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Issue Article

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ON THE IMPORTANCE OF THE PERSONALIZED RESPONSIBILITY OF THE ENTERPRISE TEAM FOR THE MANUFACTURE OF PRIORITY AND DEMANDED PRODUCTS BY THEM TO CONSUMERS. MESSAGE 3

Abstract*: in the article, the authors focused on the need for a motivated high professional responsibility for the results of an enterprise headed by the management. The personification of responsibility does not mean only the search for someone who is responsible for everything. It is important to understand that the personification of responsibility implies its delegation for obtaining the desired result. And here it is important not to make a serious methodological mistake - to reduce economic policy only to an analysis of the causes, but also to maintain the spirit of solidarity in the team - one for all and all for one, in order to guarantee its mandatory success.*

At the same time, manufacturers, due to their motivation, manage quality, necessarily ensure the manufacture of priority products for the consumer, revising their concept of forming a market with demanded and competitive goods, taking into account their preferences among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. Such mutual understanding will fully correspond to the desire of the consumer to satisfy his desire to make a purchase, taking into account his social status, and manufacturers to ensure the sale of their products in full and guaranteeing themselves sustainable TEP from the results of their activities and financial stability.

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

Language*: English*

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Introduction

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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 - to form a sustainable demand for domestic materials and products, namely: to maintain a 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 understand 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.

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. 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, writes in his book “Out of the Crisis”: “... managing paper money, not a long-term production strategy - the path to the abyss. Whether the state needs to 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 a full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase 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 that at one time emerged from 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 marginalizing the "social sector", is not

compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, 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 oriented towards resource-saving production technologies. 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 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".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies conducted under the UN Development Program made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential and only a third of the world's wealth comes from natural resources and production structure. A quality-oriented strategy undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to the possibilities", no one dared to cancel openly and officially, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is sustainably supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that by knowing nature, its quality, state of quality, quality levels are revealed, embodying new knowledge in production. Postclassical economic thought has shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and, in a systemic sense, is temporary, conditional. And here it is absolutely justified to believe that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production. The task of the society is to contribute worldwide to the development of demand in the market: to maintain the range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, in the first place puts "production planning that is not focused on such goods and services for which the market shows demand." Try to answer him. Production in the transition from industrial to post-industrial society of mass consumption is conceived as a function of the market.

And the authors fill these properties of quality with criteria, namely:

-ideology of quality - the prospect of development of production;

- quality management is an integrated approach to solving a quality problem;

- fashion and technical regulation - components of the quality of manufactured shoes;

– the quality systems "ORDER/5 S" and "THREE" NOT "- not only the basis of stability and production safety, but also a guarantee of quality;

- quality in the market is a paradigm of the formation of production that meets the needs of the market;

– advertising is always at the service of quality;

– an excursion into the past as a guarantee of quality in the future;

- a model for assessing product quality - these are production priorities;

– forecasting the cost of quality when developing a new range of footwear is the key to its demand and its competitiveness;

- a technique for business visual evaluation of a product - a means of assessing the effectiveness of quality;

– improving the quality and competitiveness of domestic safety footwear;

- about indicators for assessing the quality of shoes - as a tool for the formation of demanded products;

– quality and market: a marriage of convenience and this is indisputable;

– the stability of the work of enterprises is a guarantor of the quality of the shoes they produce;

- all these aspects together provide a quality revolution that guarantees the manufacturer a stable success in a market with unstable demand.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activity of an important branch of the public economy by leading Russian and foreign experts. Authors always have an advantage over the individual form of creativity. A single author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but to talk about how his colleagues “see” this problem, to state someone else’s view of the order of things, to turn into the process of declared discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such an excellent thinker as G. Hegel sinned, voluntarily or involuntarily substituting his opponents in order to make it easier to criticize them.

The dynamics of the market development in the last decades of the last century and at the beginning of the third millennium invariably shows the growing interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The new economy is called temporarily "prudent". It requires humanization not only in the distribution of national wealth. The production itself is also being humanized, including the management system. The current principle is "survival of the fittest, fittest" will replace the "social production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A “thrifty” economy will be oriented towards resource-saving production technologies. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events.

