104, 108		

Table 2. Classification of knitted clothing according to dimensional characteristics

Product type	Dimensional features
Adult clothing	
Suits, jumpsuits, combinations, pajamas, dresses, coat dresses, shirts	Height - bust - waist (hips)
Jackets, jumpers, sweaters, vests, jackets, jerseys, T-shirts	Height - bust
Trousers, underpants, leggings, shorts, skirts, pantaloons of types I and IV	Height - waist (hips)
Briefs, underpants, swimming trunks, pantaloons of types II and III	Waist (hips)
Children's clothing	
Jackets, sweaters, jackets, jumpers, shorts, suits, vests, T-shirts, sweatshirts, pajamas, long pantaloons	Height - bust
Suits, trousers	Height - bust
Short pantaloons, undershirts, bonnets, aprons, bibs	Bust

Outer jersey

Jackets - products with sleeves and with a slit along the entire length of the front. Women's jackets can be with or without a collar, and men's - only without a collar. Fastening mainly with buttons.

Jumpers (pullovers) - a type of knitwear with a fastener of limited length or without it, with or without sleeves, with a variety of neck designs.

Costumes can be men's, women's, children's and include two, three items. They may include trousers, a jacket or jumper, years, a skirt. It can be a set of a dress and a vest, a sundress and a blouse or jumper.

Sports suits can be two-, three- and multi-subject.

Vests - products without sleeves and with a slit along the entire length of the front.

Sweaters are made without a fastener, with a high collar (at least 5 cm) - single or double and with long sleeves.

Coats - single-breasted or double-breasted products of various styles, from knitted fur or duplicated knitted fabric.

Sports jackets can have a one-piece back or a yoke back, can be with sleeves, with a fastener from front to bottom, with a warming pad, lining or without them, with or without a hood.

Dresses have a wide variety of styles depending on the silhouette and decoration. By design, they can be detachable along the waist line and not detachable, on a yoke, with or without pockets, a belt. Dresses are made with and without a collar, with sleeves in knit, raglan, one-piece, long, short and sleeveless.

Blouses can be split or one-piece, front or back fastened, with or without sleeves and a collar. Blouses are tucked into a skirt or worn over it.

Skirts by design can be one-piece or swinging, with or without a clasp.

Pants are sewn in various styles. The slit in the upper part of men's trousers and for boys is decorated with a hidden zipper or buttons, and for girls trousers are made with a central zipper or from the side with a zipper, buttons.

Leggings - consist of a torso and legs. Depending on the length of the legs, they can be long or short. The legs of the leggings can end with laces or elastic weave with a earned edge.

Top shirts (clothing for men and boys) are produced with long and short sleeves, for wearing at the outlet (with a pocket on the chest), can be one-piece or on a yoke. Sew them with a collar with or without a stand.

Knitted underwear.

In terms of consumer properties and economy, knitted underwear is significantly superior to underwear made from fabrics. For its manufacture, cross-knitted and warp-knitted fabrics of various fibrous compositions of various structure are used (smooth, eraser, interlock, fang, semi-fang, skewered and raschel fabrics, etc.). Knitted underwear includes mainly household and sports products.

To household men's underwear include jerseys, underpants, shorts, headsets.

Sweatshirts - underwear knitwear with or without a fastener of limited length, with long or short sleeves. They can be day and night (with a one-piece knitted or sewn camp). The neckline is processed with an inlay, braid or in a hem. The bottom of long sleeves ends with an eraser or cuffs, short sleeves - in a hem.

Underpants are products consisting of two long or short legs connected to each other. They are made long, shortened, short and underpants. They can be with or without buttons. The range of underpants in terms of raw materials and finishes is similar to jerseys.

Pants are long and short. The torso of the panties is made entirely knitted with one or two seams and with a reinforcing bar.

Headsets - sets consisting of knitwear: sweatshirts and underpants and T-shirts, shorts and T-shirts, shorts and sweatshirts.

Household lingerie includes shirts, combinations, pantaloons, petticoats, headsets, peignoirs.

Shirts by appointment produce day and night. Each specified type is of three types: a semi-adjacent silhouette, extended or straight to the bottom; extended from top to bottom straight. Day shirts are also distinguished by the design of the top - with shoulder straps (sewn on or one-piece), with or without sleeves. Nightgowns produce a more complex design with a long or short camp, with long and short sleeves or without them.

Combinations - jerseys with deep necklines and armholes, short sleeves or without them. They are produced in two types: a semi-adjacent silhouette, extended or straight to the bottom; extended silhouette from top to bottom. According to the design of the top, combinations come with short sleeves or straps and without them. They are made from swivel smooth and patterned weaves.

Pantaloons - a type of knitwear with legs. Depending on the length of the legs, they are of four types: long, short, knickers-panties, elongated. The torso of the pantaloons is made entirely knitted with one or two seams.

Bottom skirts are produced in two types: a silhouette extended from the top to the bottom, a straight silhouette. On the bottom of the product may have flounces or frills.

Headsets - sets consisting of a combination or shirt and pantaloons.

Peignoirs are dressing gowns made of silk jersey of different styles.

To household children's underwear include products of the same names as for adults. For toddlers and preschool children, blouses, undershirts, sandboxes, rompers, overalls, envelopes, caps, headsets are made.

Blouses have a straight or extended to the bottom camp, short or long sleeves, which can be set-in, raglan, kimono, one-piece. Front closure, back closure, shoulder or no closure. Blouses are made from plush, fleece and smooth knitted fabrics.

Vests - loose blouses with set-in sleeves, raglan or kimono, with a slit to the end of the camp, with ribbon or braid ties.

Sandboxes - briefs on shoulder straps with a breast or bodice.

Overalls are cut along the waistline and one-piece, with long, shortened or short legs.

Sports underwear includes T-shirts, sports jerseys, shorts, bathing suits.

T-shirts are made without sleeves, the neckline in front is larger than in the back.

Sports sweatshirts - products without fasteners, with a round neckline, long and short sleeves, are of two types - they are tucked into trousers or a skirt (with an elongated camp) or loose (with a shortened and short camp).

Hosiery.

Hosiery is the most common type of knitwear. They cannot be replaced by the corresponding types of fabrics. The range of hosiery for women and girls includes stockings, semi-stockings, tights, socks and heels; for men and boys - socks and semi-stockings.

Stockings by the nature of use are casual and elegant. Stockings are distinguished by the height and shape of the heel.

Half-stockings, unlike stockings, cover only the foot and lower leg, have a shorter side (2 cm) with a rubber or latex vein. According to the types of raw materials used (with the exception of woolen), in terms of weaving and finishing, they do not differ from stockings. For children's stockings, unlike women's and men's, elastic thread is not used.

Tights - women's and children's leggings with a trace and a side with an elastic band.

Socks for men and teenagers have a long leg and a multi-colored knitted pattern or a solid color, women's and children's socks have a short leg, plain light colors or a simple pattern with a multi-colored border.

Footprints - products that cover the foot of the foot. They are made from elastic threads.

Sports products include sports half-stockings, leggings, knee pads and ankles.

Headwear and shawls

The assortment of this subgroup includes berets, cap-berets, hats, balaclavas, scarves, scarves, headsets.

Caps - headwear for adults and children with lapels, a visor, fields. They can be lined and unlined, with fleece, trimmed with braid, cords, pompoms, tassels. They are produced in the form of separate products or in a set with mittens, gloves, a scarf.

Shawls according to the season socks distinguish between winter and summer; according to the manufacturing method - machine and hand knitting (they are made mainly from down with cotton and are called down); by region of manufacture - Orenburg, Penza; according to the design of the edge - with fringe, with or without a border; by size; excluding fringe) - from 70 x 70 to 130 x 130 (the dimensions of hand-knitted downy shawls can be indicated by the number of loops from 300 to 600).

Scarves are single and double. Single according to the method of manufacture are whole-knitted and cut. According to the design of the edge, scarves with fringe, tassels are distinguished, and according to the finish - one-colored, multicolored, fleece, etc. Scarves having a length of 150-180 cm and a width of 50-70 cm are called stoles.

Gloves and mittens

Gloves sewn by design are of two types: with a rectangular hem; with a hem extended towards the bottom.

Knitted gloves also distinguish between two types: five-fingered and two-fingered.

Mittens are made of two types: with a tucked thumb; with a large vtalc, which is integral with the body. According to the production method, they are sewn and knitted, and according to the design - single and double.

Table 3. Factors influencing the choice of buyers

Factors	Number of people from the group who marked			Total marks (men)	Number of people from the group who marked			Total marks (women)
	A (men)	B (men)	B (men)		A (women)	B (women)	B (women)	
brand awareness	0	6	3	9	1	15	0	16
Price	9	6	4	19	9	30	6	45
Producing country	0	0	0	0	0	0	0	0
Ergonomics	13	15	10	38	14	29	12	55
Safety	2	3	4	9	8	5	4	17
Fashion Compliance	3	5	3	11	4	16	5	25
wear resistance	1	3	2	6	0	0	3	3
practicality	8	5	3	16	4	8	4	16
Type of raw material	3	2	1	6	2	5	2	9
Total Marks	39	45	30	114	42	108	36	186

By gender and age, gloves and mittens are divided into men's, women's and children's.

Products of world brands

GLENFIELD Products

Products MARZ

1- Bardotka; 2- batkin; 3- apache blouse; 4- blouse with a bow; 5- v-neck blouse; 6-blouse with a smell; 7-blouse with halter collar and tie; 8 - blouse without fastener and collar; 9- military blouse; 10- blouse of blouses; 11- classic blouse; 12- cowboy.

Figure 2. Assortment of knitwear

Outerwear from knitted fabrics

Coat products. Their main types are coats, short coats, raincoats, capes, jackets, jackets, vests.

A coat is a kind of swinging clothing with a front closure, with long mi and a collar. Separate models of women's summer coats can be without a collar, fasteners and with short sleeves. The coat collar can be replaced with a scarf or hood. Coats can be adjacent, semi-adjacent, straight and free silhouettes, and in shape - sports, strict, fantasy. Coats are made single-breasted and double-breasted, with an external and internal fastener. A variety of coat styles is achieved by changing the silhouette, cut, and finish.

Winter coats are made from pure wool and half-woolen fabrics, duplicated materials, as a rule, with a fur collar. The lining can be hinged (sewn), detachable and fastened together with batting.

Demi-season coats are similar in design to winter coats. They are made from lighter fabrics, natural and artificial leather. The lining can be up to the waist or to the bottom of the product.

Out-of-season coats - voluminous quilted products made of fabrics with waterproof or water-repellent impregnation, on synthetic insulation.

Summer coats are made from lightweight fabrics, usually single-breasted, with or without lining. Some models are made double-sided, without lining.

A short coat, unlike a coat, is produced in a shorter length (shortened). Their range is similar to coats.

Jackets from coats and short coats differ in length and sporty style. They are sewn in straight or semi-adjacent silhouettes. The bottom of the jackets is decorated with a stitched belt, elastic band or a threaded cord. The fastener can be on buttons, buttons and "lightning". They are sewn from cotton, half-woolen, synthetic fabrics, artificial and natural leather.

Raincoats have the same design as the coat. They are sewn from fabrics with waterproof or water-repellent impregnation and film materials.

Children's raincoats differ from adults mainly in size.

Capes are a type of cloak, but they do not have sleeves.

Costume and dress products. These include suits, jackets, jackets, jackets, blouses, vests, dresses, sundresses, bathrobes, blouses, shirts, skirts, trousers, overalls, semi-overalls.

Suits - complete clothing, consisting of two (two-piece suit), three (three-piece suit) or more items. Men's two-piece suits consist of a jacket and trousers; women's - from a jacket, skirt or trousers; three-piece suits are complemented by a vest - clothes without sleeves and a collar, with a fastener in the front. In suits for teenagers and children, a jacket or jacket can be replaced with a jacket or blouse. Sports suits consist, as a rule, of a jacket or a blouse and trousers with low fasteners.

Jackets - men's and boys' clothing, with long sleeves, a slit from top to bottom, with a fastener. There are single-breasted and double-breasted jackets, adjacent and semi-adjacent silhouettes. Varieties of the jacket are blazer, tailcoat, tunic, tuxedo.

Jackets in design resemble men's jackets. By gender and age, they can be women's and children's. A kind of jacket is a cardigan (a straight elongated jacket without a collar).

Blouses - clothes of a free silhouette, worn out, with sleeves and a slit to the end of the camp or to the chest line.

Dresses - a type of clothing for women and girls, combining shoulder (bodice) and waist (skirt) products into one whole. By cut, they are one-piece and detachable along the waistline, adjacent, semi-adjacent, straight and free in silhouette. They are sewn with sleeves, collars or without them. Some models of dresses may have frills or wings instead of sleeves. There are everyday dresses (business), home (simple styles) and elegant (various styles). Varieties of dresses: dress-suit, dress-coat, dress-robe, dress-shirt, sundress.

Children's dresses come in simpler and more comfortable styles, depending on the age of the children.

Bathrobes - house dresses with a slit from the front to the bottom, with or without a fastener. Dressing gowns of a free silhouette for morning and evening dressing are called peignoirs.

Blouses - shoulder products, by the nature of the design, they are similar to the bodice of a detachable dress. Like dresses, they are sewn in a variety of styles: with or without a collar, sleeves, pockets, the back and front can have a yoke, pleats, tucks, trimmed with embroidery, lace, jabot, braid. Collars of blouses are turn-down, on the counter, shawl, figured.

Skirts - waist products, consisting of one or more panels. They are divided into women's and for girls, they can be with or without a slit to the bottom. According to the silhouette, the skirts are divided into straight and conical. A variety of skirts are culottes.

Pants are classified as waist products. They are for men, women, children, and seasonally - summer and winter. The bottom of the trousers, depending on the fashion, can be with or without cuffs. Depending on the fashion, the width of the bottom of the trousers and the degree of their fit change. The varieties of trousers include shorts, harem pants, golf pants, riding breeches, breeches.

Overalls - a jacket and trousers combined into one. May be with or without a hood.

Knitted underwear

Linen products include products worn on the body and corset products. By appointment, they are divided into household and sports; by gender and age

- for men, women, children; by the nature of the support - on the shoulder and waist; also subdivided according to material, types, heights, chest girth, styles, seasonality (autumn-winter and spring-summer).

Men's underwear includes undershirts - they are produced with an open and closed collar, with or without a fastener for one or two buttons; pajamas - sleep sets, consisting of a jacket and trousers, are made from light cotton and silk fabrics; panties are made from bleached, smooth-haired or printed satin and calico; underpants - products with long or short legs with or without a fastener, swimming trunks can be double or single, laced or buttoned.

Women's underwear includes nightgowns, combinations, pajamas, bathing suits, underpants.

Night shirts are sewn of various lengths with and without sleeves.

Combinations have the most diverse finishes and cutout shapes, a semi-adjacent silhouette.

Women's pajamas differ from men's in more diverse styles and finishes.

Bathing suits can be two pieces (bra and briefs) or one piece (bra and briefs combined into one piece).

Children's underwear for boys and girls of school age includes the same items as for adults. The main types of underwear for newborns, toddlers and preschool children are undershirts, sliders, envelopes, bathing suits, bibs, caps.

Undershirts are a blouse with set-in sleeves, raglan or kimono, with a slit to the end of the camp, with ribbon or braid ties.

Rompers - a product in the form of semi-overalls (one-piece) or detachable on the straps with a breast or bodice.

Envelopes are issued with sleeves, hood or without them. They can be single or lined.

Bibs - short aprons for newborns to toddlers, worn on the chest.

Caps are two- or three-piece hats with ties in the front.

Corset products are subdivided according to the material, design to the degree of elasticity, types, styles, sizes.

The main types of corset products are bras, corsets, half corsets, graces, half graces, belts.

Knitted hats

Hats are divided into household and sports. Household hats according to the nature of use are divided into everyday and elegant; according to the type of materials used - from fabrics, felt, non-woven and knitted fabrics, leather, fur, shavings, straws, etc .; by seasonality - winter, summer, off-season; according to the method of manufacture - sewn, molded, knitted, glued and wicker; by gender and age - male, female, children; by rigidity - hard, semi-rigid and soft; in size (head circumference at the most convex points of the occiput 1 cm above the superciliary arches and 1.5 cm above the auricles); for adults - 53, 54, 55, 56, 57, 58, 59, 60 and 62, for children - 46, 47, 48, 50, 51, 52, 53, 54, 55, 56.

The styles of hats depend on the shape of the head, the presence and shape of the fields, and the visor. According to the shape, hats are divided into strict, sports and fantasies.

The main types of headwear are hats, caps, caps, hats, berets, caps for children, helmets, bonnets, hoods.

Hats - women's, men's and children's - headwear made of fabric or fur.

Caps - hats for men and boys with a visor and a wide band. They are sewn from woolen, cotton, linen fabrics using other materials. Caps for boys are produced in the following styles: captain, peakless cap, jockey.

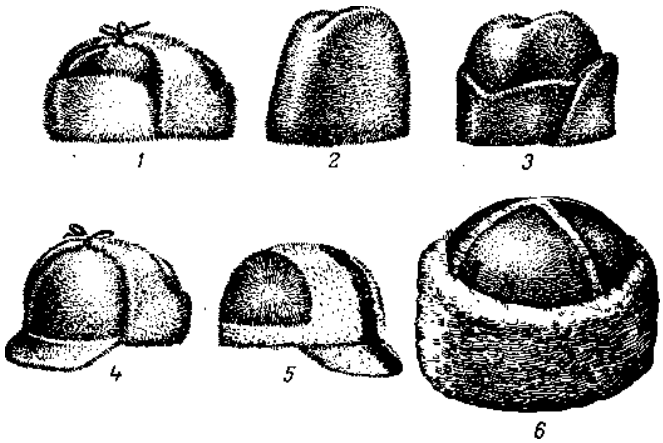

Figure 3 Styles of men's fur hats using knitted fabrics
1 - whole fur earflap; 2 - "gogol"; 3 - Moscow; 4 - "Leningrad"; 5 - finca; 6 - boyar.

Kapitanka - cap with a solid stand in front. Peakless is different in that it does not have a visor.

Jockeyka - a summer children's cap made of fabrics or straws with a visor.

Kepi - a soft headdress with a visor for men and boys. They are sewn from special cap or clothing fabrics and leather. There are many wedge caps, raglan, caps with tucks, fantasies. According to the season, socks are divided into winter, demi-season and summer, including the use of knitted fabrics.

Hats - headgear, consisting of a head, sides (fields) and a visor or without them. They are produced with or without lining, hard, semi-rigid and soft, of various styles depending on the height and shape of the head, the width of the margins (narrow and wide), the presence of additional processing and finishing (with perforation, stitching, cord, etc.) using knitted fabrics.

Berets are a type of hat with a rounded head and inward-turned edges.

Caps - fabric, knitwear or felt products in the shape of a boat.

Helmets - hats that fit tightly around the head with a clasp or ties under the chin.

Hoods - women's and girls' hats, tightly fitting the head with ties under the chin. The head of the hood can be with or without a side.

Hoods - free-form soft hats; can be an independent product or part of a coat and jacket, including the use of knitted fabrics

Consumer properties of goods - a set of properties that meet the needs or expectations of individual needs. All consumer properties inherent in knitwear can be divided into the following groups:

properties that affect the service life;

hygienic properties;

aesthetic properties.

Properties affecting the service life of knitwear. These include strength, elongation, elongation, resilience and elasticity, molding properties, openness, wear resistance, dimensional stability, maintainability, cut through and edge curl.

The strength of knitwear depends on the type of raw material, the structure of yarn and threads, the weave and density of knitting, and the finish of the fabric. Compared to fabrics, its strength is somewhat lower due to the bending of the threads of the loop structure. The strength of the knitwear gradually decreases as the angle between the wale direction and the stretch direction increases, and the elongation increases. The elongation of knitwear is much greater than the elongation of fabrics, which is determined by its loop structure and is determined by the ability of the loops to change their shape under the influence of external forces, while changing the length of some sections of the loop due to others.

The extensibility of knitwear characterizes its ability to elongate under the action of loads that are less than breaking loads. It can be both a positive property (for hosiery and other products), and a negative one (for upper products). Elasticity - the ability of the fabric to take its original shape after removing the load that caused the deformation, is determined by the amount of elastic deformation, which depends on the elasticity of the yarn and threads, knitting density, weave structure and type of finish. High elasticity have kulirnaya surface, two purl weave, interlock.

Raiseability in general is a negative property of knitwear that affects the service life of products. It is characterized by the ability of loops to slip out of each other when the thread breaks or is pulled. Threads made of wool, cotton fibers, textured, shaped twist have the highest coefficient of friction of a thread on a thread. Consequently, the unraveling of knitted fabrics from such threads is less than that of fabrics made from smooth threads. The unraveling depends on the twist of the threads, their thickness, elasticity, the angle of the thread wrapping around the thread, the length of the thread in the loop, the density of the knitwear, the type of finish, the direction and degree of its stretching at the time of the loop break. The wear resistance of knitwear, due to the complex effect of mechanical, physicochemical, bacteriological factors, is sometimes less than that of a fabric, since in knitwear a thread break due to abrasion can lead to loop descent.

Abrasion resistance depends on the type of fibers, the structure of the yarn (threads), the degree of fixation of the fibers in the yarn and the fabric, weave, density, surface nature, weight of 1 m 2 of the fabric, type of finish. Shape stability - the ability of knitwear to maintain within certain limits the size and shape under various influences - largely depends on the elastic properties of the fabric. Knitwear has high extensibility under uniaxial and biaxial loads and the ability to restore its original dimensions (shape stability). The greatest dimensional stability is characterized by fabrics of combined weaves, as well as those made of textured threads. The penetration of the fabric with a needle causes the descent of loops, reduces the quality of products, and shortens the service life. It depends on the fibrous composition, structure and properties of the threads (elongation of the coefficient of friction between the threads).

The twisting of the edges is typical for single-weave knitwear and is explained by the tendency of the loops located along the edges of the fabric to straighten. The curl of a knitwear depends on a number of factors; properties of fibers (from elasticity), thickness, structure, twist of threads, type of weave, density, finish of the fabric. So, due to the high elasticity - the guests of the woolen fibers, the fabrics made of woolen yarn twist more than knitwear made of cotton yarn "with an increase in knitting density, the twisting increases.

Hygienic properties of knitwear. These include: heat-shielding, windproof, air permeability, vapor permeability, dust permeability, pollution, hygroscopicity, electrification. The heat-shielding properties of knitwear depend not so much on the thermal conductivity of the fibers, but on its porosity,

thickness, yarn structure, weave, finish, humidity, breathability. Knitwear has a greater porosity than fabrics, and therefore its heat-shielding properties are higher (in the absence of wind). Double-weave fabrics (interlock, fang, plaid, plush, etc.) have the best heat-shielding properties, since this structure of the fabric provides the presence of closed air pores, as well as tufted (bouffanted) fabrics and fabrics made from woolen and high-volume yarns and threads.

Windproof properties of knitwear are low, due to the high porosity of its loop structure. Air permeability - the ability of a material to pass air - depends on the porosity, the number and size of open pores, the type of yarn (threads), the thickness of the fabrics, the density of the fabric, the type of weave, the presence of a sizing, the moisture content of the fabric, etc. This indicator is higher due to the loop structure in knitwear than in textiles. Vapor permeability - the ability of a material to pass water vapor from an environment with a higher relative humidity to an environment with a lower humidity. It depends on the same factors as air permeability. A relatively large number of through pores in knitted fabrics in comparison with fabrics and their larger sizes, other things being equal, also ensure faster absorption of vaporous and liquid moisture by knitted fabrics.

The dust permeability of knitwear is determined by the same factors as air permeability and, in addition, depends on the size of the particles and the properties of the dust, the electrification of the fabrics, etc. The dust permeability of fabrics made from natural fibers is greater, while synthetic fabrics, which retain dust better, are less. Due to the high porosity, the dust permeability of knitwear is higher compared to products made of fabrics. Pollution The higher porosity and rough surface of knitwear, unlike many types of fabrics, also cause a number of its significant drawbacks - high dust permeability and dust capacity, which leads to increased contamination of some types of knitwear.

The hygroscopicity of knitwear is characterized by its ability to absorb and release water vapor; it is higher than in textile products. Knitwear made from woolen, cotton, viscose fibers has a higher hygroscopicity than knitwear made from acetate and synthetic fibers. Knitwear made from cellulose fibers quickly absorbs and releases moisture, from woolen - slowly. The rate of absorption and evaporation of moisture also depends on the structure of knitwear: the denser the fabric, the slower the process of absorption and evaporation of moisture proceeds. The thicker the fabric, the higher the linear density of the threads, the higher the electrification. Of the chemical fibers, nylon and acetate fibers have the highest electrification. Weaves are used to reduce electrification,

Aesthetic properties of knitwear. They are determined mainly by the integrity of the composition, style orientation, functionality of the model. The main aesthetic properties of knitwear are texture, color design, gloss, transparency, haze, stiffness, drape, elasticity, creasing, shape stability during operation.

The main components (elements) of the composition and the means of its construction are lines, proportions, material, visual mass, decoration, rhythm. Style orientation characterizes the conformity of a knitted product and its properties to the requirements of fashion and style. The functionality of a knitted product characterizes the conformity of the shape, color, pattern, colors, finishes, properties of the fabric and accessories to the purpose of the product, depending on the gender and age of the consumer, the type of activity, the environment, climatic conditions, the area of operation, etc. The appearance of knitwear is influenced by the structure of the yarn and thread, the type of weave, pattern, density, thread length in the loop, porosity, surface texture, and the type of finish. Compared to fabrics, knitwear has less wrinkling due to its loop structure.

The aesthetic properties of knitwear depend on the color scheme, the nature and composition of the pattern of the fabrics used, the silhouette, shape and composition of the elements of the product itself. The use of canvases in accordance with the purpose of the product is important; a design that ensures the correct fit on the human figure, as well as the accuracy and care of workmanship and quality of finish. The appearance of knitted products and their compliance with the modern fashion direction largely depend on the correctness of modeling. When modeling knitwear products, the shape of individual parts is created both due to seams, darts, folds, and in the process of knitting knitwear by changing the structure of weaves. For example, to obtain an adjacent shape, weaves with different extensibility are used.

Clothing modeling is a kind of arts and crafts, the art of decorating people's household items.

The term "modeling" comes from the word "model", that is, a sample, and means the creation of a model, according to which products will be manufactured at sewing enterprises in the future.

Modeling clothes, creating a costume is a complex and difficult art that requires special knowledge, high skill, imagination and taste from artists, designers, technologists.

The art of modeling differs from other types of arts and crafts in that it is directly related to a person: creating a costume, a fashion designer works on shaping the appearance of a person. In this case, the costume plays an active role. A costume can reveal, emphasize, make certain external data of a person more vivid. With the help of a suit, you can visually increase or decrease the height and volume of the figure, give other proportions to parts of the body, hide body flaws. The color of the suit can also change the tone of the skin, increase the intensity of the color of the eyes, hair, face. Finally, a suit can reveal and emphasize the individual style of a person.

Thus, clothing is one of the components that create a certain appearance of a person.

But the appearance of an individual to a certain extent generalizes the most characteristic features of the people of a given society.

The external data of people constitute only one side of the image - the visible, in other words - the external appearance. The other side of the image is made up of qualities. so-called internal order - is the inner world of man: character, temperament, spiritual and mental development, education, aesthetic taste, general culture.

Consequently, the costume is a means of external expression of the spiritual image of a person.

In order to create clothes that are in harmony with the image of the people of our era, the fashion designer must observe and study the aspirations, interests, tastes and requirements that society lives in, must be imbued with the spirit of our time, our era.

For our time, the phenomenon of interconnection and mutual influence of the fashion designer and the consumer is typical. The artist creates models of clothes, the most popular of which become fashionable. When choosing one or another type of clothing, a person focuses on fashion information, uses its main directions, while showing his individuality, his taste. There is a so-called interpretation of fashion, which in turn becomes the source of its further development by the fashion designer. The famous French artist Cardin said about this: "I take fashion from the street and return it back."

When modeling clothes, a fashion designer must proceed from the possibilities of production, taking into account the availability of the necessary raw materials.

An important condition for modeling is the artist's impeccable knowledge of the human figure, its plasticity and proportions, knowledge of the laws and rules of the harmonious combination of individual parts of clothing and the technology of its manufacture.

Clothing modeling is based on three principles:

- conformity of clothes to the external and internal appearance of a person;
- conformity of clothing to its purpose;
- compliance of the material used with the shape and purpose of clothing.

Clothing modeling at enterprises in the Republic of Belarus is carried out by full-time fashion designers who develop new models of products with, as a rule, recognizable and characteristic features of this brand. Also, on the basis of enterprises, collections of famous Belarusian designers are sewn, who are engaged in the development of models from knitted fabric. In the future, models from the collections are given to mass production under a joint name. In the markets, the most famous fashion designers working with knitwear are Lyudmila Labkova with the brand of the same name, Petr Malkovich and the Malkovich brand, Fur Garden and many other talented artists.

The work of artists at enterprises is based on two directions:

- experimental work on the creation of fundamentally new forms and types of clothing based on new materials. Such modeling is called prospective;
- creation of samples of clothing models for industrial production on the basis of materials produced by the industry.

The process of creating both a perspective and an industrial model consists of two stages: the development of a project (composition) of the model and the implementation of the project in the material. Both stages from the birth of an idea expressed in a sketch to the embodiment of this idea in the appropriate materials are a creative process. It involves an artist (author), designer, master performer, fashion model. The leading role in this belongs to the artist.

Composition work. The work begins with a preparatory stage, in which the artist solves the following questions:

- for whom the model of clothes is created;
- what is its purpose;
- what form most closely matches the purpose of clothing;
- what color and texture solution should be taken to implement the artistic concept;
- what materials should be used to complete the project - compositions;
- in what production the model will be made in the future.

In solving all these issues, the artist can proceed from various sources, such as traditional folk art and national color, images of the surrounding nature, examples of classical and modern decorative art, etc. From the whole variety of decorative motifs, the author selects what is close to his creative personality, what, in his opinion, contributes to the solution of the tasks assigned to him. At the same time, it is necessary to take into account the dominant trend of fashion, expressed in forms, proportions, lines in clothes, the prevailing color scheme, the nature and type of decoration, etc.

At the end of the preparatory work, that is, the accumulation and selection of primary material, the artist proceeds to the most difficult and decisive period of creativity - the implementation of his project in the form of a sketch. The main requirements that apply to a sketch (drawing): clarity, expressiveness, completeness; perhaps a more complete display of artistic intent; modern way of doing it. Each idea is varied by the author in various sketches several times, either in shape and cut, or in color and details. The last, most satisfying version of the sketch for the author is discussed at the “small” or “internal” council, which includes highly qualified, experienced

specialists - the chief artistic director, senior artists, designers, technologists and shop managers. Comprehensive discussion of sketches, comments and recommendations made at the council, improve the creative proposal of the artist. One of the decisive factors to which the council pays special attention, along with its aesthetic value, is the cost-effectiveness of the model in terms of its mass production in a garment enterprise. Approval of the sketches ends the first part of the creation of the model - compositional.

Implementation of the composition in the material. This work begins with the manufacture of patterns, i.e., components of the three-dimensional form of the product. At this stage of model creation, the constructor is included in the work. He must "read" the artist's intention, expressed in the sketch, and find the necessary means and methods for implementing the model in the material.

There are various methods for reproducing the shape of the model, and, consequently, for obtaining patterns:

- Technical design - building a drawing on a plane, i.e., designing the components of a three-dimensional form of a product on a plane. Cut out of fabric, these parts of the part are connected into a three-dimensional shape.

- Fake method - creating a form from the so-called mock-up fabric by the method of mock-up, tattoos (on a figure or mannequin). For this purpose, cotton calico of various articles is mainly used (when making a mock-up of a light dress) or linen and semi-linen edging (when making a mock-up of an outerwear product). Patterns are made by transferring the layout to a plane.

- The complex method includes both of the previous ones and is applied depending on the complexity of the individual details of the model. Most often, dummy and combined methods of project implementation are used when creating a model of new, complex proportions, complex cut, in the presence of new constructive lines in the model. A layout made by one of the indicated methods is tried on a pre-selected fashion model. Trying on a real moving figure of a certain build allows you to identify the desired silhouette and the desired proportions, clarify the cut lines in accordance with the figure, the direction of the tucks, folds, outline the location of small details: valves, straps, pockets, etc. planes, specify the configuration of the clothing details, after which the patterns (patterns) are made again, taking into account all the necessary amendments.

According to the refined patterns, the product is cut out from the material selected for this model, which, after basting, is again tried on the fashion model. When trying on, the artist, designer and master performer discuss not only the general appearance of the model, but also its technological implementation, that is, the processing of each line and detail and the sequence of processing the entire product. This work is of great importance, because no matter how interesting the model is in its design, no matter how beautiful. No matter how it was performed, incorrect or poor processing will negate all its advantages. Precise and impeccable execution of a model sample contributes to its aesthetic value. The creative beginning in the profession of a tailor, especially when working with new fabrics.

Quality - a set of characteristics of an object related to its ability to satisfy stated and proposed needs. Factors affecting the quality of goods include factors that shape quality, factors that contribute to maintaining quality, and factors that contribute to improving quality (Figure 4).

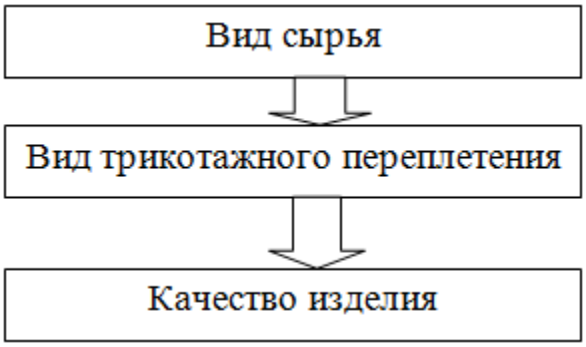

Figure 4. Factors that shape the quality of knitwear

Raw materials are one of the main factors that shape the quality of knitwear. Currently, knitting enterprises process almost all types and varieties of fibers and threads obtained from them. Threads consist of short or long elementary fibers of various nature. They are divided in the transverse direction into their constituent parts - fibers by unwinding.

At present, all types of raw materials are processed in the knitwear industry, including yarn from natural silk tows and from flax fibers mixed with synthetic ones; threads of various thicknesses and degrees of twist are used. Basically, yarn and threads of mixed fiber composition are used, which provides

good hygienic properties of the fabrics, less shrinkage and creasing, good wear resistance.

Thin and threads from chemical raw materials are used for fabrics with increased surface smoothness (front and back), which should easy to slide on the surface of the skin and outerwear. These are underwear, blouses and shirts. The shiny surface of the threads emphasizes the effect of shiny and matte stripes and shades. From threads of increased volume - textured - fabrics are obtained with a relief surface, increased thickness with a small mass of 1 m². Thick, loose yarn is used for fleece in fabrics for warm underwear or sportswear. Yarn and threads of increased twist give the fabric rigidity; the loop structure of such knitwear is uneven due to the increased tension of the thread when bent into loops, the twisting of the edges of the fabric increases, but its surface is less loose, more wear-resistant. Twisted yarn and threads are subjected to pre-treatment (steaming, stabilization, oiling) in order to balance their structure and relieve stress. The best yarn in terms of properties cannot be considered satisfactory if it does not meet the requirements of the product being produced or is not prepared for processing on equipment under modern production conditions. Incomplete readiness of raw materials for processing has a negative impact not only on the quality and grade of products, but also on the performance of the enterprise and the use of equipment.

The properties of a yarn for knitwear production are determined by studying the structure of the loops, the deformation of this structure, i.e. considering, first of all, the mechanical functions of the thread in the knitwear loop. If we imagine schematically a thread with a round cross section, then with an increase in the diameter of the thread, its resistance to bending will increase significantly. It is of interest to us to increase the diameter of the thread without increasing the number of fibers in the cross section. This is quite possible if the threads betray a loose structure. The loose structure of the yarn has many advantages, the main of which are:

1) increase in elastic resistance to bending and the ability to better restore the shape of the loop during deformation;

2) high quilting, which allows the use of threads of a lower linear density (by 10-15%) without increasing the density of knitting (reducing the length of the thread in the loop) and therefore without reducing the productivity of knitting machines;

3) lightening the weight of the product and giving it a pleasant softness to the touch;

4) increasing the thermal insulation properties of products;

5) improving the ability of yarn to be processed on knitting machines.

Among the most important requirements for raw materials, it is impossible not to point out the resistance of the thread to friction. The elasticity of knitwear loops during deformation is associated with the friction of the threads on the thread (when the shape of the loop changes) and the friction between the fibers (when the thread is bent). Friction resistance in this case plays a very significant role. It can be reduced by reducing the coefficient of friction and improving the surface condition of the thread, which is achieved by waxing or emulsifying the thread, which reduces the coefficient of friction of the thread on the thread and on the thread guides of knitting machines. The smoothness of the surface of the thread, its cleanliness, the absence of impurities, cones, knots are necessary not only for the normal course of the thread processing process, but also to give knitwear elasticity, dimensional stability, and good appearance. Some knitting experts claim that the finishing of knitwear is intended to improve the properties of raw materials or correct their shortcomings. It is not right. Knitwear is formed from the thread, and the properties of the knitwear primarily depend on the initial properties of the thread.

For the production of good products, finishers must receive a full-fledged harsh jersey. The considered requirements are common for all types of threads intended for the production of knitwear. However, they do not exhaust all the requirements for raw materials. For example: yarn that does not meet the requirements of knitwear production includes: unwound cobs, on which yarn is missing more than 30% of the weight of the forging, yarn in broken containers, frayed, mixed numbers, moldy, dirty, oily, different shades.

According to the method of knitting, there are cross-knitted (kulir) and warp-knitted knitwear. The culinary method involves laying threads by successively bending and knitting them into loops in a horizontal direction. The fabric is made in the transverse direction. Such knitwear can be obtained from one system of threads in the form of a fabric, a finished product and individual parts. It is characterized by easy horizontal unraveling, i.e. in the opposite direction to knitting, and if the thread breaks, also vertically.

Knitwear is represented by a wide range: from thin smooth to voluminous fluffy fabrics and products. In obtaining a knitted fabric using a warp knitting method, a number of thread systems is involved, equal to the number of loops in a row (up to several hundred). This allows you to knit all the loops of the horizontal row at the same time. The fabric is growing in the longitudinal direction. Warp knitted fabrics are characterized by a small fineness and smoothness. The direction of the thread in knitwear is similar to the location of the weft threads in the fabric, and in warp-knitted - the location of the warp threads. Warp-knitted knitwear, in contrast to cross-knitted, has less extensibility and greater dimensional stability, the dissolution of the fabric is carried out only in the

direction opposite to knitting. Cross-knitted (kulir) weaves are divided into main.