Main part

Currently, there is no generally accepted methodology for assessing the competitiveness of an enterprise. A review of existing approaches to assessing the competitiveness of an enterprise made it possible to combine them into the following groups.

The first group of academic economistsincludes an approach to determining the competitiveness of enterprises based on the identification of competitive advantages. This approach arose with the advent of strategic planning and the development of competition theory. It allows you to analyze the achieved competitive advantages of the enterprise, but does not give an accurate quantitative expression of the results of the assessment and, therefore, cannot be used for a comparative analysis of the competitiveness of enterprises, analysis of the implementation of the plan to improve competitiveness, the dynamics of the competitiveness of enterprises.

The second group of academic economistsoffers a competitive assessment using polygonal profiles. It is based on building vectors of competitiveness by factors: concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sales preparation. However, the authors do not specify how factors such as the concept, foreign policy, presale preparation, etc. can be assessed by combining them into one.

The third group of economistsoffer a rating assessment of the competitiveness of an enterprise based on the following factors: product, assortment, price, image, service, packaging (design), sales volumes, market segment, supply and marketing policy, advertising and demand stimulation, that is, with the calculation of the efficiency ratio of innovative technological solutions . The advantage of this approach is that, in fact, it evaluates not only the marketing activities of the enterprise, but also takes into account other important resources of the enterprise's potential (innovations, management, finance, etc.). In the approach proposed by the authors, a more significant sum of factors is obtained, the mutual importance of which is taken into account in partnerships.

Fourth groupscientists-economists propose to evaluate the competitiveness of an enterprise based on the product of the commodity weight index and the facility efficiency index. The advantage of this approach is the fact that it is a more weighty approach to assessment, since it takes into account such important factors that determine the competitive advantages of an enterprise as the level of organization and implementation of marketing in an enterprise, finance, and export potential. In addition, most authors consider it important to develop a methodology for determining the manufacturer's efficiency factor, its competitiveness, which will shape the effectiveness of these same partnerships.

The fourth approach can also be attributed to the method proposed by R.A. Fatkhudinov, which proposes to evaluate the competitiveness of an enterprise as a weighted sum of the competitiveness of the main goods of an enterprise in various markets, taking into account the significance of markets. But this approach is not entirely fair, because firstly, the competitiveness of an organization is identified with the competitiveness of a product (these are different concepts), and secondly, he proposes to introduce the

importance of foreign markets twice as much as the importance of national markets. Thirdly, the assessment method of Fatkhutdinov R.A. does not take into account other important factors influencing competitiveness - marketing, finance, innovation, management, personnel.

Fifth groupscientists-economists offers an approach based on a balanced assessment of the factors of enterprise competitiveness. The integral indicator of the competitiveness of an enterprise is determined according to the rules of linear convolution (the assessment of the competitiveness factors of individual aspects of the enterprise's activities is multiplied by the weight of individual factors in the total amount), that is, something close to what is proposed by the authors of this article, namely, the calculation of the efficiency coefficient of innovative technological solutions .

So, the analysis of the theoretical and methodological aspects of the competitiveness of enterprises has revealed many methods for assessing this very competitiveness of enterprises.

In this regard, the successful operation of an enterprise will be determined by the degree of satisfaction of the interests of stakeholders, therefore, in order to increase competitiveness and efficiency, an enterprise must take into account not only its own interests, but also the interests of stakeholders, its business partners.

In the theory of stakeholders, the term partnership is used, which forms the conditions for ensuring the effectiveness of the results of the enterprise.

Developing small and medium-sized enterprises, as a competitive tool, need to form a system of marketing relationships with partners, a system based on mutually beneficial long-term cooperation, which allows reducing the time to make effective commercial decisions.

Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology is proposed for assessing and analyzing the competitiveness of shoe enterprises operating in the regions of the Southern Federal District and the North Caucasus Federal District, based on the theory of stakeholders, namely, CJSC Donobuv (Rostov-on-Don) and LLC "Leonov" (Rostov-on-Don), which are competitors in the production of men's shoes.

Taking into account the analysis of the system of indicators for assessing the competitive potential of an enterprise, we will evaluate these enterprises according to the system of indicators for assessing competitiveness factors enterprises mentioned above. The first important factor in the competitiveness of an enterprise is the competitiveness of the product.

All calculations are reduced to the implementation of successive stages.

Stage 1. Calculation of the importance of consumer properties in assessing the competitiveness of women's outerwear. The significance of consumer properties is proposed to be calculated using the method of direct assessment. For this, a questionnaire is proposed in which each respondent needs to determine the importance, in his opinion, of each consumer property of the product within the scale used. The weighting coefficient is calculated separately for each analyzed segment according to the following formula 1:

$$\alpha_j = \frac{O_{\text{cp}}}{\sum_{j=1}^{n} O_{\text{cp}j}}, \qquad (1)$$

where α_j – coefficient of significance of the i-th property; $O_{\text{cp}j}$ – evaluation of the i-th property given by the j-threspondent, score; n is the number of evaluated properties of the product.

The condition for the correct calculation of the coefficient of significance is the following: ai = 1.

At this stage, the significance of consumer properties is calculated in assessing the competitiveness of men's shoes. 50 respondents were interviewed, who rated all consumer properties in points. The evaluation results are presented in the table.

To do this, we will segment the market and select target segments (Table 1).

The largest number of consumers (76%) belongs to the number of ordinary buyers ("moderate"). Half of the respondents have an average income level (50%), although the level of "below average" income (38%) is more than three times higher than the number of those with an "above average" income (38% and 12%, respectively).

Table 1. Characteristics of the target segments of men's shoes

Criteria name	amount		Segment characteristics
	%	human	
Attitude towards fashion	fourteen 76 ten	7 38 5	"avant-garde" "moderate" "conservatives"

Age	62 26 ten 2	31 13 5 one	"youth group" "average age" "old age" "venerable age"
income level	38 fifty 12	19 25 6	"below the average" "average" "above average"
social status	38 38 24	19 19 12	"low social status" "medium social status" "high social status"

We group the questionnaires according to the criterion "attitude to fashion", since this criterion is decisive in consumer preferences (segment-forming). All other criteria (age, income level, social status) are expressed in it.

Based on the results of the grouping of questionnaires, we construct segment profiles (Table 2).

Based on the table, it can be seen that fashion products are preferred by respondents who are ordinary buyers ("moderate") of the younger group, as this emphasizes their individuality, although their income level is below average.

Table 2. Profiles of segments of consumers of men's shoes

Signs of segmentation	Segments		
attitude towards fashion	"avant-garde"	"moderate"	"conservatives"
age group	Junior - 5 Medium - 2	Junior - 26 Average - 10 Senior - 2	Senior - 3 venerable - 2
income level	Medium - 3 Above average - 4	Below average - 16 Medium - 20 Above average - 2	Below average - 4 Medium - 1
desired benefits	Individuality - 6 High quality goods - 1	Personality - 13 High quality goods - 17 Low price - 8	Low price - 4 High quality goods - 1

Based on the above data, it is possible to calculate the significance of consumer properties in assessing the competitiveness of a product based on the answers of the "avant-garde" (Table 3).

Table 3. Calculation of the significance of consumer properties in assessing the competitiveness of men's shoes based on the answers of the "avant-garde"

Properties	Compliance with the direction of fashion	Arts. decor	Workmanship	Comfort	Strength	Appearance and material quality	Price	Total
	34	32	30	31	22	28	29	206
Aai	0.165	0.155	0.146	0.15	0.107	0.136	0.141	1

Let's calculate the significance of consumer properties in assessing the competitiveness of a product based on the answers of "moderate" (Table 4).