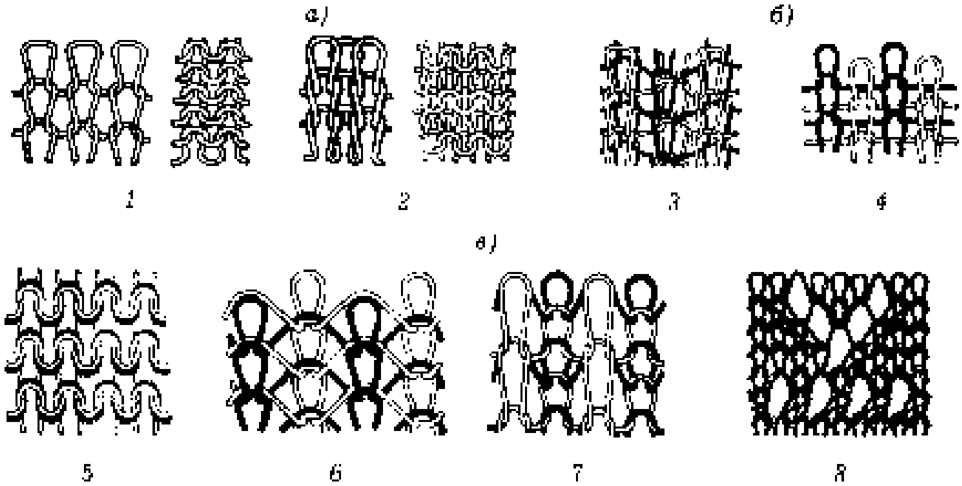

Figure 5. Cross-knitted (kulirny) knitted fabrics: a- main: 1 - smooth surface; 2 - eraser; b- derivatives: 3 - interlock; 4 - derivative surface; c - patterned: 5 - plated canvas; 6 - fang; 7 - semi-fang; 8 - openwork

The surface is characterized by a flat, smooth front surface formed by the front loops and a rough surface formed by the purl loops. The front and back sides are very different from each other. It has good extensibility, vapor and air permeability. Easily dissolves and twists around the edges, which complicates cutting and sewing products. The eraser is an alternation of front and back looped vertical columns along the front and back sides of the canvas. The alternation of facial and purl columns can be different: one - front and one - purl, two facial and two purl, as well as other combinations. Distinctive properties of the eraser are high elasticity, less spreading in comparison with the surface, high extensibility in width, good dimensional stability. A group of derivative weaves. Interlock is obtained by cross-weaving two erasers. On the front and back sides, only the front loops are visible even with strong stretching. The centers of the front loops on both sides of the fabric coincide, since the loops are located "back to back". Two threads are involved in the formation of each horizontal row of the canvas. Characteristics of interlock are low extensibility and blooming, abrasion resistance, elasticity and heat protection. The derivative surface is an alternation on the front side of the rows of facial and purl loops. Both sides of the canvas have the same appearance. Cloths are dense embossed. The centers of the front loops on both sides of the fabric coincide, since the loops are located "back to back". Two threads are involved in the formation of each horizontal row of the canvas. Characteristics of interlock are low extensibility and blooming, abrasion resistance, elasticity and heat protection. The derivative surface is an alternation on the front side of the rows of facial and purl loops. Both sides of the canvas have the same appearance. Cloths are dense embossed. The centers of the front loops on both sides of the fabric coincide, since the loops are located "back to back". Two threads are involved in the formation of each horizontal row of the canvas. Characteristics of interlock are low extensibility and blooming, abrasion resistance, elasticity and heat protection. The derivative surface is an alternation on the front side of the rows of facial and purl loops. Both sides of the canvas have the same appearance. Cloths are dense embossed. The derivative surface is an alternation on the front side of the rows of facial and purl loops. Both sides of the canvas have the same appearance. Cloths are dense embossed. The derivative surface is an alternation on the front side of the rows of facial and purl loops. Both sides of the canvas have the same appearance. Cloths are dense embossed.

A group of patterned weaves. Plated (cover) weaves are produced by simultaneously laying two loops of different colors or fibrous composition. Varieties are: smooth plated weaves, in which, when two threads are laid simultaneously, the cover thread goes to the front surface, and the ground thread goes to the wrong side, and patterned plated weaves, which are obtained by alternately knitting the cover or ground thread. Cloths have a beautiful appearance. Smooth weaves differ from patterned ones in greater density, extensibility and wear resistance. Fang is obtained on the basis of an eraser by alternating in each horizontal row knitted facial loops and untied purl loops, but having a crochet. Both sides of the canvas are the same and look like an eraser, but the purl loops are clearly visible even without stretching the canvas in width. In a semi-fang, each even row is knitted like an eraser 1x1, odd - like a fan. The front and back sides resemble an eraser, but differ in the

shape of the front loops: on the one hand, they have a more elongated shape, on the other, they are more rounded. Unlike a fan, a semi-fang is more extensible, has a lower mass, density, and heat protection. Compared to the eraser, fang and semi-fang have less extensibility, but greater thickness, mass and strength. has a lower mass, density and thermal insulation. Compared to the eraser, fang and semi-fang have less extensibility, but greater thickness, mass and strength. has a lower mass, density and thermal insulation. Compared to the eraser, fang and semi-fang have less extensibility, but greater thickness, mass and strength.

Warp weaves can also be main, industrial and patterned (Figure 6).

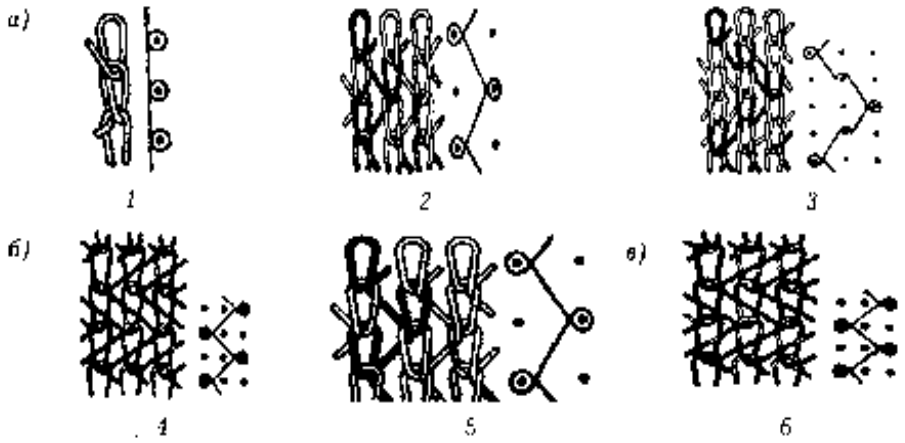

Figure 6. Warp knitted fabrics: a - main: 1 - chain; 2 - tights; 3 - atlas; b - derivatives: 4 - cloth; 5 - charm; c) - patterned: 6 - sirloin

Group of main weaves. A chain is a loop column obtained from one loop by laying it on the same needle. Dissolves in the opposite direction of knitting, has little stretch. Used as a fringe in scarves and shawls, as well as for combination with other weaves. Tricot (2) is produced by shifting the vertical course of the thread after knitting a loop by one needle to the left or right. It is characterized by greater extensibility and looseness, therefore it is used to obtain combined weaves. Atlas is a single weave, when each thread sequentially forms loops, first in one direction, then returns back. The canvas has a transverse stripe, which is especially noticeable when using colored threads. Atlas is characterized by curled edges.

A group of derivative weaves. Cloth is obtained by knitting loops not in the next row, as in tights, but through one row. On the wrong side of the fabric, the broaches between the loops form a pattern in the form of a "herringbone" located across the fabric. Compared to tights, the cloth is less stretchy and loose, but heavier and denser. Charme (5) is made by knitting loops through two rows, so the broaches on the wrong side are longer than in the cloth and form a dense covering. To increase the heat protection, the resulting covering can be subjected to napping. Charme is heavier and thicker than cloth, but less unraveling and stretching.

A group of patterned weaves. The plated (cover) weaves are distinguished by the presence of a pattern obtained by changing the color of individual loops in a certain pattern. To obtain them, two differently colored threads are used: one goes to the front surface of the canvas, the other to the wrong side. The most common weaves are leotard-leotard, cloth-cloth, leotard-cloth, leotard-charm, satin-cloth, satin-leotard. They have a slight extensibility and blooming, beautiful appearance. Loin, as well as openwork, in cross-knitted weaves, is distinguished by the presence of a pattern of holes (of various shapes and sizes) obtained in the knitting process. The basis for the production of sirloin cloths are tights, cloth, satin, combined weaves.

Figure 7. - Evaluation of the quality of the consumer level of products

Quality assessment is understood as control (checking) of the consumer level of product quality based on the results of the analysis. Analysis is the presentation by experts of the necessary information about the quality of a product or value judgments. Analysis of the quality of garments is carried out by three methods: organoleptic, measuring and sociological.

The organoleptic method is the most common, simple and affordable. Quality is analyzed with the help of human senses and sensations, therefore the accuracy and reliability of the values of product property indicators depend on the qualifications, practical experience, and abilities of specialists who evaluate quality. The main means of the organoleptic method are the sense organs (organ of vision and touch receptors). The organ of vision - the eye - is able to perceive the visual sensations of the form (silhouette), composition (the nature of the division of parts), color, surface condition and integrity. Touch receptors perceive various tactile sensations: touch, pressure, comfort in static and dynamic, heat or cold. The organoleptic method determines the quality of the fit of the product on the figure of the mannequin and the quality of the manufacturing technology.

The measuring method evaluates the quality of products by controlling the linear measurements of products, the frequency of stitches, the size of defects in the appearance of materials and paired parts of clothing. The main means of the measuring method are: non-folding measuring ruler, tape measure, ring gauge, triangle, textile magnifier, protractor, tested in accordance with GOST 8.001-80. Methods for measuring the main and auxiliary linear measurements of products must comply with GOST 4103-82.

The main linear measurements of products include: back length, back width, product width at the armhole level, sleeve length, collar length, product width along the waist line, product width at the level of the hip line. This method also determines the frequency of stitches in lines, the number of unified parts in the design of clothing and the size of defects. The measuring method can determine the quality of clothing processing, which is characterized by such indicators as the accuracy of reproducing the shape and dimensions of the product, its individual parts and assemblies, as well as the accuracy of the location of the product on the human figure. The accuracy that characterizes the quality of clothing manufacturing is the degree of approximation of the manufactured product to the calculated nominal prototype. Templates are used to assess the accuracy of the shape reproduction of individual parts and lines of products.

Sociological methods for assessing the quality of products are aimed at solving optimization problems, that is, improving and developing the activities of any functional service, assortment or quality level of products. Examples of such studies are analysis of the assortment structure, expert evaluation of product quality. In the light industry, the methods of questioning and interviewing are widely used. Knitwear is a textile fabric or a product obtained by knitting, so any knitted material is a system of loops connected in the longitudinal and transverse directions. Knitted fabric consists of two perpendicularly intersecting systems of threads. The longitudinal threads are called the warp, and the transverse threads are called the weft. The primary element of the knitwear structure is the loop. It is a spatial curve, the shape of which affects the properties of the web. The shape of the loops is varied: rounded,

wide, narrowed, elongated. In height, loops of normal size, reduced and enlarged are distinguished. The higher the loop and the more the thread is straightened, the lighter the canvas appears as a result of the directed reflection of light. The loops, connecting with each other horizontally, form looped rows, vertically - looped columns. The distance between the centers or points of the same name of two adjacent loops along the line of the loop row is called the loop step. Knitwear is divided into warp knitting and knitwear. In the warp knitting, each thread forms one loop in the loop row and goes to the next row. In knitwear, each thread sequentially forms loops of one loop row. One thread is enough to form one loop row of knitwear. To form a loop row of warp knitwear, as a rule, as many threads are required as there are loops in the loop row. Knitwear and warp knitwear can be either single or double. Single knitwear is produced on machines with one needle bed, and double knitwear is produced on machines with two needle beds.

According to the classification, all knitted weaves are divided into main (weaves with the simplest structure) and derivatives (a combination of several identical main weaves mutually knitted so that looped columns of another same weave are placed between the stitches of one weave). On the basis of each of the classes of these groups, patterned and combined weaves (weaves that consist of weaves of several classes) can be formed.

To obtain fabric in the simplest case, two systems of threads (warp and weft) are needed. Knitwear can be knitted entirely from one thread. As well as knitwear can be made in the following ways:

cutting;

semi-regular;

regular.

The cutting method consists in cutting the knitted fabric, i.e. cut out from it the details of the products according to the patterns and connect them on a sewing machine, giving the products the necessary shape. This method is used to manufacture underwear and outerwear, as well as most of the glove products. This method of manufacturing products is characterized by significant waste of knitted fabric, reaching 18-23% when cutting linen products and up to 25-28% when cutting upper products. This technology is used for low-cost products in mass production and linen knitwear. Positive for this method is the possibility of manufacturing products of various models and high productivity of knitting machines.

The semi-regular method differs from the previous one in that the knitted fabric is knitted on a circular knitting machine in the form of tubular coupons. The coupons are separated from one another with the help of a dividing loop row so that the lower edge of the coupon has a solid, non-unfolding loop row that does not require sewing. The consumption of knitted fabric per product with a semi-regular manufacturing method is 3-5% less than with a cutting method due to the absence of side seams and hem allowances for the bottom of the product; in addition, the time for cutting and sewing is 8-10% less.

The semi-regular method is most common in the manufacture of outerwear, and can also be used for the manufacture of lingerie with the necessary knitting equipment. Products made in this way have the great advantage of achieving the best fit and fit of the product.

The regular way of making a product is that the products are knitted entirely without seams or individual parts are knitted along the contour, and then sewn with a chain stitch. This method is characterized by the most economical use of raw materials. However, knitting the details of the product requires more labor than knitting in a semi-regular way. This method is used when knitting upper products from expensive material.

The last two technologies are most applicable in exclusive small-scale production, because they make it possible to achieve high quality products, a maximum range of products and a quick change of models.

The knitwear wardrobe is divided into four main groups according to equipment classes (how many needles fit in one inch of a knitting machine (one English inch is 25.4 mm):

•1 group 2.5 - class 3 (shaped products, hand knitting);

•2 group 5 - 8 class (jackets, vests, coats);

• 3rd group 10 - 14 class (skirts, trousers, jumpers);

•4 group 16-24 class (linen jersey).

The higher the class, the thinner the product and vice versa. Accordingly, for the outer jersey in relation to the first three.

There are the following stages of knitwear production:

•Pre-treatment of yarn, checking the yarn for defects in accordance with GOST 6611-55 “Textile yarn and threads. Test methods";

•Knitting coupons (large patch);

•Washing coupons;

•Drying coupons;

•Coupon stripping;

• Cut coupons;

• Sewing assembly of products;

• Interoperative ironing;

•Handmade;

• Final ironing;

•Acceptance of each product in terms of quality;

• Packing, marking of products;

• Warehousing, storage, shipping products.

Figure 8. Technological cycle for the production of knitted fabrics

The sum of all stages gives the technological cycle of production, and the quality of knitwear will also affect the quality of each stage. Some manufacturers do not perform one or more of the above steps in order to reduce the time and cost of production, which, of course, negatively affects the quality of the products as a whole.

Thus, the main stages of the technological production of outer knitwear depend on the method of manufacturing the product: cutting, regular, semi-regular. In production, it is important to consistently follow the described stages to obtain high-quality products.

Equipment used in knitting fabric.

The fabric for the production of knitted products is of two types:

a) culinary

Smooth

bouffant

b) warp knitted.

Depending on these types, different equipment is used.

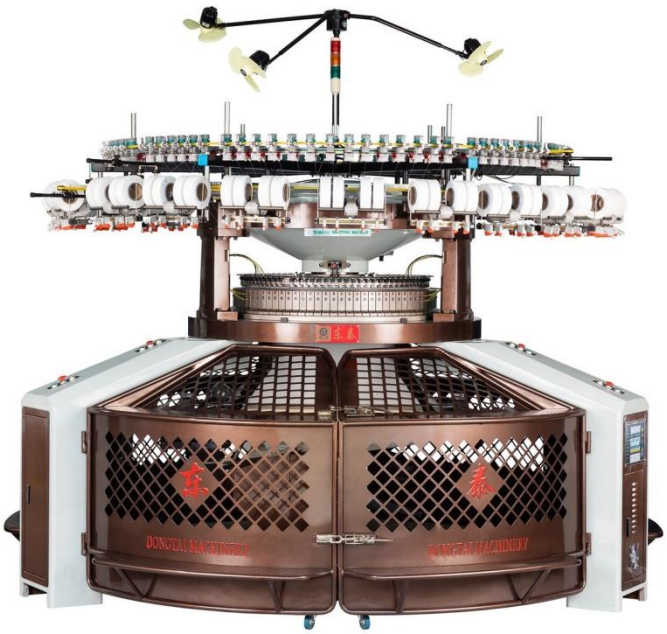

Figure 9. Machine MS-5 for the production of a spun smooth fabric

The culinary smooth fabric, the most common in underwear production, is produced mainly from cotton fabric. MC-5 circular knitting machine serves as the main machine for the production of a single knitted fabric. This machine, when processing cotton yarn, operates with a peripheral speed of the cylinder equal to 0.6-0.7 м/с. Depending on the diameter of the cylinder, the machines have a different number of needles and loop-forming systems and, accordingly, different performance:

Table 4.

Cylinder diameter, mm	Number of needles	Number of looping systems
350	952	42
400	1092	48
450	1228	54
500	1356	60

With an increase in the number of loop-forming systems, the productivity of the machine increases.

Culinary fleece is used in the production of both underwear and outerwear.

Lined weave fabric based on satin stitch is the most common for warm, linen, sports and children's outerwear.

Figure 10. Machine MT for the production of knitted fabric lined weave

The main machine for the production of lined weave fabric is a single circular knitting machine MT, the characteristics of which are given in table 5.

Table 5.

Cylinder diameter, mm	Number of needles	Number of looping systems
450	816	4 or 5
500	906	5 or 6
550	996	7 or 8

When using cotton yarn, the peripheral speed of the needle cylinder is 1.7 м/cand higher, and the productivity of the machine is 6.5-8 кг/ч lined weave fabrics.

Figure 11. Machine Koket-E2 for the production of warp knitted fabric

The main machine for the production of warp-knitted fabric is the Koket-E2 machine. Knitting speed 1800 loop rows per minute. Sectional spools with warp threads are installed on the machine, the length of the thread wound on the spool is 60,000 m. roll weight of 100 kg or more. The drive mechanism allows you to adjust the knitting speed in accordance with the quality of the threads and their breakage.

The working width of the Koket-E2 machine can be selected from the following six values given in Table 6.

Table 6.

Working width of the machine, mm	Maximum knitting speed, *ряд/мин*
2134	1800
2362	1800
3200	1600
3429	1600
4267	1400
4496	1400

Since the machine can knit a fabric of any width or several fabrics with a total width that fits into the maximum working width of the machine, some efficiency from the use of wide machines is possible. The productivity of a machine with a working width of 4267 mm is about 80% of the productivity of two machines with a working width of 2134 mm.

The equipment used in the sewing of the product.

Single-needle stitching-overlocking machines are most widely used for grinding product parts with simultaneous trimming and overcasting of cuts.

Domestic car 208 cells. has a straight needle and sews a three-thread overlock stitch. The frequency of rotation of the main shaft is 500 min-1. Stitch length 1.5-3.2 mm. Seam width 2.5-4 mm.

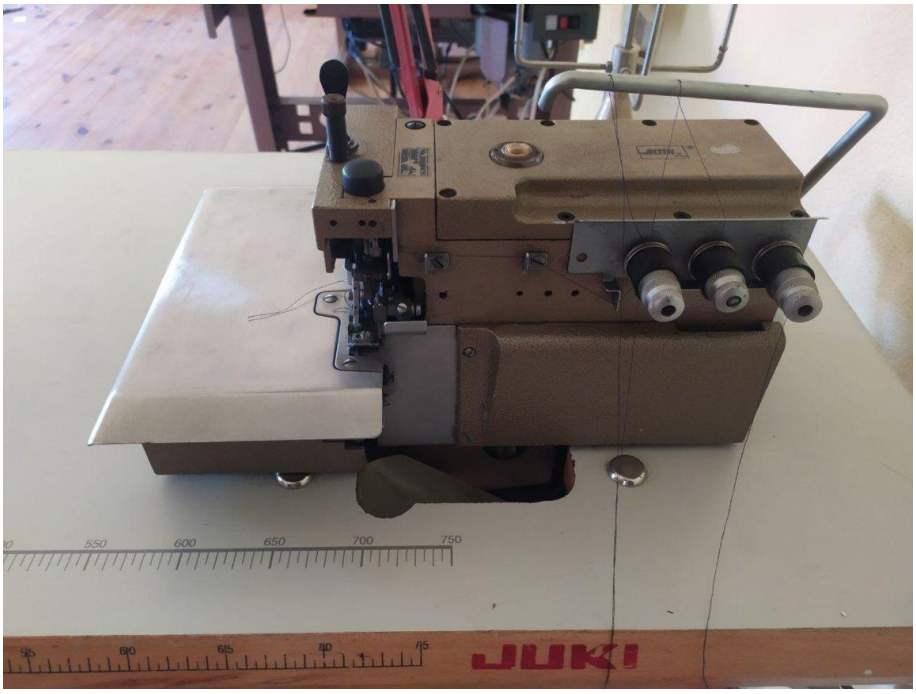

Figure 12. Machine 8515/110 class. for sewing a three-thread overlock stitch

Machine 8515/110 class. association "Textima" performs a three-thread overcasting stitch. The frequency of rotation of the main shaft is 8000 min-1. Stitch length from 0.6 to 3.2 mm. The machine is equipped with a thread cutter and a part stacker.

For processing sections of a belt, underpants, underpants, etc. the two-needle machine 1476 is used, performing a three-thread flat chain stitch. The machine is equipped with a device for feeding, guiding and tensioning the elastic band. The frequency of rotation of the main shaft is 500 min-1. Stitch length 1.8-2.8 mm.