Table 4. Calculation of the significance of consumer properties in assessing the competitiveness of men's shoes based on the answers of "moderate"

Properties	Compliance with the direction of fashion	Arts. decor	Workmanship	Comfort	Strength	Appearance and quality material	Price	Total
	154	171	149	169	130	159	167	1099
Aai	0.14	0.156	0.136	0.154	0.118	0.145	0.152	1

Let's calculate the significance of consumer properties in assessing the competitiveness of a product based on the answers of "conservatives" (Table 5).

Table 5. Calculation of the significance of consumer properties in assessing the competitiveness of men's shoes based on the answers of "conservatives"

Properties	Conformity fashion direction	artistic decor	Workmanship	Comfort	Strength	Appearance and material quality	Price	Total
	10	17	19	18	21	20	23	128
Aai	0.08	0.133	0.148	0.141	0.162	0.156	0.18	1

Stage 2. Selection of experts. The formation of an expert group is carried out on the basis of their self-assessment, by filling out a questionnaire. Trade workers (merchandisers, sellers) act as experts. A total of 10 experts were interviewed. Of these, the group is selected 5 - 7 people who have received the maximum amount of marks in all areas. They were asked three questions each. A total of five experts were interviewed, of which four experts received the highest marks in three areas (9 points). They were involved in the study of the competitiveness of men's shoes. Then the experts were asked to evaluate the properties of men's shoes on a five-point scale.

Stage 3. The choice of competing products (product range) to compare competitiveness, the products of those manufacturers are selected that, firstly, serve similar segments, and secondly, are in steady demand in the market.

Stage 4. Evaluation of consumer properties of men's shoes (assortment) by target segments.

To compare consumer properties of assortment groups of different manufacturers, it is also necessary to use a questionnaire. Respondents are asked to rate each consumer property of the compared groups of goods in points on a five-point scale. The rating scale is indicated in the questionnaire. The results are summarized in the final table 6.

Table 6. Assessment of consumer properties of men's shoes

Properties	Compliance with the direction of fashion	Decoration	Workmanship	Comfort	Strength	Appearance and material quality	Price
Enterprise No. 1	3.33	3.17	3.67	3.42	3.75	3.83	3.33
Enterprise No. 2	3.27	2.49	3.37	2.84	3.29	3.31	2.96
Mean	3.3	2.83	3.52	3.13	3.52	3.57	3.145

Stage 5Determination of the average rating for consumer properties for each segment. Questionnaires grouped by target segments are processed as follows.

For each consumer property, the average value of the score in points is found as the arithmetic mean for all respondents of this target group. We summarize the data in table 7.

Table 7

The average rating of men's shoes according to consumer properties of "vanguards", "conservatives"

Properties	Compliance the of with direction fashion	Decoration	Workmanship	Landing on the figure	Strength	Appearance and material quality	Price
"Vanguardists"							
Company No. 1	3.33	3.17	3.67	3.42	3.75	3.83	3.33
"Conservatives"							
Company No. 2	3.27	2.49	3.37	2.84	3.29	3.31	2.96
Mean	3.3	2.83	3.52	3.13	3.52	3.57	3.145

Stage 6Calculation of the total assessment of the competitiveness of the goods.

The level of competitiveness of the goods according to the assessment of the target segment is determined by the following formula (2).

$$K = \sum_{i=1}^{m} \alpha_i \cdot O_{cp}, \quad (2)$$

where K is the total assessment of the absolute competitiveness of the product, given by the target segment, score; α_i - the significance of the i-th consumer property for the target segment; Average rating of the i-th consumer property, given by the target segment, points; m is the number of compared consumer properties.

Thus, the total assessment of the competitiveness of the same product, given by representatives of different segments, will differ. To make managerial decisions on competitiveness, the analysis uses the results of assessing the competitiveness of men's shoes, which were put down by representatives of the target segment.

The maximum rating of the product coefficient is 5 points.

In fact, the level of competitiveness may be below the maximum rating.

Let us calculate the competitiveness of enterprises, taking into account the significance defined above. The obtained data will be entered in table 8.

Table 8. Analysis of the competitiveness of men's shoes

Properties	Conformity fashion direction	Decoration	Workmanship	Comfort	strength	Appearance and material quality	price	competitiveness	Place order
Significance ai	0.138	0.154	0.138	0.15	0.12	0.145	0.153		
Enterprise No. 1	0.46	0.49	0.51	0.51	0.45	0.56	0.51	3.49	1
Enterprise No. 2	0.45	0.38	0.47	0.43	0.39	0.48	0.45	3.05	2

Table 8 shows that men's shoes of enterprise No. 1 are more competitive than the same assortment of enterprise No. 2.

The remaining indicators for assessing the competitiveness of enterprises will be taken from the technical and economic indicators of enterprises, balance sheet data.

We calculate dimensionless estimates of the competitiveness indicators of enterprises and summarize everything in Table 9.

To convert dimensional estimates of indicators into dimensionless ones, it is proposed to use the index method. Which has been discussed above.

So, based on the data presentedLet's calculate the generalized indicators of the competitiveness of the enterprises under study using formula (1):

-for enterprise number 2: $K_{П} = 59,65$ %;

– for enterprise No. 1: $K_{П} = 70,88$ %.

As can be seen from the scale for assessing the qualitative level of competitiveness of the enterprise No. 2 and enterprise No. 1, they have an average level of competitiveness in the market of shoe enterprises in the Southern Federal District and the North Caucasus Federal District.

Let's analyze the second most important potential for the competitiveness of enterprises - the effectiveness of marketing. We present the data on this potential in Table 10, where we indicate the weighted estimates at the enterprises under study and the maximum estimate for these indicators.

As can be seen from Table 10 below, the deviation in terms of potential marketing effectiveness at enterprise No. 2 is 7.97, at enterprise No. 1 - 5.4. The greatest influence on this deviation is exerted by the indicator of the level and quality of partnerships with stakeholders, therefore, in order to increase the effectiveness of marketing activities, the enterprises under study should establish and develop relationships with partners.

Table 9. Assessment of the competitiveness of enterprises

Enterprise competitiveness factors	Indicators	Significance, %	Values		Dimensionless estimates of enterprise competitiveness indicators		Weighted estimates of competitiveness indicators	
			Enterprise No. 2	Enterprise No. 1	Enterprise No. 2	Enterprise No. 1	Enterprise No. 2''	Enterprise No. 1
1	2	3	4	5	6	7	8	9
1. Competitiveness of the goods	Competitiveness of goods, weighted average by product range, score	40	3.05	3.49	0.61	0.69	24.4	27.92
2. Marketing effectiveness	Assessment of the level of partnerships with the stakeholders of the enterprise, score	10	2.85	3.05	0.71	0.76	7.10	7.60
	Exceeding the allowable level of stocks goth. products, %	3	66.50	28.80	0.34	1.00	1.02	3.00
	Enterprise market share, %	3	3.00	7.30	0.08	0.20	0.24	0.60
	Sales growth rate, %	3	221.00	198.00	0.89	0.80	2.67	2.40
3. Quality management	Return on investment	3	0.85	4.02	0.08	0.39	0.24	1.17
	Return on total assets, %	3	10.90	43.90	0.17	0.53	0.51	1.59
4. Financial condition of the enterprise	Coefficient of supply. own werewolves. means (0.2)	3	0.19	0.76	0.95	3.80	2.85	11.40
	Current liquidity ratio (≥1.3)	3	1.46	4.16	0.26	0.79	0.78	2.37
	Costs per 1 rub. realiz. Products	3	0.69	0.53	0.86	1.00	2.58	3.00
5. The level of organization of production	Capacity utilization rate	2	0.83	0.95	0.87	1.00	1.74	2.00
	Labor productivity	2	48.19	60.22	0.64	0.80	1.28	1.60