Auxiliary equipment.

We can refer to auxiliary equipment: machines for rewinding yarn (winding machines), rulers for measuring the length of the thread in the loop when knitting the fabric, dyeing machines AK-220T for dyeing the fabric, centrifuges for squeezing the fabric, presses and irons used in wet heat treatment and etc.

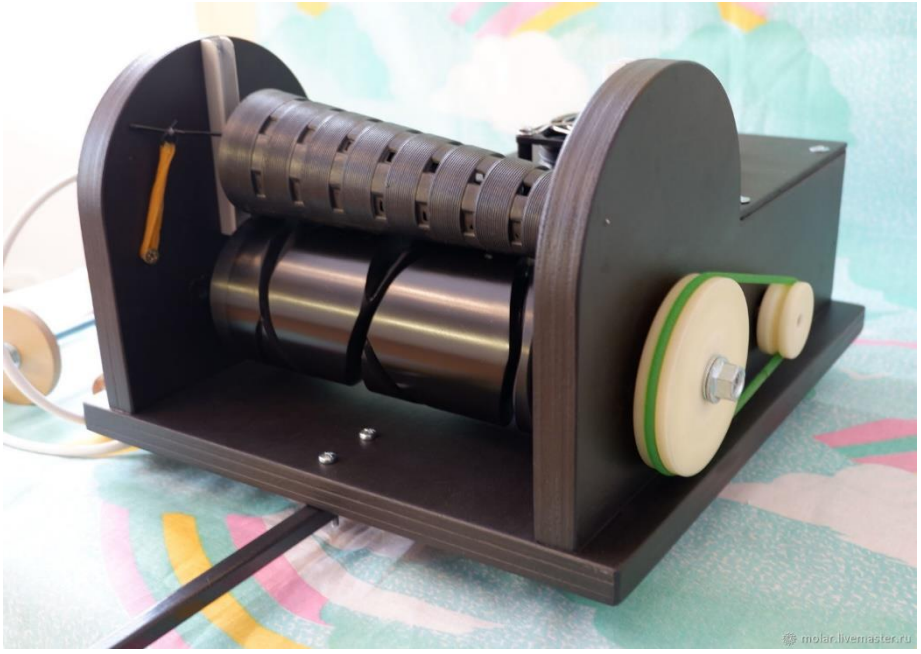

Figure 13. Machine AK - 220T for rewinding yarn (winding machine)

To transport the fabric after knitting, parts after cutting, as well as auxiliary materials (buttons, threads, button hooks, etc.), belt and cradle conveyors, as well as floor shelves and trolleys are used.

Figure 14. Single knitting machines mod. SYX-3 by "Jymberca"

In the knitting shop, modern circular knitting equipment is installed, which allows producing a variety of fabrics according to their structure. For example, satin stitch, elastic, double elastic smooth and patterned, press, etc. In the manufacture of the fabric, single knitting machines mod. SYX-3 by "Jymberca" class 24, mod. FX - JS / 72 by Monarch Kniffing Machinery, class 24, new equipment from Mayer & Cie (Germany) class 24 and 28 can be installed in the knitting shop, allowing the production of a new range of lightweight knitted fabrics, the need for which is very high.

Figure 15. Luft-roto-plus ejector dyeing machines for the production of bleached, plain-dyed, printed fabric in a wide range of colors

In the dyeing and finishing shop, modern dyeing ejector machines "Soft-stream", "MCS", a new dyeing machine "Luft-roto-plus" with an aerodynamic dyeing effect are installed. With the help of these machines, we are able to produce fabrics in bleached, plain-dyed, printed form in a wide range of colors. The use of the Santex finishing line contributes to obtaining a high-quality canvas. The machine is equipped with an electronic control panel, which makes the process more reliable and convenient. SSHSM "Elitex" and "Bruckner" are used for drying and stabilizing knitted fabrics. Technological process parameters are set on the control panel. The machines are equipped with devices for cutting the edge, which further facilitates the process of laying the fabric for cutting.

Figure 16. High-performance cutting and spreading complex "Gerber"

The fleet of sewing equipment is constantly updated and expanded. These are the machines of the firms "Rimoldi" (Italy), "Yamato" (Japan), "Pfaff" (Germany), "Juki" (Japan).

For laying and cutting the fabric, the enterprise purchased a high-performance cutting and spreading complex "Gerber".

It is only important to remember that an important task for enterprises is to attract new partners and search for new markets. Raw materials are one of the main factors that shape the quality of knitwear. Currently, knitting enterprises process almost all types and varieties of fibers and threads obtained from them.

Threads consist of short or long elementary fibers of various nature. They are divided in the transverse direction into their constituent parts - fibers by unwinding.

According to the type of raw materials used, knitted fabrics and products are divided into three groups:

from yarn - these are threads consisting of short fibers formed as a result of torsion;

from threads consisting, as a rule, of long monofilaments and having different twists;

from various combinations of yarn and threads.

At present, all types of raw materials are processed in the knitwear industry, including yarn from natural silk tows and from flax fibers mixed with synthetic ones; threads of various thicknesses and degrees of twist are used. Basically, yarn and threads of mixed fiber composition are used, which provides good hygienic properties of the fabrics, less shrinkage and creasing, good wear resistance.

Consider the raw materials used for the production of knitwear in comparison with materials for the production of other types of knitwear, for greater clarity.

Linen fabrics are produced mainly from cotton, cotton-lavsan, cotton-polynose, cotton-viscose yarn, as well as from viscose, acetate and polyamide complex yarns. A number of fabrics are made from half-woolen and pure-woolen yarn. Cloths for outer knitwear are made from all types of raw materials; hosiery - mainly from polyamide threads, cotton and half-woolen yarn.

Depending on the purpose of the fabric, threads of different structures are selected: yarn of various spinning methods and degrees of twist, single-filament and twisted complex threads from chemical raw materials, shaped twist threads, textured threads, and in different combinations - twisted yarn with complex threads, textured threads - with yarn etc.

Thin and smooth threads from chemical raw materials are used for fabrics with increased surface smoothness (front and back), which should easily slide over the surface of the skin and outerwear. These are underwear, blouses and shirts. The shiny surface of the threads emphasizes the effect of shiny and matte stripes and shades. From threads of increased volume - textured - fabrics are obtained with a relief surface, increased thickness with a small mass of 1 m2. Thick, loose yarn is used for fleece in fabrics for warm underwear or sports outerwear.

Yarn and threads of increased twist give the fabric rigidity; the loop structure of such knitwear is uneven due to the increased tension of the thread when bent into loops, the twisting of the edges of the fabric increases, but its surface is less loose, more wear-resistant. Twisted yarn and threads are subjected to pre-treatment (steaming, stabilization, oiling) in order to balance their structure and relieve stress.

The best yarn in terms of properties cannot be considered satisfactory if it does not meet the requirements of the product being produced or is not

prepared for processing on equipment under modern production conditions.

Incomplete readiness of raw materials for processing has a negative impact not only on the quality and grade of products, but also on the performance of the enterprise and the use of equipment.

The wide range of requirements for raw materials for knitwear is due to the very large variety of the products themselves. For example, requirements for the structure of the thread are imposed, ranging from nylon monofilament for thin stockings and ending with loose woolen and synthetic yarn for pullovers and jackets.

The properties of a yarn for knitwear production are determined by studying the structure of the loops, the deformation of this structure, i.e. considering, first of all, the mechanical functions of the thread in the knitwear loop.

If we imagine schematically a thread with a round cross section, then with an increase in the diameter of the thread, its resistance to bending will increase significantly. It is of interest to us to increase the diameter of the thread without increasing the number of fibers in the cross section. This is quite possible if the threads betray a loose structure. The loose structure of the yarn has many advantages, the main of which are:

- increase in elastic resistance to bending and the ability to better restore the shape of the loop during deformation;

- high zastylistost, allowing the use of threads of lower linear density (by 10-15%) without increasing the density of knitting (reducing the length of the thread in the loop) and therefore without reducing the productivity of knitting machines;

- lightening the mass of the product and giving it a pleasant softness to the touch; 4) increasing the thermal insulation properties of products;

- improving the ability of yarn to be processed on knitting machines.

A thread (yarn) of a loose structure is especially necessary for the manufacture of upper knitwear. For linen products that should fit the body well, you need not a stiff thread, but a very flexible one, consisting of fine fibers, but a loose structure that can maintain the shape of a loop. For winter hosiery, a thread of a loose structure is needed, and for most other hosiery, a denser, twisted thread is desirable. For women's stockings, the densest thread, such as monofilament, with minimal curling is preferred to make the stocking appear thinner.

The loose structure of the yarn is achieved due to reduced twist, which is associated with a decrease in the strength of the yarn. If for fabric strength is the main property of the thread, then for knitwear this property is of secondary importance.

For knitwear, the evenness of the thread in thickness and twist is more important than for fabric products.

The structure of knitwear loops is such that a short piece of thread is bent several times, intertwining with itself and forming loops located next to each other. The thread in each loop, as it were, folds in half, which is why its unevenness becomes pronounced. A group of loops is formed from a thickened or thinned section of the thread, easily distinguishable from neighboring ones. With periodic unevenness of the thread, a defect is obtained, known as zebra.

Thus, the requirements for raw materials in terms of thread evenness are based on the structural features of knitwear loops.

Among the most important requirements for raw materials, it is impossible not to point out the resistance of the thread to friction. The elasticity of knitwear loops during deformation is associated with the friction of the threads on the thread (when the shape of the loop changes) and the friction between the fibers (when the thread is bent). Friction resistance in this case plays a very significant role. It can be reduced by reducing the coefficient of friction and improving the surface condition of the thread, which is achieved by waxing or emulsifying the thread, which reduces the coefficient of friction of the thread on the thread and on the thread guides of knitting machines.

The smoothness of the surface of the thread, its cleanliness, the absence of impurities, cones, knots are necessary not only for the normal course of the thread processing process, but also to give knitwear elasticity, dimensional stability, and good appearance. Some experts in knitwear argue that the finishing of knitwear is intended to improve the properties of raw materials or correct their shortcomings. It is not right. Knitwear is formed from the thread, and the properties of the knitwear primarily depend on the initial properties of the thread. For the production of good products, finishers must receive a full-fledged harsh jersey.

The considered requirements are common for all types of threads intended for the production of knitwear. However, they do not exhaust all the requirements for raw materials. For example: yarn that does not meet the requirements of knitwear production includes: not home-spun cobs, on which yarn is missing more than 30% of the weight of the forging, yarn on broken containers, frayed, mixed numbers, moldy, dirty, oily, different shades.

External defects of yarn on skeins include: tangled and broken threads, foreign and oily threads, loose ends, large knots, thickening and thinning of the thread, bumps, different tone.

The determination of external defects of raw materials is carried out by visual inspection of the surface of the packages (bobbins, skeins) or by winding the yarn on a screen board. The defectiveness

of the yarn is determined by counting the number of defects on a certain length in comparison with the standards established in the relevant GOSTs. The methodology for checking raw materials of all types is carried out in accordance with GOST 6611-55 “Textile yarn and threads. Test Methods".

All types of threads and yarns are checked for the following basic physical and mechanical properties: thickness, strength, twist (number of twists per 1 m), moisture content (% of absolutely dry weight). The physical and mechanical properties of raw materials should be checked under certain conditions of humidity and temperature of the room in which the test is performed. In GOST 10681-63, these conditions are defined: temperature -20 + 8 0C, relative humidity - 652%.

According to the current GOSTs, the following winding density indicators are established: for viscose silk in the range of 0.7-0.8 g / cm3. The density of winding cotton, woolen and semi-woolen yarn is not regulated by GOSTs.

Yarn that does not comply with the requirements of this standard may be used for other industries, provided that it complies with the requirements established for this industry.

Thus, knitted fabrics from various threads and yarns are used for the manufacture of upper knitwear, the quality of the fabric must comply with GOST 28554-90 “Knitted fabric general specifications” and other regulatory documents.

Conclusion

It should be noted that knitwear is a fashion hit of the 21st century. Knitted smooth stoles with a printed pattern, sexy, casual sweaters with deep cutouts, sleeves with slits, tight dresses with wide belts, long cardigans are a nice new detail in the wardrobe of any fashionista. Today, on the catwalks of the world, you can see models knitted according to traditional technology from specially processed strips of leather or even further.

Considered for some time to be suitable only for underwear, today knitwear is rightfully considered the most democratic clothing. It is indispensable for leisure, sports and even for a business wardrobe: a turtleneck under a jacket has long become a classic.

As a result of the research carried out, the following conclusions can be drawn:

1. In the assortment of knitwear, you can find almost any part of your wardrobe: from socks to fashionable coats.

2. The product can become competitive, i.e. take a worthy place among analogues only if it meets such an elusive and significant concept as quality. A more stringent requirement is compliance with standards.

3. Quality is the main characteristic of the product. This is the ability of a branded product to perform its functions. The concept of quality includes durability, reliability, accuracy, ease of operation, repair and other valuable properties, the absence of defects or defects.

4. The basis for determining the grade are defects - their type, size, quantity, location on the parts and details of the product. Distinguish between the first and second grades of garments.

The product must meet the needs of consumers: physical technically, operationally, aesthetically, at a price.

A product can contribute to the satisfaction of hidden (subconscious) needs - status, age, psychological, spiritual, and then success in the market is guaranteed.

In addition, today modern technologies make it possible to make a knitted thing much more practical and durable through the use of mixed (containing additives) threads. The most popular additives are lycra and tactel. The product containing them becomes more wearable, elastic and does not stretch even after washing. Raw materials and equipment play a decisive role in the production of knitwear.

Thus, the knitwear production, formed within the framework of the ASEZ on the basis of the mining towns of the Rostov region, together with shoe, clothing and leather goods enterprises, will be the most in demand, guaranteeing stable technical and economic indicators for enterprises, a stable financial condition, employment of the population and a real improvement in their social status.

The need to improve the quality management system at domestic enterprises is due to the following important reasons:

Firstly, this is an increase in the confidence of potential consumers in the products that will be produced by domestic enterprises.

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.

Thirdly, this is a significant increase in labor productivity of any industrial enterprise, which is expected to introduce a QMS using effective management.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at a lower cost due to three main aspects: employee involvement, process approach and systematic approach. In addition, the personnel of light industry enterprises are more effectively able to realize the goals and objectives of the QMS also because control activities are more professionally carried out to fulfill the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productivity and

effective use of the business qualities of employees.

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

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Issue **Article**

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THE EXTRACTING METHOD OF AUTOMATIC ANNOTATION OF TEXTS BASED ON ARTIFICIAL NEURAL NETWORKS

Abstract: *The purpose of this article is to develop and study an extracting method for automatically annotating texts in languages with free word order and morphological complexity (for example, in Russian). The proposed method is based on the use of artificial neural networks. The task of the artificial neural network is to determine the key sentences of the text based on the properties of the sentence to decide on the inclusion of sentences in the annotation.*

Key words: *text annotation, neural networks, machine learning.*

Language: *English*

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Introduction

The tasks of automatic summarization of texts appeared many years ago, and the growing volume of information on the Internet and not only requires the presentation of this information in a compressed form every day. Since such an amount of information cannot be processed manually by a person, at least this process is very laborious and time-consuming, in recent years work on the creation of automatic summarization of texts in natural language has become more and more in demand.

Thus, the tasks of abstracting texts have recently become more and more relevant both for the Internet and for other repositories of information, for example, libraries or knowledge bases of various organizations.

A summarization text helps to highlight key parts of the text and reduce the amount of information viewed.

The huge amount and large volume of materials makes it difficult to quickly obtain summarization from texts, since the formation of brief, concise summaries manually requires a significant investment of time and human resources.

In connection with the foregoing, the task of implementing effective methods of automatic summarization of texts is becoming increasingly important.

One of the main tasks of working with texts is its compression that is, reducing the volume of the original text and presenting information in the form of a shorter text, but with the preservation of the main idea, meaning. It is necessary, when constructing a secondary text (summarization), to ensure its integrity and coherence.

Analysis of recent research and publications

From the very beginning of the active use of first-generation electronic computers, that is, from the mid-fifties of the last century, attempts have been made to solve natural-language text processing problems. One of the first tasks in processing natural language texts using computers was automatic summarization.

Since then, a lot of research has been done on the development of automated methods and models for summarization [1,2]. Solving the problem involved such researchers as N.V. Lukashevich, R.G. Piotrovsky, P.G. Osminin, S.A. Trevgoda, V.A. Yatsko H.P. Luhn, H.P. Edmundson, R. Mihalcea, J. Kupiec, E. Lloret, G. Salton and others.

Currently, there are two main approaches to automatic summarization:

- extraction - extraction methods based on the extraction of the most informative fragments from primary documents [3];
- abstraction - generating methods involving the creation of a new text summarizing primary documents [4].

Extractive methods work by identifying the most important pieces of text (sentences, paragraphs). At the same time, these fragments do not process, but are extracted in the order and form in which they are given in the text. The main difficulties associated with this approach are to determine the key sentences of the text, and then link these sentences into a single, readable text.

Extractive methods can be divided into two large groups:

- superficial methods that do not resort to complex linguistic analysis, and
- deep methods.
- Surface methods include, for example:
- methods that use statistical characteristics to select proposals [5, 6];
- methods based on the presentation of the document in the form of a graph whose vertices are sentences or words from the text [7];
- methods using decision trees, reference vectors and neural networks [8];
- methods based on hidden Markov models in which the analysis of the proposal takes into account whether the previous proposal is included in the annotation [9].

Deep methods include, for example, methods using latent semantic analysis, which analyze the relationship between text sentences and the terms contained in them, identify topics in the text, and select a certain number of sentences from each topic in the annotation [10].

Generating methods, unlike extracting methods, are aimed at creating new material that is clearly not represented in the text of the source document. In other words, they interpret and examine the text using natural language processing methods to create new structural units of text that convey the most important information from the source document. When using generating methods, the text of the summarization is based on the rules assuming the presence of a linguistic knowledge base.

For generating methods, several directions can be distinguished:

- use of templates,
- compression of offers,
- full abstraction.

Template-based approaches use pre-prepared templates to present a document. Linguistic patterns or extraction rules are used to fill in the gaps in this template.

Compressive methods extract the most important sentences from the text, but either remove excess information from them or combine several sentences while trying to preserve the coherence and meaning of the text.

Existing works on this topic offer various ways to solve this problem, for example, in the source document is presented as a nested tree, which consists of two types of structures: a document tree and a sentence tree [11]. This tree is built on the basis of the theory of rhetorical structure, developed in the 1980s by American linguists William Mann and Sandra Thompson. This theory offers a description of the structure of discourse (text) in the form of networks of discursive units connected by semantic relations [12]. The theory of rhetorical structure is used to construct an algorithm for annotating the text also in [13].

For full-fledged summarization, the encoder-decoder model looks most promising, which is based on the use of recurrent-rent neural networks.

The authors of the articleQicai Wang, Peiyu Liu 1, Zhenfang Zhu, Hongxia Yin , Qiuyue Zhang and Lindong Zhang propose an approach based on combining two methods of abstract and extractive [14].

The abstract method allows you to highlight the main idea and convey the meaning in other words (generates words that are missing in the source text, but the meaning is preserved), this is often more advantageous, since fewer words can be used, unlike the extractive method, which allows you to select important information and combine it into a short text. Each of these methods has its advantages and disadvantages.

The authors proposed to combine these two approaches using BERT. They suggest using BERT as a token encoder for words and sentences. First, they pre-trained their submodels-an abstractor and an extractor, then they trained an end-to-end model using REINFORCEMENT LEARNING, which can connect submodels. In general, the entire model consists of combined submodels, an extraction agent and an abstraction agent.

Abstract methods perform quite well due to the generation of new words, they can cause information

loss with large source texts and require a lot of resources for processing.

In another article, the authors Rajeev Kumar Singh, Sonia Khetarpaul, Rohan Gorantla, Sai Giridhar Allada raise the issue of generating selling headlines, which has a huge role in modern realities [15]. To extract the main idea from the article, they propose the following approach, just like the authors of the article discussed above, they propose combining two methods of extractive and abstract, but they suggest using the SHEG methodology, which is a generator that produces both an accurate summary and the title of a news article.

The proposed hybrid model includes: an extractive mechanism for identifying key sentences or phrases from an article and an abstract mechanism that uses key sentences to form a short summary.

Zinovyeva A.Yu., Sheremetyeva S.O., Nerucheva E.D. in their article "Analysis of the ambiguity of the conceptual markup of a Russian-language text" raise the problem of ambiguity arising at the conceptual level of text markup. With this approach, texts are assigned labels related to a specific subject area. This approach allows you to identify different from the general semantic types of ambiguities, which may have characteristics that depend on a particular language, as well as inherent in all natural languages.

The proposed technique includes a combination of statistical and qualitative analysis of the corpus material, as well as the use of pre-created resources [16].

For the automatic summarization of texts, special parser systems are required; today there are a large number of such programs, but most of them work with texts in English.

The main parsers for working with the Russian language today are: AOT, Mystem TreeTagger, Pymorphy2, CrossMorphy, Tomita parser [17].

Tomita parser is a tool for extracting data from natural language texts.

Tomita parser has an open source, works with the Russian language. This tool has proven itself well in working with Yandex-news and Yandex-work, as well as in other projects.

It works on the basis of the GLR parsing algorithm. Also, the big plus of this parser is that it works with Windows, OS X and Linux.

Unresolved parts of a common problem

Despite the many studies conducted, the problem of developing formal methods and models for automatic summarization has not yet been solved, due to the fact that the task of formalizing a natural language is quite laborious, and the language itself is ambiguous, unlimited, and evolutionary.

The above characteristics of the natural language play a particularly important role in the study of texts in languages that are characterized by free word order and morphological complexity (for example, for the Russian language) [18].

In addition to the various difficulties associated with word formation, the construction of sentences, the texts also have different styles. Typically, the following functional styles are distinguished [18]:

- colloquial,
- literary and artistic,
- newspaper and journalistic,
- scientific.

Language is a set of symbols, language is a sign system, that is, it consists of signs that are united into relations within the system, while signs have a definite place in relations and relations lose their meaning if signs are not in their place. The function of the language system is to help in transmitting information, as well as storing information and generating information [18].

The Russian language has a very high inflection point, as well as a large number of exceptions. Also in the Russian language there are 9 cases of nouns, adjectives have short forms, and there is no form of verbs in the present tense.

Another difficulty is the presence of homonyms in the language, that is, words that have the same form (consist of the same sequence of symbols) but at the same time have a different set of morphological characteristics.

Currently, of the methods of automatic summarization of texts in languages with free word order and morphological complexity, the most common are various statistical and graph methods, which are representatives of the extracting approach. Summarization obtained using extracting approaches are often characterized by insufficient text quality and incoherence. Abstracting approaches are potentially capable of providing better text quality for summarization, but they are extremely difficult to implement and are at the level of research.

Since most texts have a fairly pronounced structure, the key parts of the document can be represented by selecting sentences based on their properties and characteristics. A similar approach was proposed and such methods of machine learning with a teacher were considered for solving automatic summarization problems, such as the naive Bayes classifier and the support vector method [19]. The researcher obtained encouraging results, therefore, in this article it was decided to use the aforementioned extractive approach to automatically summarization texts in Russian, only artificial neural networks were chosen as a classifier, unlike [19].

The difficulty of summarization texts in the Slavic languages, such as Russian, Ukrainian, Belarusian, as well as, for example, Czech, Serbian, Romanian, etc., is that the word order in sentences in these languages does not have a clear, fixed sequence, unlike English, where the place of each member of the sentence is clearly defined. In texts written in the

languages of the Slavic group, words can stand in different places of the sentence, but the meaning does not change from this.

Such features should be taken into account when developing systems for automatic summarization of texts in natural language. It is these features that the method proposed in this article takes into account. But more than 400 million people speak languages belonging to the Slavic language group.

In the Russian language, endings that can take many forms play an important role, unlike in English, where the verb has the main role. If in English it is enough to know the verb form to determine the meaning of a sentence, then in Russian and other languages of this group, it is often necessary to take into account complementary words, such as:

- "already",
- "now",
- "at the moment (there are even 3 words)", etc.

In English, a predicate cannot exist without a subject, and in Russian it can, can stand in different parts of a sentence without changing the meaning. All this complicates the automatic summarization of texts and requires a special approach.

The purpose of the article

Development of a method for automatic summarization of texts in morphologically complex languages with a free word order based on the extraction of the most significant elements from the text using artificial neural networks.

Statement of the main material

The proposed method assumes that the source document is a set of sentences, and the sentences themselves are considered as a set of properties and characteristics. Among this set, those sentences are selected that the neural network considers more relevant. The result is a subset of the source text sentences.

The first thing to do is:

- determine the considered properties and characteristics of the proposals, the values of which will be the input data for the neural network;
- create a labeled test case of texts for subsequent training of the neural network;
- produce directly the training network itself.

Determination of properties and characteristics of proposals under consideration

Each sentence of the annotated text is represented as a vector consisting of 6 characteristics [f_1, f_2, ..., f_6,]:

- the ratio of the serial number of the paragraph to which the proposal belongs to the total number of paragraphs of the source document (f_1);
- the ratio of the sequence number of the sentence in the paragraph to the total number of sentences in the paragraph (f_2);
- the ratio of the number of characters of the sentence in question to the number of characters of the longest sentence of the text (f_3);
- the ratio of the number of keywords in the sentence to the total number of thematic words of the sentence (f_4);
- the ratio of the number of matching thematic words of the given sentence and the previous one to the total number of thematic words of the considered sentences (f_5);
- the ratio of the number of matching thematic words of the given sentence and the previous one to the total number of thematic words of the two considered sentences (f_5);
- the ratio of the number of matching thematic words of the given sentence and the subsequent to the total number of thematic words of the two considered sentences (f_6).

Properties f_1-f_2 are based on the location of the sentence in the document or in its paragraph. It is expected that these parameters will contribute to the selection of key sentences, since the summarization consisting of the first sentences of the paragraphs are superior to the summarization made using other methods of the article wrote by Brandow, R., Mitze, K., & Rau, L. F. [20]. And the sentences located at the beginning and end of the paragraphs have a high chance of getting into the final text [21].

Property f_3 will help get rid of too short introductory sentences that are unlikely to fall into the summarization [22].

The f_4 property depends on the number of keywords and thematic words in the sentence. Thematic words are obtained as follows: from a document, all nouns, adjectives and verbs are selected, which subsequently reduces to their initial form. For the resulting set of words, their occurrence in the text is calculated. Keywords are considered 25% of thematic words, but not more than 10, which corresponds to the amount of RAM in humans [23]. It is expected that with the help of this property the probability of choosing key sentences will increase, since the terms that are often found in the document are probably related to its theme [5]. To highlight thematic words, Tomita-parser of Yandex was used*.

Properties f_5-f_6 are based on symmetrical summarization, that is, on determining the number of connections between sentences [24].

* Tomita parser Documentation. Developer's Guide. Available: https://tech.yandex.ru/tomita/doc/ dg/concept/about-docpage/

The considered properties can be changed or supplemented. The choice of the proposed properties of the proposals determines which proposals will be included in the final annotation and affect the operation of the neural network.

Neural network training

Neural network training is conducted to study the types of sentences that should be included in the summarization. Training is conducted on the test case of texts, where each sentence is marked as part of the summarization or not.

The neural network is looking for patterns inherent in sentences that should be included in the summarization. A neural network of direct propagation with three layers is used, which, as has been proved, is a universal functional approximator [25]. The network can detect patterns and approximate the function of any data with an accuracy of 100% if there are no contradictions in the data set.

The creation of a neural network was carried out in NeurophStudio (Java neural network framework). The input layer of the developed neural network consists of six neurons, where each neuron corresponds to one of the properties of the proposal, five neurons of the hidden layer and one neuron of the output layer. A sigmoid is used as an activation function, network training is carried out by the method of back propagation of error.

Neurophstudio is a software environment for building and training Java neural networks. Based on the NetBeans Platform. Neurophstudio contains the following neural network architectures, such as: Kohonen, Hopfield, Hebb, RBF, Kosko, Convolutional networks, as well as Adaptive Linear Neuron and perceptrons.

Since Neuroph works with the Java programming language library, the NetBeans IDE, an integrated development environment, was chosen for development.

To create a test case, 62 articles on various topics found on the Internet were used. Each text consisted of 27 to 102 sentences, on average - of 49. In total, 3076 sentences were analyzed. 565 sentences were marked as key, with an average of 9 per text. The neural network was successfully trained in 23 iterations.

The resulting standard error for the test case was 0.16733. The accuracy of the neural network was 88.76% compared to manual sampling for the test case. For a corpus of 10 new texts, the accuracy was 82.31%.

System performance assessment

The task of evaluating the effectiveness of automatic summarization of texts is also extremely important and complex. There is no general algorithm for evaluating annotations based on a finite set of features and rules; therefore, modern approaches to evaluating the results of automatic summarization are based on a comparison of automatically received summarization with model summarization manually created.

To compare automatically received summarization with manually obtained summarization, a set of ROUGE (Recall-Oriented Understudy for Gisting Evaluation) metrics is usually used [26].

All metrics in this set are based on the idea of maximum coverage by automatic summarization of manual ones and vice versa. N-grams are used to calculate coverage. An N-gram is a sequence of N elements, in this case words.

Evaluation of the implemented software system was carried out using the metrics ROUGE-1 and ROUGE-2, based on the analysis of sequences of one and two words, respectively.

For example, for the sentence “мама мыла раму”, one can single out such unigrams (N = 1), such as «мама, мыла, раму», frame. For the same sentence, you can extract the following bigrams (N = 2): «мама мыла, мыла раму». The sentences are presented in Russian, since in this context it is necessary to take into account the possibilities of this language, the features of the construction of sentences, in this case, the order of words is important, since with different order of sequence and their repetition, the meaning of the original text remains the same.

By itself, the number of matching N-grams of automatic and model summarization is not an estimate of the effectiveness of the result of automatic summarization.

To evaluate metrics, the following characteristics are used:

- ROUGE Precision;
- ROUGE Recall;
- F-measure.

The Rouge Precision feature is an assessment of how well model summarization cover automatic summarization. It is calculated by the formula:

$$Precision = \frac{C_N}{M_N},$$

where C_N is the number of matching N-grams;

M_N is the total number of N-grams of model summarization.

Characteristic Rouge Recall (completeness) - assessment of how well the automatic model summarization covers. It is calculated by the formula:

$$Recall = \frac{C_N}{A_N},$$

where C_N is the number of matching N-grams;

A_N is the total number of N-grams of automatic annotation.

Obviously, the higher the accuracy and completeness, the better. But in practice, maximum accuracy and completeness are not achievable, therefore, to combine information on accuracy and completeness, an F-measure is calculated:

$$F = \frac{2 * Precision * Recall}{Precision + Recall},$$

where F is the harmonic mean of accuracy and completeness.

The F-measure acts as the final value of the metric, reflecting the quality of the received summarization.

For example, manual annotation is represented by the sentence “мама мыла раму”, and automatic annotation - “мама мыла наше окно”, the values of the ROUGE-1 and ROUGE-2 metrics calculated by formulas (1) - (3) can be seen in Table. 1.

Table 1. Example of calculating ROUGE-1 and ROUGE-2 metrics

Metrics	Precision	Recall	F-мера
ROUGE-1	2/3 ≈ 0,67	2/4 =0,5	0,57
ROUGE-2	1/2 = 0,5	1/3 ≈ 0,33	0,4

To create a test case for assessing the effectiveness of the implemented system, 10 articles on various topics found on the Internet were used. The selected texts included from 18 to 94 sentences, an average of 35. Model annotations were written manually for each text. In total, 363 sentences were analyzed, 102 of them were marked as sentences included in the summary summarization, on average 10 per text.

The effectiveness of the implemented system was evaluated on a test set of documents by comparing model and automatic summarization using the ROUGE-1 and ROUGE-2 metrics. The maximum possible characteristic value is 1.

The evaluation results can be seen in Table 2.

Table 2. The results of the evaluation of the implemented system

Metrics	Precision	Recall	F- measure
ROUGE-1	0,61	0,32	0,42
ROUGE-2	0,23	0,12	0,16

In accordance with the fact that the F-measure is the final indicator of metrics, it is necessary to analyze this result. Based on the fact that the F-measure of the ROUGE-1 metric is relatively close to 1, we can conclude that automatic and manual summarization were quite close in terms of the set of words.

The readings of the F-measure of the ROUGE-2 metric are slightly worse. The results are justified due to the complexity of teaching a computer to understand natural language. In order to carry out a full-fledged analysis of the effectiveness of the system and formulate conclusions about its applicability, we compared the metrics of the ROUGE-1 and ROUGE-2 metrics obtained in this paper with the metrics of these metrics of existing tools. For comparison, automatic text summarization systems were selected that have shown the best results to date: [27], [28], [19].

The results of the system considered in this paper are presented in the last row of the Table 3.

Table 3. Comparison of indicators of an implemented system with indicators of existing systems

Author, year	ROUGE-1	ROUGE-2
Nallapati, 2017	0,39	0,16
See, 2017	0,39	0,17
Wong K., 2008	0,42	0,12
Proposed system, 2019	**0,42**	**0,16**

As can be seen from the Table 2, the implemented system exceeded the existing ones, showing the highest result for the ROUGE-1 metric and practically the best for the ROUGE-2 metric, which means that our system provides better automatic summarization than other systems. The results obtained allow us to confirm the applicability of the developed method for summarization texts in Russian, as well as to continue further research.

Subsequently, complication of the topology of the neural network is possible, as well as a change or addition of the characteristics of the proposals under consideration to improve the quality of summarization.

The characteristics selected for the analysis of proposals, as well as manually created training and test samples, have a great influence on the operation of the neural network, and, consequently, the entire system. The network is trained in accordance with the reader's style and in accordance with sentences that this reader considers suitable for annotation. You can consider this feature as an advantage of this approach, since any person can train the neural network in accordance with their personal preferences.

The following describes the algorithm of the system.

The algorithm of operation is shown in Figure 1

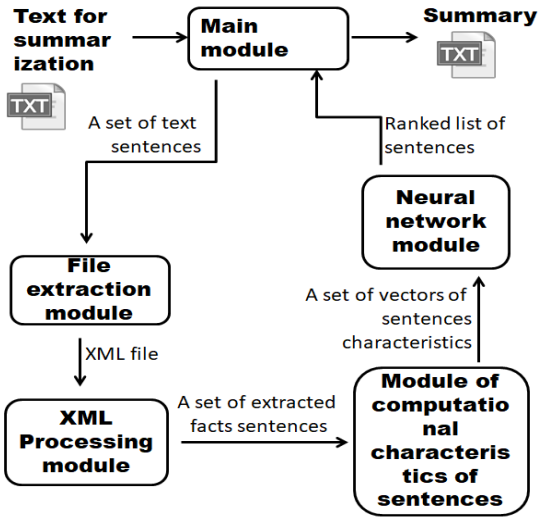

Figure - 1 The algorithm of operation

This section describes the algorithm of the system using the proposed method.

It is assumed that first of all, the user will need to copy the text that is to be annotated to the data entry area, where you also need to specify the percentage that should result from the annotation from the source text.

The second stage is the splitting of the text into paragraphs and sentences, this happens in the main module.

Then, the resulting result is fed to the file extraction module, where the tomita parser is processed, the result of this module is the generation of an XML file that will contain a set of structured facts.

The next stage is the stage of processing the XML file, the output is a set of facts of proposals.

Next, in the module for calculating characteristics, data is generated for feeding to the neural network.

The neural network module receives data and processes it using the described methods of creating, training, and saving a neural network. The output is a ranked list of offers.

In the final stage, an abstract is formed from the set of pre-orders obtained at the previous stage.

Conclusions

In this work, the features of annotating texts related to the Romance language group were considered, using the example of working with texts in Russian, which is difficult for automatic annotation due to such features as free word order, the presence of a large number of cases, etc.

Modern approaches were analyzed and a method of automatic annotation based on the apparatus of neural networks was proposed.

The accuracy of the results of the proposed method of automatic summarization of texts on a test sample was 88.76%. The results were quite satisfactory, which allows further research. The properties selected for the analysis of sentences, as well as the key sentences selected by an independent reader for the test case of texts, have a great influence on the operation of the neural network. The network is trained in accordance with the style of the reader and in accordance with the proposals that this reader considers to be key. You can consider this feature as an advantage of this approach, since any person can train the neural network in accordance with their personal preferences.

This approach takes into account the difficulties of working with such poorly structured languages as Russian, Ukrainian, Moldovan, etc.

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Issue Article

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THE PROBLEMS OF COMPREHENSIVE STUDY OF ETHNOGRAPHISM AND KIPCHOQ DIALECT

Abstract: *We know that during the first Renaissance in our country, language and literature developed significantly. Different dialects began to appear in all regions of the country. This article deals with the integrated study of dialects and ethnography of Surkhandarya region and its problems.*

Key words: *Dialect, lingvokultrologiya, ethnolinguistics, "sheva", "lahja".*
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Introduction

In today's modern linguistics, the following areas are priority and relevant. These are: psycholinguistics, anthropolinguistics, sociolinguistics, ethnolinguistics and linguocultural fields. Dialects and ethnographies are widely studied. The study is based on direct ethnolinguistics and linguocultural studiesit also depends on the effectiveness of ongoing research. The reason is that the study of dialects and ethnographies in the ethnolinguistic and lingucultural aspect is an important research necessity.

Dialect (Persian — way of acting, manner, method) — the smallest regional form of language with unique phonetic, grammatical and lexical features — as a means of communication of people living in one or more settlements (usually villages) without significant linguistic differences is used. Sheva exists as a linguistic system that differs from other Sheva systems in terms of phonetic, grammatical, word formation and lexical features. Mas, the Mangit or Saray dialect of the Kipchak dialect, the Margilon dialect of the Qarluq dialect, and others are the smallest regional forms of the Uzbek language. Separate Dialects combine to form a dialect.

The level of complexity of the system of dialects mainly depends on extralinguistic factors: the level of isolation (separation) of the dialect, the degree of contact of representatives of a particular dialect with representatives of other dialects and languages, the influence of the literary language on the city, and the city.

Due to the lack of contact between its representatives and the surrounding population in isolated Shevas (due to geographical or political reasons, the sharp differences of the surrounding population from the representatives of the same Sheva in terms of language, culture, and religious beliefs), as a result of the zealous efforts of the representatives of the Sheva to preserve the traditional way of life, the Sheva changes very slowly. The difference in the language of older and younger adults is imperceptible. In a city under the strong influence of a literary language or another city, traditional (old) and new layers are distinguished, characteristic of the speech of different groups of the population, which are contrasted with each other and differ to different degrees [1].

Analysis of Subject Matters

The scope and scope of the concept of national language is wide and includes dialects and dialects. Dialects are not included in the concept of literary language, but they are considered sub-forms and branches of the language and serve to enrich the literary language. Due to extralinguistic factors such as the improvement of literary language norms, the

development of science and culture, and the reduction of differences between the city and the countryside, Shevas are gradually losing their characteristics.

A dialect or a dialect is a form of a national language that is used as a means of direct communication in a community of people located in a certain limited area and is characterized by a relatively integrated linguistic system. A dialect is part of a larger linguistic structure, contrasted with, compared to, and shared with other parts of that whole, other Dialects. Regional dialects have certain differences in terms of sound composition, grammar, word formation, and lexis. Such differences are imperceptible, clearly, speakers of different dialects of the same language understand each other well (for example, dialects and dialects of the Uzbek language), while dialects of other languages differ strongly from each other, making communication between speakers of different dialects difficult or impossible (for example, German, Chinese dialects). A dialect is a lower level of a national language, it has a broader meaning than a dialect, and is composed of a set of dialects[5].

For example, the ethnogenetically diverse Uzbek language has 3 main dialects: the Karluq-Chigil-Uyghur dialect includes the dialects of cities in the Fergana Valley, Tashkent and Zarafshan oases, and nearby settlements; Kipchak dialect - includes "j" Uzbek dialects in Samarkand, Bukhara, Surkhandarya, Northern Khorezm and Fergana and Ohangaron valleys; Oghuz dialect consists of South Khorezm (Urganch, Khiva, Khanka, Hazorasp, etc.) and Uzbek dialects in Turkmenistan. These dialects have different features in phonetics, grammar and vocabulary, but these differences do not sharply distinguish them from each other.