	Depreciation of the main funds, %	2	26.00	47.00	0.38	0.21	0.76	0.42
6. Efficiency of MTO	Evaluation of relationships with suppliers, score	3	7.28	7.99	0.73	0.80	2.18	2.40
	Material return, rub./rub.	3	20.45	13.48	0.13	0.12	0.39	0.36
7. Innovative activity. activities	Share of innovative products, %	eight	1.30	0.13	1.00	0.10	8.00	0.80
8. Competitiveness of personnel	The coefficient of advancing the growth of labor productivity in relation to the growth of wages	3	2.06	1.56	0.95	0.72	2.85	2.16
	Staff turnover rate, %	3	7.00	6.00	0.02	0.03	0.06	0.09
	Total Maximum Significance Score	100	-	-	-	-	59.65	70.88

Table 10. Analysis of the effectiveness of the use of marketing potential

Marketing Performance Metrics	Significance, %	Weighted estimates of competitiveness indicators		Maximum weighted score	Weighted score deviation from maximum	
		Enterprise No. 2	Enterprise No. 1		Enterprise No. 2	Enterprise No. 1
Assessment of the level of partnerships with the stakeholders of the enterprise, score	10	7.1	7.6	10	-2.9	-2.4
Exceeding the allowable level of stocks goth. products, %	3	1.02	3	3	-1.98	0
Enterprise market share, %	3	0.24	0.6	3	-2.76	-2.4
Sales growth rate, %	3	2.67	2.4	3	-0.33	-0.6
Total	19	11.03	13.6	19	-7.97	-5.4

So, when assessing the competitiveness of the enterprises under study, it was revealed that the level of competitiveness of enterprise No. 2, enterprise No. 1 is average (59.65% and 70.88%respectively). One of the important factors that affects the assessment of competitiveness is the effectiveness of marketing. It can be seen from the analysis that the deviation for this potential is 7.97 for enterprise No. 2, for enterprise No. 1– 5.4. In order to increase the effectiveness of marketing, enterprises should implement the concept of stakeholders, which will contribute to the development of relationships with partners. So, in order to increase the competitiveness of the enterprises under study, based on the theory of partnerships, it is proposed to introduce mechanism for forming interaction with stakeholders. Thus, the theory of partnerships is becoming relevant today, therefore, taking into account the significance of this factor, a methodology has been developed for assessing the competitiveness of an enterprise, taking into account a new paradigm - the theory of partnerships. The developed methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of partnerships allows for an in-depth analysis of the competitiveness of enterprises, taking into account an important factor of competitive advantages in a network economy - the quality and level of development of partnerships.As the main unique aspects of the formation of the competitive advantage of enterprises based on theory-orientedpartnershipscan be distinguished:

creation and permanent expansion of a database of key partners;

formation of the necessary technical base (computers, peripheral devices and software);

organizing the activities of the unit and individual managers for managing relationships with stakeholders;

development and adjustment of plans for interaction with key partners, taking into account their business and personal characteristics;

regular audit of the activities of relationship managers with partners in the context of assessing the following indicators:

the number of meetings with partners, the number of prepared commercial offers, the number of concluded contracts, the dynamics of the volume of product deliveries per each partner;

regular marketing research in the framework of partnerships in order to identify changes in the structure and nature of preferences when choosing partners.

Thus, the above aspects, with the proper level of their development, can allow the company to form a unique competitive advantage - a system of relationshipswith interested parties.

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire range of high-quality footwear and with a different price niche, creating priorities for it in the implementation.

I would like to note another undoubted advantage of the studies performed by the authors, the fact that in addition to proposals for manufacturers to use universal and multifunctional equipment for assembling shoe upper blanks and molding upper blanks on the last, it is proposed to use the technology of direct casting of the bottom on shoes and such equipment that is capable of both once to ensure the production of a sought-after assortment of footwear both by type and by type and create the prerequisites for high efficiency of the production itself and satisfy the demand not only of consumers in the regions of the Southern Federal District and the North Caucasus Federal District, but also domestic and foreign buyers.

Partnerships can be divided into two groups: external and internal. External ones include: buyers, suppliers, competitors, government agencies and organizations, regional and municipal governments, financial intermediaries.