These dialects took a leading place in the emergence and development of the Uzbek people and language. participated in the formation of the Uzbek literary language and the stabilization of some linguistic phenomena in it. The Tashkent and Fergana type dialects of the Qorluq Dialect are the main dialects of the modern Uzbek literary language. The Uzbek literary language is still enriched by the most expressive, multi-meaning words and phrases in dialects, acceptable grammatical forms.

Dialects are studied in the dialectology department of linguistics. Gozi Olim Yunusov, Ye.D., to learn Uzbek dialects. Polivanov, A.K. Borovkov, V.V. Reshetov, F. Abdullayev, Sheva Shoabdurahmonov, A. Ishayev, S. Otamirzayeva, O. Madrahimov and others contributed greatly. Ed.: Reshetov V.V., Sh oabdurahmanov Sheva, Uzbek dialectology, T., 1978. Abduvahob Madvaliyev.

The Uzbek language differs from other Turkic languages in that it has many dialects. Prof. Y.D. Polivanov already in the first quarter of our century, the Uzbek language has many dialects information in his scientific works about how it differs from other Turkic languages had given Uzbek dialects are local manifestations of the Uzbek language, and if its study is of theoretical importance for science, the future teacher of language and literature is of practical importance.

Modern living dialects and ethnographies in written records, as well as in our modern literary language, have preserved many words and word forms, lexical units, so that a reasonable study of them helps to determine the state of the language in ancient times. will give. “If the unique words and phrases that are preserved in the speech of the older generation are not collected immediately, I take full responsibility and say that some of the dialectisms in their memory may be completely lost," said Academician Sh. Shoabdurakhmanov. The scientist's opinion today has not lost its importance[6].

As we know, the Uzbek language is divided into Qarluq, Kipchak, and Oghuz dialects. These dialects differ from each other lexically, morphologically, phonetically. The Kipchak dialect is mainly "j" inflected and "a" inflected.

Kipchak dialect includes Jizzakh, Samarkand, Kashkadarya, Surkhandarya regions. Kipchak dialect was studied by scientists such as A. Shhermatov, T. Nafasov, A. Jorayev, A. Mamatkulov, A. Ishayev, A. Nosirov, Sh. Muhammadjonov, Q. Mamayev, S. Rahimov. Through their scientific research, they revealed the unique features of the Kipchak dialect.

Research Methodology

After studying the dialects of the Surkhandarya region, we were convinced that there is a lot of similarity between the dialect of the residents of Dehqonabad, Yakkabog, Chirakchi districts of the Kashkadarya region and the dialect of the residents of the Surkhandarya region. One of the reasons for this is territorial proximity, and another reason is permanent kinship ties and similarities in the style of life.

Tashkent dialect - one of the leading dialects that is the basis of the Uzbek literary language, belongs to the Qarluq-Chigil dialect of the Uzbek language. It also contains elements of the Kipchak dialect: yur-zhur, some-different (there is a semantic differentiation), direction-departure, separate-separate. Tashkent dialect is not synharmonic, for example, Tegiz and Taqiz, Otqaz, Kyrgyz, etc.; In the Tashkent dialect, it has 6 vowels, as in the literary language, and in the synharmonic-rural dialects - 9 vowels. Non-synharmonic dialects and literary language have indifferent forms, lexical homonymy (be, own, etc.).

As a result of observations and studies, the ethnography of Kashkadarya and Surkhandarya regions can be divided into the following thematic groups:

1) ethnographies meaning the names of national customs, rituals, traditions and values: *oshxudayi*,

darvishona, xatim, pitro'za, dangana, toqson, kirsa, to'rg'ay qadamicha kun uzayar;

2) ethnographies denoting the names of clans and tribes: *tortuvli, qo'ldovli, oboxli, saroyi, qoraqasmoq, kal, ko'sa, rayimto'da, arab, mo'nkaovul kabi*;

3) ethnographies meaning the names of food and household items: *jalama, nonbosti, tondirgo'sht, shirkadi, piyoba, yaxna, cho'poncha, lochiri, jupqa, nonto'shama, g'ilmindi, chopqi, daskala, juvaldiz va boshqalar*;

4) Ethnographic names of clothes and jewelry: *charchi, lachak, kurta, massi, digdika, ciroz, so'zana, mo'kki*;

5) ethnographies related to animal husbandry and agriculture: *to'l, to'la, uvuz,*

gilagay, qog'anoq, ko'nargi, tomizg'i, uyutma, iydirma, enchi, chagana, kuvi (kubi),

tuvcha, to'xli, shishak, chibich, boydi [7].

Below you can see the similarity of dialects and ethnographies used in Kashkadarya and Surkhandarya regions. Dialects and ethnographies used in the Kashkadarya region (based on the book "Yukori Kashkadarya Uzbek dialects" by B. Jorayev) Dialects and ethnographisms used in the Surkhondarya region (based on the book "Dictionary of Surkhondarya Uzbek dialects" by S. Rahimov)

- *shibirdamoq – pichirlamoq shibirdamoq – pichirlamoq shirvoz – emadigan (hali sutdan ayrilmagan qo'zi) shirboz – olti oylik sutdan ayrilmagan qo'zi;, Shirbirich – shirguruch (sutda pishiriladi) shirbirich – sutda pishirilgan guruch; ovloq—pana, chekka joy ovloq—pana, chekka joy chunoq – xasis chunoq – xasis chinoq – qulog'i kertik mol chinoq – qulog'i kertik mol ayna – murojaat uchun ishlatiladigan so'z ayna – murojaat uchun ishlatiladigan so'z oyg'oq – shatta, janjalkash ayg'aq – shatta, janjalkash ural – boshning tarki birikkan joyda o'sgan kokil ural – boshning tarki birikkan joyda o'sgan kokil alag'alay – qandaydir, allaqanday alag'alay – qandaydir, allaqanday aptap – quyosh aptap – quyosh chuvoq – issiq chuvaq – issiq atqamar – uch tomoni berk joy atqamar – uch tomoni berk joy oxmoy – paxta yog'i axmay – paxta yog'i arqayin – bamaylixotir arqayin – bamaylixotir ottaba – oftoba attaba – oftoba tutandiriq – quruq o'tin tutantiriq – quruq o'tin Uvuz – yangi tug'gan mol suti uvuz – yangi tug'gan mol suti uchunmoq – qo'rqmoq uchunmoq – qo'rqmoq to'rsalak – lo'ppi, semiz to'rsalak – lo'ppi, semiz tuyato'pon –sabziga o'xshagan yovvoyi o'simlik tuyato'pon – sabziga o'xshagan yovvoyi o'simlik to'bal – qashqa to'bal – qashqa allamchi – aldoqchi, yolg'onchi allamchi – aldoqchi, yolg'onchi taxtay – sabzi to'g'raydigan taxtacha taxtay – sabzi to'g'raydigan taxtacha boybicha –xotin-qizlarga murojaat baybicha – baycha, xotin-qizlarga murojaat baqimti – qo'ldan kelgancha baqimti – qo'ldan kelgancha tobaq – milliy kurashda polvonlar uchun qo'yiladigan sovrin tabaq – milliy kurashda polvonlar uchun qo'yiladigan sovrin berman-narman – nari-beri berman-narman – nari-beri siyirmoq – shilmoq siyirmoq – shilmoq vo'pka – hovliqma vo'pka – hovliqma boyinsa – tengqur boyinsa – tengqur siyir – sigir siyir – sigir* [9]

In the process of observations, Kashkadarya and Surkhandarya "j" dialects are lexicaland on the phonetic level, it can be seen that the influence of the Tajik language is significant. This is to himself characteristic is evident in Yakkabog", Dekhonabad Sariosiya, Denov and Boysun dialectsvisible. One of the characteristics of this dialect is that they pronounce the sounds "o" and "i" by stretching them. For example, the sounds "o" and "i" in the words "jilon", "jol" and "jilamok" are pronounced with a long and stressed accent.

At the same time, it is known from history that the Uzbek language is becoming richer and more refined every year at the expense of its own and assimilated layers. The language is enriched mainly on the basis of internal sources. Dialects have had an impact on our language since ancient times, forming its richness and synonymy, and it is important to make the artistic text beautiful.

There are a lot of artistic texts created under the influence of dialects, written entirely based on the dialect. We feed on it, some of it we bring to the level of literary language today. For example, the lexeme "oyijon" is actually a lexeme used in some regions, and today it is moving to the level of a literary language.

The scientific study of Turkic languages has an important place in the development of Uzbek linguistics, in particular, the field of Uzbek dialectology. Since ancient times, attention has been focused on the dialect, and we can see the first history of this through Mahmud Kashgari's "Devonu Lugatit-Turk" and Yusuf Khos Hajib's "Kutadgu Bilig". In addition, the ancient appearance of Sheva dialects has been preserved on the Tonyuquq inscription stone. For example, "... the great sid arti of Uduzugma. Igyl, tadi, yigmasi ban artim - bilga Tonyuquq [3].

Some dialects have preserved such an ancient appearance today. In particular, the phonetic structure of the Namangan city dialect was studied on the basis of experimental analysis, and its unique features, different from other Uzbek dialects, were determined [4].

Namangan city dialect stands out among Uzbek dialects with its phonetic, lexical and grammatical aspects. In particular, the morphological features of Namangan city dialect are unique. For example, this can be clearly demonstrated in agreement systems. - da (place-time) conjugation in literary language in the form of at home; In the dialect of Namangan city, it is found in the form of uyde. and the conjugation from (exit) is from the house; in the form of the house, that is, the invariant of the phoneme "a" used here represents the back vowel "a".

The suffix -ga (departure) is used as a (literary) interpretation of the word "door" and appears in the form: ga. In addition, the suffix -lar (plural form) is found in the form -le, -ler. For example, kalamrem (literary) - kalamle (slang), kalamrem - kalamlerim. In the Namangan city dialect, the possessive category has its own form and pronunciation.

Possessive Category Singular I pen, ruchkam II pen, pen: III pen, pen Plural I pen, pen II pen, ruchkane III pen, pen In addition, it was the incomplete form of the verb, since the absorption forms are also dead used in a special way. For example, the (literary) form of kegan eka is found in the form kegan eka:. The phoneme "a" used here is the language back vowel "a", which is an invariant of the phoneme "a". The form -yapti, which expresses the meaning of time, is also found in a completely different form. That is, it is coming > in the form of kilitti, kelutti; and the form kilishitti, kilishutti.

The use of the person-number category affected the form as follows:

Person-number category Singular I Attim II Atting III Atti Plural I Ayttu II Attina III Aytishti In addition, from the forms of the mood category, the imperative mood form (-y , -ay, -ylik, -aylik, -ng, -ing, -ngiz, -ingiz, -inglar, -sin, -sinlar) we can quote: Readability - Readability - Visible: Let's Write - Write and Listen - Ishitsu See - Kuri:

Aytsinlar - Aytsulla Conditional subjunctive form -sa If I write - Yossam Yossang - Yossa: Yossa - Yossa If we write - Yossa: Objective subjunctive form is the same as the literary form -yossam. Pronouns are also different from literary language.

For example, Anavi - Anu Manavi - Manu Mana shu - Mashi Ana shu - Ashi Allakim - Alakim Allanarsa - Ennassa Hech nima - Hish tima Nothing - Hich nassa The forms of nouns in some words are completely different. Doctor (Doctor) - Doctor Police - Militia Driver - Driver Artist - Artis Komirfurush - Kumirprush Merchant - Merchant's Bride - Kinchabi (Bride + Aba) Mother - Aba Dada - Deda Aka - Oka Amaki - Great Grandpa Sister-in-law - Qeysingil Mother-in-law - Uncle Mother-in-law - Mother-in-law.

In Uzbek *Mushuk - Mushu, mishiq, mishig‘ Sichqon - Chichqon Chumoli - Chimaliq Ari - Eri Baliq - Belig‘ Xo’roz - Xuroz Bo‘ri - Buri Ayiq - Eyig‘ Kiyik - Kiyi: Chiyabo‘ri - Chiyaburi Pichoq - Pichog‘ Bolta - Bolte Mix - Miq Ko‘ylak - Ko‘yla, ko‘yna Lozim - Lo‘zim Chopon - Cho‘pon Shaftoli - Shaptali Behi - Bihi O‘rik - Uru: Anor - Onor Boychechak - Boychecha: Namozshomgul - Nomoshshomgul Sassiqpopushak - Sasig’po‘pusha: Tavba - Toba Ishton - Ishto: Soch – Choch* [10].

Among these examples, we can cite auxiliary verbs: Bilan - bila, after mina (from him) - (ina) ki:,kti, kiti, kiyi: (man) ham - manam (man) with - ma bla (man) - mandan kti The analyzes show that the Namangan city dialect stands out among Uzbek dialects for its richness and emotionality. As new lexemes are discovered in the process of collecting dialects, we witness that the Uzbek language does not stop getting richer.

Analysis and results

Based on the above points, it can be concluded that, based on the comparison of Kashkadarya and Surkhandarya dialects and ethnography, scientific research is necessary. Along with the study of dialects and ethnographies of the Kipchaks living in this region, it creates a basis for studying the speech of the Kipchak representatives of other regions (Samarkand, Jizzakh Kipchak dialects). To create a comprehensive dialectal ethnography dictionary of Kashkadarya and Surkhondarya dialects and ethnographies under the name "Southern Uzbekistan" (it is necessary to further enrich the work done in the region).

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Issue Article

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LINGUISTIC STUDY OF JEWELERY NAMES IN UZBEK LINGUISTICS

Abstract: *In this article, based on the study of jewelry names in Uzbek linguistics, the theoretical basis of the research is defined, the common features of expression of these units in the linguistic and cultural aspect, and the national jewelry names of the Uzbek people are analyzed.*

Key words: *Jewelry Names, Eyeless Ring, Rumah Ring, Aryband Ring, Shakonak, Cast Ring, Wrap Ring, Copper Ring, Gold Ring, Pilgrim Ring, Ram's Horn Formal Ring, Choker Bracelet, Almond Bracelet.*
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Introduction

The origin, ethnic history and characteristics of the Uzbek people cover an extremely complex and long period. Our talented, hard-working ancestors, who created a high culture in ancient times, experienced the first Renaissance in the Middle Ages, that is, the Eastern Renaissance. Especially in the centuries when the Timurids ruled, the ethnic image of the Uzbeks was formed on the ground of ancient civilization. As a result of such processes, a unique material and spiritual culture was created and has largely preserved its national characteristics until now. Jewelry is considered one of the cultural symbols that express the nation's nationality, and the culture of the nation is reflected in it.

Local scientist I. Jabborov in his book "Traditional economy, lifestyle and ethnoculture of the Uzbeks" has a centuries-old history of ornaments and ornaments, clothes, and jewelry of the peoples of Central Asia. Although each nation and ethnic group has its own unique headgear and jewelry, ethnic groups living in the region have a common character, their historical destiny and culture indicate that they have been close to each other for a long time. It is noted that ancient large wall paintings, images printed on various objects, book miniatures from the Middle Ages found in archaeological excavations provide rich information about the clothes and jewelry of our ancestors in the past [1].

In Kh.Khamraeva's doctoral thesis of philological sciences entitled "Research of the terms of the Uzbek national dance art", the paradigmatic features of the names representing the internal groups of the terminological structure, the value of the terms of the Uzbek national dance art in the Uzbek lexicology, women's dance costumes: *олача, бўз, зебигардон, зафабанд, шодамаржон, билакузук, зирак, нозигардон, кифтак, кўкрактумор, мунчоқ, қўлтиқтумор* such terms are analyzed[2].

In the book "Traditional Economy, Lifestyle and Ethnoculture of Uzbeks" by I. Jabborov, jewelry and decorations typical of traditional clothes have been preserved until recent times. In the past, most women's head and upper clothes were decorated with jewelry. The renewal of clothes caused the loss of jewelry. Until the end of the 19th century, jewelers produced many and varied jewelry for women. For example, in the Fergana Valley, ornaments are the most widespread. Each of them has a special name in several forms: from those worn around the neck and on the chest *пайконча, арпа жевак, зебигардон, нозигардон, тангажевак, тумор, бозванд, тилла туморча, бўйинтумор,кўкрак-тумор* it can be worn on both sides of the hair and fall on both shoulders

заркокил, **worn on the back** *танга чўлпи,* **worn on the forehead** *тилла баргак, тиллақош, жиға* ва ҳар хил *сочпопук* (пар сочпопук, найча сочпопук, панжара сочпопук, бекокил ва бешкокил, куббали сочпопук ва ҳ.к.), **worn under the arm** *қўлтиқ тумор,* and knock on the nose *аравак* ва *латива.* There were also many types of measles: *кана зира,* учкокилли ёки учоёқли *зира, зулукзира, кўзлик зира, ойболдоқ, фарғонача балдоқ, туркистон болдоқ, қашқар болдоқ, шалдироқ болдоқ, арава болдоқ* (юмалоқ шаклида), *анжир болдоқ* ва ҳоказо.Узук турларидан: *афғонча узук, кўзсиз узук, румча узук, айрибанд узук, шахонак, қуйма узук, ўрама узук, мис узук, тилла узук, ҳожи узук.* Types of bracelets: *сўқма билагузук, қўчқор шохли расмана узук, чоғроқ билагузук,бодомча билагузук* and so on.

In the villages of Surkhandarya, a necklace made of colorful small beads is worn on the chest, and in Tashkent it is made of small beads. *мунчоқ, маржон* and made of glass *исирға,узук* and *билагузук* it was customary to wear it. The collar of the shirt is different *stubble hanging*.

Analysis of Subject Matters

O. Sukhareva “Вопросы изучения костюма Средней Азии” In his book, jewelry, like clothes, has been formed for many centuries, and their uniqueness is reflected in national characteristics, mutual economic relations of one people with other ethnos or ethnic groups, the influence of the political system on national culture, etc. He pointed out that the national traditions, social attitude and some features of the ideology in the ethnic history of each nation are also reflected in the elegance of jewelry[3].

In the book "Traditional Jewelry of Nurota Women" by G.Yoldosheva, the national traditions, creative skills and artistic taste of this or that ethnic group, which have been cherished for centuries, are vividly displayed in the patterns and decoration of jewelry. A set of traditional jewelry, like clothes, reflects the specific characteristics of a certain ethnic group and ethnographic and local groups. That is why the research of jewelry serves as one of the important and invaluable sources not only for elucidating the evolution of folk clothes, but also for the history, ethnogenesis, that is, the history of formation, and for making correct conclusions from a historical point of view. In addition, it is noted that research on jewelry can help in the analysis of ethnic and cultural connections[4].

In the late 19th-early 20th century, in the traditional lifestyle of women of the oasis, in addition to performing the function of a unique decoration tool, jewelry also represented the function of religious magic, social differences, and local-territorial characteristics of the population of the region[5].

It also meant the difference in jewelry between different ages, that is, the difference related to childhood, girlhood, bridehood and beyond. Jewelry for mothers and grandmothers is also differentiated. In addition, jewelry is divided into jewelry belonging to the wealthy and ordinary citizens of the city and village.

In general, rich creative traditions, spiritual heritage and artistic-aesthetic thinking of our people, accumulated over thousands of years, are expressed in jewelry.

Among the above-mentioned features and different aspects of jewelry, it is important to distinguish local-territorial features and symbolic functions specific to different historical-ethnographic regions. Moreover, it is possible to see the division of jewelry into two historical-cultural types within certain historical-ethnographic regions and even within a single Surhandaryo oasis.

In addition, women's traditional jewelry is diverse, ethnically and locally, in terms of shape, appearance, and the type of metal it is made of. But it is worth mentioning here that women's jewelry has also been enriched with new pieces and forms in different historical periods under the influence of socio-political environment and natural conditions. However, it should not be forgotten that in many cases, jewelry has preserved its most ancient, traditional form as a result of being passed down from generation to generation.

Based on the ethnographic research conducted in the Kashkadarya oasis and the materials described in the scientific literature, it is worth noting that national jewelry and jewelry are one of the most important artistic ornaments of clothing, especially women's clothing, and are inextricably linked with the design and shape of these clothes, their color , was consistent with its appearance and function. The traditional jewelry of women of the oasis, like the general Uzbek jewelry, is often made of silver, gold, brass, copper, bronze and is decorated with motifs and decorations in Turfa style. Master jewelers made simple jewelry such as rings, earrings, bracelets, necklaces, and designed to be worn in the daily life of the people, as well as extremely complex jewelry that required high skill.