Buyers. The strategy and tactics for working with important buyers include joint meetings to identify the drivers of business change, mutual efforts to develop products and markets, increase communication links, use common areas, and joint training and service programs. Strengthening relationships with customers often brings significant benefits.

Internal partners include managers, employees, owners, and a board of directors or board of directors on which managers and owners are represented. One of the most significant internal partners is a senior manager.

Thus, the success of an enterprise is determined by the degree to which the interests of stakeholders are satisfied, therefore, in order to increase competitiveness and performance efficiency, an enterprise must take into account not only its own interests, but also the interests of stakeholders.

Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders is proposed.

Stage 1.Choiceindicators for assessing the factors of competitiveness of the enterprise. For each factor, a system of indicators can be determined based on the analysis of scientific literature (Table 11).

So, taking into account the analysis of the system of indicators for assessing the competitive potential of an enterprise, we can propose the following system of indicators for assessing internal factors of competitiveness enterprises (table 12).

Table 11. The system of indicators for assessing the competitive potential of shoe enterprises

Factors of competitive potential	Assessment indicators
1. Marketing effectiveness	The ratio of the quality of the product and the costs of its production and marketing
	Marketable output growth rate
	Growth in sales and profits
	Profitability
	Market share, image
	Quality of partnerships
Factors of competitive potential	Assessment indicators

2. Quality management	return on total assets, return on equity; return on investment
	Net profit per 1 rub. sales volume; profit from the sale of products per 1 rub. sales volume; profit otch. period for 1 rub. sales volume
3.Financial condition of the enterprise	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, overall enterprise profitability, return on equity, product profitability
4. The level of organization of production	Capacity utilization rate; production and marketing capacities; volume and directions of investments
	The share of certified products in accordance with the international standards of the ISO 9000 series
	Depreciation of fixed assets, growth in labor productivity
5. Efficiency of MTO	Quality and prices of supplied materials. Material return, commodity circulation, allowing direct connections; coefficient of uniformity of receipt of goods; return on transaction costs; profitability of the purchase of goods
6. Activity of innovative activity	Annual expenditure on R&D, number of patents for inventions
	Share of innovative goods, share of product exports, number of advanced technologies created
	The volume of shipped innovative products (services), the number of patented technologies, the number of patent-free technologies, the cost of innovation, the number of acquired and transferred new technologies, software
7. Competitiveness of personnel	Staff turnover rate, coefficient of labor productivity ahead of wages, educational level of the labor force, level of professional qualifications of workers

Stage 2. Determining the significance of indicators in the overall assessment of competitiveness. The significance of the indicators for assessing each competitive potential factor is presented in Table 12.

Table 12. Recommended system of indicators for assessing the competitiveness of an enterprise and their significance

Enterprise competitiveness factors	Indicators	Significance, %
1. Product competitiveness	Product range weighted average competitiveness	40
2. Marketing effectiveness	Exceeding the allowable level of stocks of finished products	3
	Company share in the market	3
	Sales growth rate	3
	Assessment of the level of partnerships with the stakeholders of the enterprise	10
	Total	19
3. Quality management	Return on investment	3
	Return on total assets	3
	Total	6
4. Financial condition of the enterprise	Working capital ratio	3
	Current liquidity ratio	3
	Costs per 1 rub. products sold	3
	Total	9
5. The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3

	Material return	3
	Total	6
7. Activity of innovative activity	Share of innovative products	4
	Innovation costs	4
	Total	8
8. Competitiveness of personnel	The coefficient of advancing the growth of labor productivity in relation to the growth of wages	3
	Staff turnover rate	3
	Total	6
	Total significance of competitive potential	60
	Total Maximum Significance Score	100

The economic meaning of the obtained generalized assessment of competitiveness is that, on the one hand, it shows the degree of satisfaction with the product, and on the other hand, the degree of use of the competitive potential of the enterprise itself.

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

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

secondly, it reduces the subjective factor in the assessment;

thirdly, it allows for an in-depth analysis, thanks to the proposed directions and indicators for analyzing the competitiveness of enterprises.