Before classifying the jewelry of the women of the Kashkadarya oasis, it should be noted that the jewelry of the Uzbek people has not been thoroughly studied until now. Therefore, in this study, we tried to classify the traditional jewelry of the Uzbek people on the example of the women of the oasis.

See Figure 1.

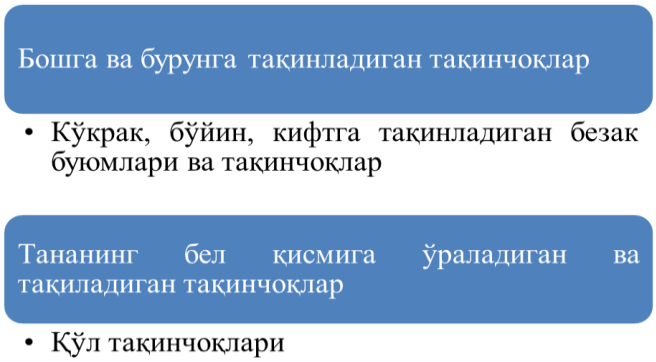

Figure 1. Types of traditional jewelry of the oasis depending on the wear.

These ornaments are worn according to the age of the women, the color of the dress, the type of fabric and the style of sewing. Many of them are still worn, but some have fallen out of use due to the introduction of new types of jewelry. Every woman has a set of jewelry of her own taste and keeps it in place. Even jewelry was considered the hereditary property of women. In the oasis, after marriage and becoming a bride, at first, all the jewelry was worn when visiting guests on holidays or going to hospitality.

At other times, women wore simple jewelry such as earrings, rings, and bracelets.

Jewelry worn on the forehead. In the first half of the 20th century, among the traditional forehead ornaments, "tillaqosh" was distinguished by its uniqueness. The base of these semi-circle-like ornaments is cut from a piece of silver and shaped like a raised eyebrow or a bird with a burnt wing. The upper part ends with a complex grid pattern. In the territory of Uzbekistan, there are three types of tillakosh - Bukhara, Khiva, and Tashkent. In Samarkand, tillakosh is "koshitillo", "tillaqosh", in Bukhara it is "bolabru" (in Tajik it means "on the eyebrow") [6], In the Fergana valley, it is called "tillaqosh" and "tillabargak" in Nurota. This jewel "tillakosh" is also kept in the Kashkadarya oasis. During this period, as in other regions of our Republic, this jewelry was worn mainly by married brides. Wealthy families in the cities of Shahrisabz and Karshi bought tilakosh from merchants for their daughters' dowries and gave it as a gift to the bride on the wedding day or after the wedding. In Samarkand and Bukhara, tilakosh is considered a forehead ornament, which is mainly worn by brides in their wedding ceremonies.

This shows that jewelry is widespread among urban residents and people whose main occupation is sedentary farming and handicrafts.

Research Methodology

According to D.A. Fakhretdinova, the basis for making the tillakosh in such a shape was not the inosense eyebrow, but the spread wing of the bird. Because the eyebrow does not have such a curved shape. In addition, the word "eyebrow" is a cross-word with the word "bird" according to its pronunciation. In addition, the shape similar to the tilakosh in traditional embroidery is also called "bird's wing".

We agree with the opinions of the second author and emphasize that in the most ancient times among the ancient autochthonous inhabitants of Central Asia, birds such as peacocks, roosters and roosters were revered as sacred birds.

They are associated with the idea of \u200b\u200bserpusht, and were considered birds of the solar system. Therefore, the images of these birds or feathers were used in jewelry made of gold and silver. For example, as one of the ancient forehead ornaments of the settled population made in Central Asia, ohitill, which was widely popular until the beginning of the 20th century, or bibishik and sarguzon, which were widespread in the territory of the Bukhara emirate, were also decorated in the form of a bird's head.

In addition, in Bukhara there were jewelry called "bird's prayer", "qush kokili", "whole nail", "half nail" and "ox king" in Khorezm.

In general, jewelry with the image of birds and their symbols often served as traditional ornaments, typical of brides' forehead and temple jewelry, among the population engaged in sedentary farming. So, tilakosh is one of the very ancient and local jewelry, which was made as a result of ancient people's inspiration from the world around them. Its first form was based on the spread wing of a bird, and in the process of the evolution of the beautiful jewelry, the initial ideas about its origin were forgotten, and the views that arose based on the comparison of the tilakosh with the human eye were preserved among the people.

Looking at the tillakosh, we can see that its lower part is decorated with pendants.

According to the ethnographer O.A. Sukhaeva, in the early days there was no fringe on the tilakosh and it was worn above the eyebrow. Later, on the basis

of the combination of various stones, it became a jewelry worn on the forehead.

It should be noted that Uzbeks have used precious and semi-precious stones effectively in making jewelry. Also, such stones were used in medicine, and in our people there were certain religious beliefs about the healing properties of stones.

In general, such a religious view is widespread not only in the peoples of Central Asia, but also in the countries of the ancient East, which often rose to the level of belief in the magical power of precious stones.

Until the first quarter of the 20th century, Tillaqosh occupied an important place in the collection of women's jewelry, but from the second half of the 20th century, as a result of the introduction of new types of jewelry and various regional changes, it disappeared from everyday life and was replaced by new jewelry that corresponded to the socio-economic and cultural requirements of that time. On the basis of concluding our thoughts on Tillaqosh and its stages of development, it should also be noted that some authors analyze the history of this jewelry in connection with later periods as a result of not correctly interpreting the existing facts[7].

Another common jewelry among Uzbek women in the oasis is "sinsila". The name of this jewelry is actually "silsila" which means "chain". This term itself gives certain information about the structure of this jewelry and its main parts. According to the second view related to the etymology of the term "Silsila", this word means family, generation, and it is a symbolic reference that the woman who owns this jewelry is the successor of the family[8].

There is still no general opinion about which group Sincilla jewelry belongs to. Some researchers consider it one of the forehead jewels, while other authors believe that sincilla is a head and neck jewel. In the oasis, the sincilla is often worn on the forehead. It is also worn over the embroidered jiyaks on the forehead of women's "sallabash", "shokhbash" and "peshonaband". Kason snowmen wore the sincilla on the horn or kasava.

"Bibishak" is half-shaped, and it is fastened on the head with a circular knot or string above its long chains. The lower parts of the half-shaped form have small clasp loops, and various long and short beads, as well as the hanging of colored stones in a single chain, give it a unique look. The etymology of the word denoting the name of this jewel also confirms its antiquity. The term "Bibishak" consists of two independent lexical units, the word "bibi" means "mother" or "grandmother", the second part of the term - "shak" originally means "king", "queen" or "horn" (king of animals). C.D) must have meant.

So, this term, firstly, shows the connection between the young mother and the guardian mother cult, and secondly, it means "mother king". It should be noted here that women's clothing in the form of horns has existed in many nations of the world since ancient times. In particular, the discovery by archaeologists of a terracotta tile from Shakhrisabz (1st century AD) with the image of a man wearing a horn-shaped headdress is proof of our opinion.

According to some sources, the queen of the Hephthalites wore the same headdress. In addition, as we mentioned above, one of the headdresses worn by Koson snowmen is called "Shahbosh".

Analysis and results

In general, the way of life in the image of the king is almost uniformly distributed in peoples associated with agriculture and animal husbandry, and since ancient times it has served as a special magical protection tool for women. Later, its main content was forgotten, and only its symbolic image or name remained.

Since the 30s and 40s of the 20th century, as in other regions of our Republic, in the oasis, most of the traditional earrings have kept their original appearance, while the newly made earrings have entered the region. In a certain sense, this is related to the tradition of large-scale use of gold in jewelry. In this period, especially from Russia, jewelry made of gold, suitable for the taste of the peoples of Central Asia, began to be imported. For example, "Moscow copy" earrings with pre-rested and smoothed and printed patterns or flat hoops began to become widespread[9].

That's why it became popular to wear earrings named "ay zirak" and "sandiq zirak" made in this period.

In the oasis, traditional women's neck jewelry - thong bead - is common. This bead is so named because it is decorated with different stones and colored beads between different coins. Therefore, among the population, there are types of necklaces such as Khafaband, Gulband, which are made by stringing small beads of different colors in a uniform pattern and are decorated with ram king or rhombus patterns.

The origin and popularization of these jewelry was based on the magical views of our women related to this bead, that is, their view that this jewelry binds sadness and brings only joy and happiness. In the call of the oasis, this jewel is called "khapamat", or "bezband".

The custom of wearing amulets was based on the magical belief that amulets protect the wearer from various misfortunes, the influence of the sexes, and the evil eye. In oasis bells, charms are in the form of necklaces, usually glass beads and wolf's fangs and claws are added to them. These customs are still preserved today, and often children have a wolf's fang attached to their hats to protect them from various diseases and the evil eye [11].

In conclusion, during the studied period, the jewelry of the inhabitants of the oasis was distinguished by its ethnic and local characteristics.

Especially in the first half of the 20th century, the main part of zebu jewelry was made up of traditional types of national jewelry. In this period, along with its aesthetic function, jewelry also retained its magical and religious properties.

Since the 50s of the 20th century, their magical and religious properties have been forgotten and only their aesthetic function has been preserved. After independence, as a result of the increased interest in traditional national style jewelry, a number of works were carried out by jewelers to create a set of national jewelry typical of previous periods, which became important in the restoration of our cultural value.

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Issue Article

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CONTRASTIVE ANALYSIS OF APHORISMS WITH THE CONCEPT COUNTRY IN ENGLISH AND UZBEK LANGUAGES

Abstract: *In this article, aphorisms with the meaning of homeland in English and Uzbek languages are separated into semantic fields and analyzed based on factual examples in cross-sectional aspect.*

Key words: *Aphorisms, Sountry, vatan lexemes, Country, watan, Homeland, yurt, Motherland, Home, uy, Neigbourhood, mahalla, doorstep, threshold, Place, makon, birth of place.*

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Introduction

Everyone who hears the word "homeland" cannot help but feel how great this word is. Because there is a person who has a place of residence, a place, a house, there is a person who has affection and love for the place where he was born and raised. Homeland means the place where the navel blood of a person was shed, the place where his descendants and ancestors were born, his social environment and the person, his life and spiritual concepts. One of the most important issues is to study and practice the expression of the lexeme of the homeland, which is so dear to such a person, in the wise words of great sages, and to gather the wise thoughts of great geniuses, scholars and writers.

It is especially important to study the comparison of English and Uzbek languages, which are genetically unrelated. Parmes of linguistic richness are united into thematic groups based on their common meaning.

The traditional term "thematic group" entered the science of lexicology in the 60s of the last century. A thematic group is a group of words that are more or less compatible according to their main (main) semantic content, that is, they belong to the same semantic field[1].

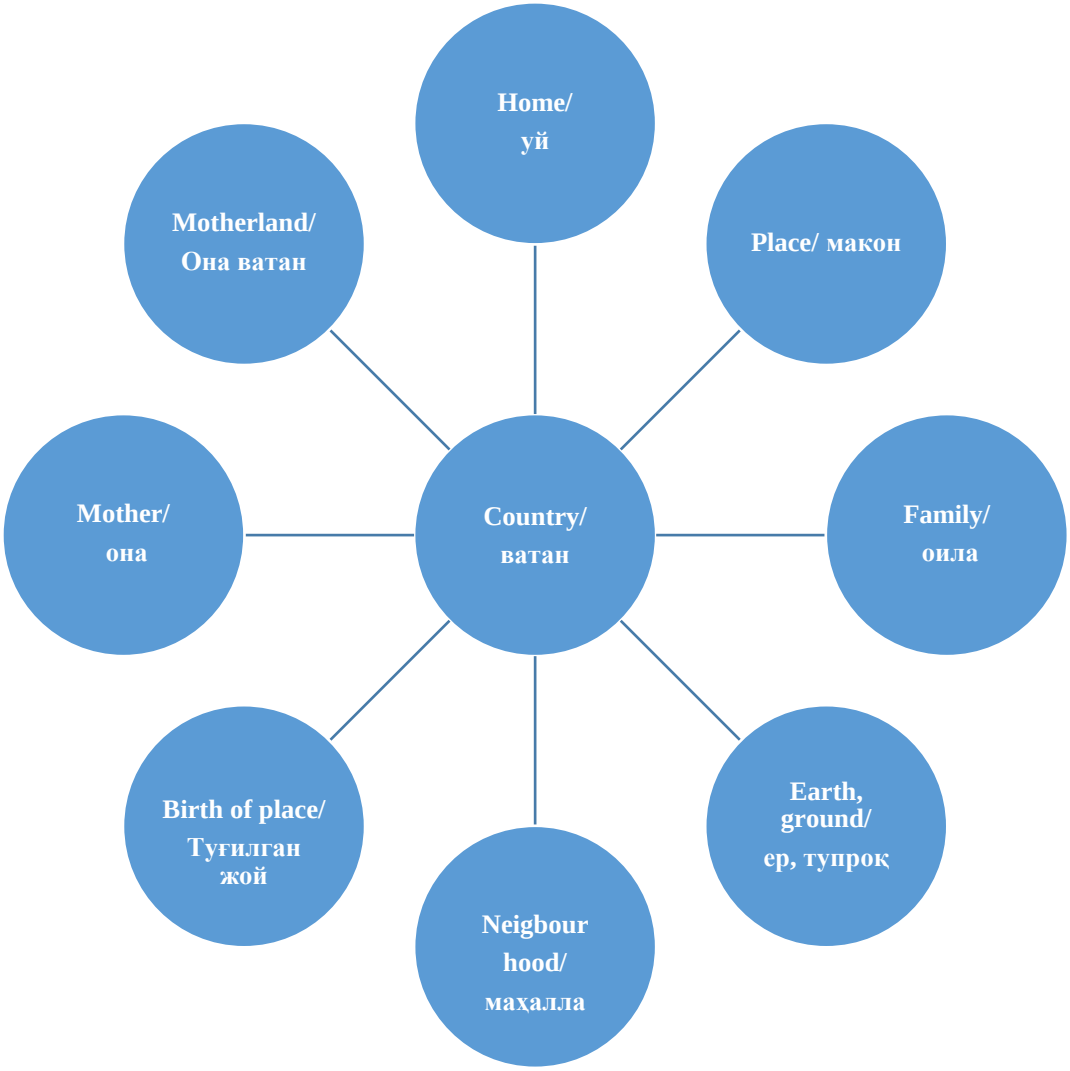
Also, by analyzing their semantic scope in a cross-sectional aspect, the realization of the level of their national cultural development, the principles of ethnocultural ethics, the separation of symbols representing culture in oral sources, social relations, forms of communication between peoples, and the comprehensive analysis of moral and cultural norms of behavior remain important problems of linguistics.

Accordingly, in our article, aphorisms with the meaning of country/homeland in English and Uzbek languages are analyzed from a semantic point of view. And country/vatan lexemes are connected with the following words in terms of meaning and content.

M.A. Krongauz emphasizes the repetition of the meaning of words in thematic groups and writes: "In general, it can be said that the thematic lexicon related to the same semantic field is selected by means of cohesion (the connection of text elements is called cohesion, in which the interpretation of some elements of the text depends on others) and corresponds to the repetition in the text of integral characters of this field [2].

Analysis of Subject Matters

The collected factual paremiological material became the basis for dividing English and Uzbek folk proverbs into the following thematic groups (see Figure 1):



Picture 1. The level of semantic scope of aphorisms with country meaning in English and Uzbek languages

There are many aphorisms related to the meaning of Country in English paremiology. For example, the following wise words of American jurist, figure of the times, former 16th president (March 4, 1861 - April 15, 1865) Abraham Lincoln: *Every good citizen makes his country's honor his own, and cherishes it not only as precious but as sacred. He is willing to risk his life in its defense and is conscious that he gains protection while he gives it* (Ҳар бир яхши фуқаро ўз юрти шаънини ўз қадрига етади, уни нафақат азиз, балки муқаддас деб билади. У ўз ҳаётини ҳимоя қилишда ўз ҳаётини хавф остига қўйишга тайёр ва у ҳимоя қилишда ҳимояга эга эканлигини билади).

In this wise speech, it was emphasized that the motherland is considered sacred and should be protected even if he puts his life in danger, and every citizen was invited to be loyal and patriotic to his motherland.

Alisher Navoi (Nizomiddin mir Alisher navoi) - the great Uzbek poet, thinker and statesman who lived and created in 1441-1501 *Инсон тирик экан ўз ватани учун курашмоғи лозим.* In his wise masterpiece, it is stated that the homeland is sacred for a person and he should protect it until the last blood in his veins is left.

American politician, philosopher Thomas Paine (Thomas Paine). *The World is my country, all mankind are my brethren, and to do good is my religion.* (Дунё менинг юртим, бутун инсоният менинг биродарларим, яхшилик қилиш менинг динимдир) афоризмида бутун дунё инсониятни уйи ва унда истиқомат қилувчи барча бир-бирига оға-ини эканлиги изоҳланиб, меҳр-оқибатли бўлиш ҳамда бир-бирига кўмаклашиш лозимлиги тушунтирилган.

The great poet **Abulqasim Firdavsi** *Еримиз, сувимиз, фарзандимиз деб, Хотин, бола-чақа, дилбандимиз деб, Бирма-бир жонимиз этамиз*

фидо, Ватанни душманга бермаймиз асло![4] it can be observed that in his wisdom, the sense of homeland is placed above everything else. Emphasizing that he will not spare his life for the protection of the country, the freedom of the country is promoted and people are invited to care for the country.

This is by the philosopher Khoja Samandar Termizi *Ватанни тарк этмок хазил иш эмас, Бу иш учун ҳар ким тоб беравермас! Жудолик дарахтдир барги йўк. ёлгиз, Барги бўлса ҳамки, аммо мевасиз. Бугун айриликдан юрагим гирён, Азиз ерни қўлдан чиқариб ҳайрон. На кўзда уйқу бор, на дилда роҳат, Азоб ўти барин айламиш горат!* In his wise words, he urged people not to leave the country, explaining that the bad consequences of leaving the country are the same situation as the one who left the country.

“The content of aphorisms about "Homeland", "Saltanat", "Motherland" is distinguished by its national identity. For example, the American film and television actor, Billy Campbell. *The South Downs of England reminded me a bit of my Old Virginia homeland.*. (Англиянинг жанубий тоғлари менга эски Виржиния ватанимни эслатди). Юқорида келтирилган ҳикматли сўзда ватан соғинчи ҳақида сўз бориб мусофирликда бўлганда ватанни қумсаш, туғилиб ўсган жойини унутолмаслик каби жиҳатлар эътироф этилган.

George Bush, the 43rd president of America *There is no bigger task than protecting the homeland of our country* [5] (Ватанимизни ҳимоя қилишдан каттароқ вазифа йўқ*)* in his aphorism that protecting the homeland is the greatest honor for a person, he calls people to be loyal to their homeland and to be patriotic.

Barack Hussein Obama, the 44th president of America *We need to keep making our streets safer and our criminal justice system fairer - our homeland more secure, our world more peaceful and sustainable for the next generation*. (Биз кўчаларимиз хавфсизроқ ва жиноий суд тизими адолатли бўлишимиз керак - ватанимиз хавфсизроқ, дунёмиз кейинги авлод учун янада тинч ва барқарор бўлиши керак) In his aphorism, it is the duty of every citizen to protect his neighborhood, city, homeland from criminals and the safety of his homeland, as well as ensuring the delivery of peace to the young generation.

Research Methodology

People's writer of Uzbekistan, writer who lived and created in 1907-1968, Abdulla Qahhor *Юртни обод қиламан деган киши ўзи обод бўлади* In his aphorism, he was encouraged to serve, work, and work for the country, to improve it.The great philosopher, poet, saint Ahmad ibn Umar ibn Muhammad Khivaqi al-Khorazmi from Khorezm who lived in 1145-1221, Abdul Jannab, Sheikh Valiytarosh, Sheikh Najmiddin Kubaro *Она Ватан йўлида, Ватанни ҳимоя қилаётиб шаҳодат жомини нўш айлаш – Аллоҳ висолига етишмоқ билан баробардир* In his aphorism, the word "motherland" is used in connection with the lexeme "mother" and people are invited to be patriots, saying that there is no more honorable work than serving it faithfully to protect the motherland.

Anbar Otin Farmonqul's daughter - in the following aphorism of the Uzbek poet who lived and created in 1870-1906 *Одам эрсанг маъни бил дона-дона, Ватан эрур сенга иккинчи она. Сўзламасдин олдин сўзингни сина, Ҳар бир сўздир умринг ичинда сина*[6]

A great statesman, the founder of a strong, centralized state, Amir Temur ibn Amir Taraghaoi ibn Amir Barqul, who lived in 1336-1405*Агарда вазир золим бўлса, кўп вақт ўтмай салтанат уйи қулайди*;

- *Подшоҳ ишларини тамоман бошқага топшириб, эркни унга бериб қўймасинким, дунё хиёнатчи хотин сингари, унинг хуштори кўпдир. Агар шундай килар экан, ўзганинг нафси тез орада подшоҳ бўлишни тилаб, салтанат тахтини ўзи эгаллашга киришади*[7].

In the words of wisdom mentioned above by the great commander, the secrets of preserving the kingdom are condemned, the tyrannical minister is condemned, the treacherous courtiers around the king are condemned, and vices such as lust and greed are condemned.

American writer, novelist - Ernest Miller Hemingway (Ernest Miller Hemingway). **“The old man and the sea” асарида берилган ушбу *Home is where the heart is***. (Инсон қаерда бўлса уйи ўша ердир) **In his aphorism, it is explained that a person values the land where he lives and that the land in which a person lives is his home and homeland.**

People's writer of Uzbekistan, Abdulla Qahhor *Уйингни ўгри босса, ўғлингни сандиққа солиб қўйиб, қўшнингни чақирмайсан*In the aphorism of living in the house, protecting the place where you live and protecting it, people are called to feel like a brave patriot.

This is from David Bohlke, a linguist at the University of Cambridge *There is no place like home*[8] (Ҳеч қаер уйни ўрнини боса олмайди) ҳикматли гапида ўзи яшаб турган жойини, уйини ҳеч қаер ўрнини боса олмаслигини, уйи энг азиз жой эканлиги изоҳланган.

In the following wise words of the linguist David Bochlke, *Home follows the family* (the house follows the family) it is explained that where the family is, there is also the home.

This is the story of the great commander Amir Temur ibn Amir Taragaoy ibn Amir Barqul *Агарда вазир золим бўлса, кўп вакт ўтмай салтанат*

уйи кулайди in his aphorism, ignorant and bad kings are condemned.

And the wise words of the warlord are given in the book called Timur's Laws as follows: “Султон ҳар нарсада адолатпарвар бўлсин, қошида инсофли, адолатли вазирлар тутсин, токи подшоҳ зулм қилгудек булса, одил вазир унинг чорасини топсин. Аммо агар вазир золим бўлса, кўп вақт ўтмай салтанат уйи кулайди. Чунончи, амир Хусайннинг золим бир вазири бор эди. У сипоху раиятга ноҳақ, жарималар солар эди. Орадан кўп вакт ўтмай ўша ноинсоф вазирнинг шумлигидан амир Ҳусайннинг салтанат уйи хароб бўлди”.

People's writer of Uzbekistan, writer who lived and created in 1907-1968, Abdulla Qahhor *Бахтни бировларнинг остонасидан қидиришнинг ўзи бахтсизликнинг боши* In the aphorism, the homeland begins at the threshold, it is the duty and obligation of every citizen who lives here for the prosperity and safety of the homeland. The proverb that says, "Stay in your own country until there is a king in another country" is a clear proof of this.

Christopher Columbus’s *Tomorrow morning before we depart, I intend to land and see what can be found in the neighborhood.*(Эртага эрталаб биз жўнаб кетишдан олдин мен қўниш ва маҳаллада нима борлигини кўриш ниятидаман) In these wise words, he said how dear his neighborhood is to him, and that no land can replace the place where he was born and grew up, and encouraged him to stay loyal to his land.

Benjamin Franklin’s The doorstep to the temple of wisdom is a knowledge of our own ignorance.

The content of aphorisms about "place" is distinguished by its national identity. For example, Gulkhani (pseudonym; real name Muhammad Sharif), a classic Uzbek poet, writer, storyteller, one of the creators of the satirical school in Uzbek literature *Ўз маконини тилар ногоҳ қафасдан қочса қуш* In his aphorism, it is explained that no place can replace the place where one was born and grew up, the place where the blood of the navel was spilled, and it is not equal to one's place (homeland).

A major representative of Uzbek classical literature: a great poet; historian, geographer; a statesman, a talented general; the founder of the Baburi dynasty, the Timurid prince. Babur (pseudonym; full name Zahiriddin Muhammad ibn Umarshaikh Mirza) this *Толе йўқи жонимга балоли бўлди, Ҳар ишники айладим хатоли бўлди, Ўз ерни қўйиб, Ҳинд сори юзландим, Ё раб, нетайин не юз қаролиғ бўлди.* In the words of Hikmatli, it is explained that the consequences of leaving one's husband will be bad.

Analysis and results

The following of scientist, poet Alisher Navoi *Эй ҳажр, мени сен айла жондин ғойиб, ва лекин қилма ул остондин ғойиб, Ҳар кимсаки бўлди бир макондан ғойиб, Ҳам бўлди анинг баҳраси ондин ғойиб;*

- *Қайси кўнгулники макон этти ишқ, Утдин ани лаълга кон этти ишқ; Эй ҳажр, мени сен айла жондин ғойиб, Ва лекин қилма ул остондин ғойиб, Ҳар кимсаки бўлди бир макондан ғойиб, Ҳам бўлди анинг баҳраси ондин ғойиб;*
- *Ташналаб бўлма баҳр ёнида, Қилма шеван тараб маконида* In his aphorisms, it is explained that the bad consequences of leaving the place of birth should not leave the place. It is mentioned in the famous book "The Oxford Dictionary of Quotation" of the English people *In the place where the tree falleth, there it shall be.*(*Дарахт қулаган жойида бўлади*) In the proverbs, it is explained that the place where the navel pierced a person is sacred for him and that every inch of the country is dear to a person.

“The Tragic Sense of Life” номли асарда Anthony Kerrigan томонидан келтирилган ушбу *The holiest attribute of a temple is that it is a place where men weep in common* афоризмда инсон учун ўз ери азиз ва муқаддас эканлиги тушунтирилган.

The content of the aphorisms about "Earth, ground/ er, mush" is distinguished by its national identity. For example, the Great poet, historian, statesman, Zahiriddin Muhammad ibn Umarshaikh Mirza). *Шўр тупроқ ерда сунбул битмайди, ундай ерда умид уруғини нобуд қилма. Шунга ўхшаш, ёмонларга яхшилик қилиш ва яхшиларга ёмонлик қилиш ҳам ўрнида бўлмайди.* In the words of Hikmatli, it is explained that the people of that country cannot live in peace in a country where the combination is not peaceful, and it encourages people to live harmoniously.

- He was born in Namangan in 1867 in a priest's family. Ali Khan

Mullaakhun's son Orazi, Abdullah Awlani, Yusuf Khas Hajib, Abdibek Shirazy Fakhrulbanat Sulaymani, Muhammad Siddiq Rushdi, Muhammad Jabalrudi, Uvaisi, Talib Talibi, Abulbarakot Qadiri, Durbek, Khayoliddin al-Hasani, Yusuf Khas Hajib, Khayoliddin al-Hasani. In his wise words, concepts such as being always faithful to our motherland are explained.

- *Ҳар ерда расм меҳру вафо кўпроқ ўлғуси, Жамиятда ҳузуру сафо кўпроқ ўлғуси*
- *Олим кишилар ҳар ерда азиз ва ҳурматлидурлар*
- *Билимни буюк, ўқувни улуғ бил, Бу иккиси танланган бандасини улуғлайди. Заковат қаерда бўлса, улуғлик бўлади, Билим кимда бўлса буюклик олади.*
- *Яхши таҳсил кўрган ва илм нури билан ҳулқини яхшилаган аёл ҳар ерда иззат топади.*
- *Илм мартабаси мартабаларнинг зўридир, деган гап шубҳасиз тўғри. Қайси ерда*

илму маърифат кучли бўлса, ўша ер бахт маскани ҳисобланади. Қайси ерда нодонлик мавжуд бўлса, у ер қуруқ ёки тошлоқ жой кабидир.

- *Сайри жаҳон қилинг, сувга ўхшаб. У доим оқишдадур — тоза ва хушдур ва агар бир ерда кўп тўхтаб қолса, бадбўй бўлур.*
- *Китоб олимлар фикрининг паноҳгоҳи, доно кишилар бўстонининг чамани, оддий кишиларнинг тамошогоҳидир. У кимсасиз кишиларга дил очувчи боғ, кўнгли шикасталарга раҳнамодир. У барча ерда барча билан ошно, дардли кишилар дилига даводир.*
- *Ки қилғуси санга бу камлик иштимол камол,Камолсиз киши ҳар ердадур хижолатманд, Етурмагай кишига ҳаргиз инъфиол камол.*
- *Ақли расолар йўлдан адашмас, Марди хирадманд ҳеч ҳаддин ошмас. Соҳиб фаросат ҳар ерда шошмас.*
- *Бировга яхшилик қилса ҳар инсон, Ҳар ерда мақтаниб юрса зўр нуқсон!*
- *Ишқ ўти ҳар ердаки урса алам, Билки қилур жумла вужудни адам. Ишқ жон мулкида султон эрур, Шоҳу гадо анга чу яксон эрур.*
- *Бахиллик одамнинг ўз молига жону дилидан ёпишиб олишидир. Бахил одам ўзининг ейиши ва кийиниши учун ҳам пул сарф этишни истамайди. Масалан, нон, мева ва шунга ўхшаш нарсаларнинг янгисини олишга қудрати етса ҳам эскисини олади, либосларнинг янгисини сотиб олмай, эски ва йиртиқларини харид қилади, тоза, мусаффо ерда яшаш ўрнига қоронғи, зах ва саломатликка зарар етказувчи жойларда яшайди* [9].
- *Қаерда хиёнат оёққа турса, Ўша ердан диенат йироқлашади. Хиёнаткор қаерга қул урса, Денгизни шимиради, ерни қуритади*
- *Тўғри сўзли киши барчанинг эътиборини қозонади. Яхши ишидан янада улуғроқ мартабаларга тавсия этилади. Қадр-қиммати ортади, ҳамма ерда сўзи мақбул бўлади. Ёлғончиэса бу фазилатларнинг барчасидан маҳрум бўлиб, унинг орқасидан одамлар нафрат билан қарашади. Ёлгончи ёлғон сўзи билан ўзгаларнинг об-руйини тукмоқчи, ҳуқуқидан маҳрум қилмоқчи булади. Ваҳоланки, унинг ёлғон сўзлари ўзи учун зиён бўлиб чиқади.*

In conclusion, it should be said that the thematic groups of English and Uzbek folk aphorisms and their amount are not the same. This is explained by the history of the English and Uzbek peoples, their dissimilar mentality, different material and spiritual cultures, traditional economy, social and family lifestyle, belief in different religions, domestic life and relationships, national feelings, and customs.

The proverbs reviewed in English and Uzbek languages are divided into the following thematic groups: aphorisms with the meaning of Country, Homeland, Sultanate, Motherland, Home, Neighbourhood, Doorstep, Place, birth Aphorisms related to place/place of birth were divided into semantic fields such as Earth, ground/er, aphorisms with lexemes of soil.

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Issue Article

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STAGES, RULES AND PRINCIPLES OF EDUCATIONAL PROCESS DESIGN

Abstract*: In this article, the reforms implemented in order to improve the educational system and its practical results, the stages of designing the educational process, the main factors of the successful use of pedagogical technologies in the educational process, and the content of teacher and student activities for solving the pedagogical task are thoroughly researched.*

Key words*: modern technologies, educational process design, pedagogical technologies, practical activity, educational practice, creating a project, principles of educational process design, pedagogical process, control, pedagogical task, stages of educational process design.*

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Introduction

The issues of effective organization of the educational process at various stages of social development, achieving its consistency and continuity have attracted the attention of mature thinkers and advanced pedagogues. These aspects of organizing the education of the young generation were studied in their time by Abu Ali ibn Sina, Mirza Ulugbek, Jan Amos Comensky, Dmitry Konstantinovich Ushinsky, Abdulla Avloni, Hamza Khakimzoda Niyazi, Abdukadir Shakuri and others.

RESEARCH METHODS

In the application of new pedagogical technologies in the educational process, the perfection of the content of the curriculum, the creation of textbooks and manuals based on modern requirements, the theoretical and practical nature of the curriculum to achieve a single goal, the existence of pedagogical conditions that allow for the effective organization of classes, the positive relationship between the teacher and students, such issues as the resolution of intimate relationships are taken into account.

RESULTS AND DISCUSSIONS

Another factor in the successful use of pedagogical technologies in the educational process is to design a specific, integrated educational process in advance, to diagnose the level of theoretical and practical knowledge, skills and abilities acquired by students, and to be able to predict the successful outcome of the educational goal in advance.

At the same time, it is appropriate to create a model that serves as the most optimal design of the educational process for scientific research institutes, public educational institutions and higher educational institutions operating in the pedagogical direction, regardless of the form, method and means of the educational process organized in all types of educational institutions. Certain successes have been achieved in this regard, such as B.P.Bespalko, M.V.Klarin, V.Slastenin, M.O.Ochilov, N.Saidahmedov, K.Zaripov, who reveal the pedagogical technology and its essence. and we can be informed through the literature created by others. Below, we would like to express our personal opinions on the design of the educational process based on the theoretical views of the above-mentioned pedagogic scientists.

The development of a project of a specific training process consists of the following 8 stages [1, p.68]:

Stage 1. The initial stage of designing the educational process consists of studying the sources of the content of the subject or activity, for example, collecting materials and getting acquainted with their idea (essence), summarizing, categorizing and rounding up the ideas presented in them.

Studying the nature of the resources related to the topic of the subject or the content of the activity allows the teacher to be able to give detailed, perfect information about the topic (content of the activity) presented to the attention of students, to imagine the general process of education.

Stage 2. The second stage is aimed at clearly defining a single, general goal regarding the topic of the educational subject (activity content), defining specific goals to be solved by subsections (items) within the framework of the general goal, and developing tasks that must be positively solved on the way to achieving the educational goal. The result of the second stage is characterized by the recording of single, general and specific goals, as well as tasks on the subject of the educational subject (activity content).

Stage 3. The third stage of designing the educational process is to develop the content of the educational process based on the educational goals and tasks.

The educational process makes it possible to express a set of theoretical and practical knowledge on a specific topic (activity content) that serves to clarify the content of the educational material. In the content of education, it is also necessary to be able to express the concept, skills and competences that should be mastered by students. After all, the ideological perfection of the educational content is determined by the level of acquisition of certain knowledge, skills and abilities by students. The result of the third stage is manifested in the development of conditions that ensure the assimilation of certain concepts, the formation of skills and qualifications by students [2, p.140].

Stage 4. The most important stage of designing the educational process is considered, in the fourth stage actions such as choosing the form, methods and tools of the training are carried out.

The importance of this stage is that it is the form of training, methods and tools that ensure the success of the educational process. Only with their help, theoretical knowledge about the topic of the educational subject (activity content) is transferred to students, and this knowledge is received by students.

The main essence of new, modern pedagogical technologies is revealed at this stage. The correct selection of educational forms, methods and tools that direct students to creative research, activity, and free thinking will make the classes interesting, full of debates, and creative disputes. Only in this case, the students take the initiative, and the teacher is responsible for directing their activity in a certain direction, controlling the general activity, providing guidance in difficult situations, giving advice and evaluating their activity [3].

Stage 5. In the next (fifth) stage, the amount of time defined as sufficient for the acquisition of knowledge, skills and qualifications by students, that is, the amount of time that students can acquire certain concepts, skills and qualifications on a specific topic (activity content) is determined.

Stage 6. In the sixth stage, a system of exercises (assignments) is developed. The requirement to pay particular attention to the effectiveness of the system of exercises (assignments) developed as a result of the stage is the main condition of this stage [4].

It is advisable to divide the exercise system developed at this stage into the following groups:

a) exercises to be solved by students during training;

b) exercises (homework) intended to be performed outside the classroom.

Exercises brought to the attention of students should complement each other, be interconnected, dependent and, most importantly, evolutionary.

Stage 7. At the seventh stage of designing the educational process, tasks such as monitoring the general activities of students and developing a test system are performed.

The development of a theoretically and practically correct test system allows to accurately and objectively determine the level of students' mastery of certain concepts regarding the subject (activity content), as well as the ability to form practical skills and qualifications. In the development of the test system, it is appropriate to pay attention to the consistency, coherence and harmony of the tests.

Stage 8. The last stage of designing the educational process ends with the application of the created project (model) to the educational process, the study of the final level (efficiency) of the educational process [5, p.568].

At this stage, the general condition of the educational process, the achievements and shortcomings, the causes of their occurrence are analyzed, and measures aimed at preventing the shortcomings during the next training are determined.

The solution of the pedagogical task is achieved by designing the content and tools of teacher and student activities. In modern conditions, the technologicalization of the educational process requires a new approach to its design, that is, the need to illuminate the educational process in accordance with its technological structure. The design of the educational process is of particular importance in organizing the teacher's professional activity. The design of the educational process in general secondary educational institutions is at two levels:

a) at the level of teacher activity (designing separate parts of the educational process);

b) is carried out at the level of the educational manager's activities (integrated design of the educational process).

Control of student activity is an important part of designing the educational process. Therefore, the design of the control process also requires a specially qualified approach from the teacher [6].

A number of principles are used in the design of the educational process in all types of educational systems. In the design of the educational process, the principles serve as a basic approach, a norm defining activity structures, and coordinating requirements. Design principles are described as general requirements that fulfill a normative, descriptive task and reveal the essence of activity. In the design of the educational process, not only each component, but also the relationships between them are modeled. Systematicity serves to design the educational process as a whole by separating the elements to be systematized and expressing the connections between them [7].

The main principles of designing the educational process are as follows:

1. The principle of centralization is expressed as the main element of the design of the student activity model in the technological process. In the structure of the educational process, the main systematized educational content and student activity is considered a technological process, and its content consists of educational activities aimed at mastering the basics of social experience of students. From the point of view of the active approach, each element (element) that makes up the content of general secondary education should correspond to one of the types of the subject's activity. Types of activity of the entity, in turn, need to be represented by generalized activity models as a set of specific models[8].

2. The principle of reflexivity describes the subject's assessment of himself, his personal activities and knowledge, the opinions of others about him, and the relations between them regarding the cooperative activities. The principle of reflexivity requires that the project of the created educational process be continuously corrected and supplemented based on the analysis of the needs and capabilities of the participant of the educational process - the subject.

3. The principle of effectiveness - describes the ease of pedagogical conditions, achieving effective results with little time and effort. Effectiveness-social experience should include the content of activity models, technological operations, their mastery, choice of management methods, appropriateness of educational activities, educational and educational tools, achievement of the specified goal by means of short time and effort of the subject in the technological process[9].

4. The principle of multinationality. Each educational process is influenced by a number of objective and subjective factors. Among them are the socio-economic living conditions of teachers and students, the social production and natural climatic environment around educational institutions, the educational and material base of the educational institution, the level of professional qualifications of teachers, the spiritual-psychological environment of the educational institution or a certain class, the educational opportunities of students, the intellectual level of the class capacity, interpersonal relations of the team.

5. The principle of adapting the student's personality to the educational process. From the moment a child steps on the threshold of school, the scope of his activity (in the form of self-service, work, leisure) expands. As a result of acquiring such activity skills, he acquires social experience. At the same time, in general educational institutions, personality development and adaptation to social life is carried out based on the participation of psychologists and sociologists (psycho-pedagogical diagnosis) in accordance with certain laws[10].

6. The principle of natural development and socialization in the educational process. Knowing the nature of natural processes makes it possible to organize the educational process effectively, taking into account the age characteristics of students, periods of sensitive development, and the possibilities of transition to the next stage of development. The content of the principle is explained by the socialization of education, assimilation of social experience by students based on individual laws.

CONCLUSION

In the educational process, the teacher's personal qualities are manifested in the implementation of the project, professional skills, motivation, pedagogical skills, character, temperament, mental state, self-awareness, etc. The principle of designing socio-economic provision means ensuring economic feasibility. The socio-economic design of the educational process is the task of the educational manager. When designing the activities of all educational institutions, it is necessary to take into account the needs and opportunities of the participants of the educational process, society and the state (social order), and fill them.

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Contents

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