To conduct a survey to assess the competitive potential, we developed a questionnaire (Table 13) and offered it to respondents - students, masters, graduate students, teachers and specialists - university graduates working at light industry enterprises in the regions of the Southern Federal District and the North Caucasus Federal District. In addition, the questionnaire was accompanied by an explanation and examples of its completion, which are given below.

Since the number of related ranks is 8, then in the arithmetic series from 1 to 22 places will remain 22 - 8 = 14, i.e. there will be only 14 places in the new arithmetic series.

Table 13. Criteria for assessing the competitiveness of light industry enterprises located in the regions of the Southern Federal District and the North Caucasus Federal District

no.	List of factors for assessing the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District	Rank
1	The ratio of the quality of the product and the costs of its production and marketing	
2	Sales growth rate	
3	Exceeding the allowable level of stocks of finished products	
4	Assessment of the level of partnerships with the stakeholders of the enterprise	
5	Company share in the market	
6	Return on investment	
7	Return on total assets	
8	Innovation costs	
9	Equity ratio	
10	Capacity utilization rate	
11	Labor productivity	
12	Material return	
13	The share of certified products in accordance with the international standards of the ISO series	
14	Reducing the level of material consumption	
15	Share of innovative products	
16	Trade allowing direct links	
17	Lead coefficient of labor productivity in relation to wage growth	
18	The coefficient of uniform receipt of goods on the sales markets	
19	Depreciation of fixed assets	
20	Staff turnover rate	
21	Costs per 1 ruble of sold products	
22	Product range weighted average competitiveness	

As the main unique aspects of the formation of a competitive advantage of an enterprise on the basis of a stakeholder-oriented theory, one can single out:

creation and permanent expansion of the database of interested parties;

formation of the necessary innovation base (computers, peripheral devices and software);

organizing the activities of the unit and individual managers for managing relationships with stakeholders;

development and adjustment of plans for interaction with key stakeholders, taking into account their business and personal characteristics;

regular audit of the activities of stakeholder relationship managers in the context of evaluating the following indicators: the number of meetings, the number of prepared commercial proposals, the number of contracts concluded, the dynamics of the volume of product deliveries per stakeholder participant;

regular marketing research in the process of implementing the developed activities with the participation of stakeholders in order to identify changes in the structure and nature of the preferences of stakeholders.

Thus, the above aspects, with the proper level of their development, can allow light industry enterprises to form a unique competitive advantage - a system of effective relationships between stakeholders.

Analysis of the survey on the impact of the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, unfortunately, confirmed the lack of agreement among the respondents on the criteria formulated in the questionnaires on the quality of light industry products.

Of greatest interest is the fact that the technology of direct casting of the bottom on shoes today, but what is especially important, will be the most effective tomorrow for the manufacture of the entire product range. This is possible because today the chemical industry offers manufacturers for direct casting of the bottom of shoes polymer compositions that create conditions for using the entire list of materials for the uppers of shoes and at the same time guarantee consumers high quality, compliance with the fashion trend, functionality and affordability and ensure its competitiveness with similar shoes from leading foreign companies, forcing them out of our markets and creating such shoes as priorities, that is, import substitution.

The global footwear market is estimated at 260 billion, the growth rate over the past 5 years has been 3.5%. China, the US and India are the largest shoe markets. The specific consumption of footwear in Russia is much lower than the level of developed countries. China is the largest footwear exporter and serves all major global markets.

The main drivers of growth in the Russian footwear market are an increase in the specific consumption of footwear per person and a decrease in the average cost of a pair. Russia is far behind in the consumption of shoes from developed countries (3 pairs per year in Russia versus 5-6 in Europe and 7-8 in the USA). By 2025, this figure may increase to 4 pairs per person. The average price of a pair by 2025 may increase from 1,200 to 1,500 rubles at current prices. In 2017, footwear consumption in Russia was estimated at 0.81 trillion. rub.

By analogy with the clothing industry, the main factors determining the competitive advantage of the manufacturer are the availability and increase in the volume of domestic raw leather, access to cheap and productive labor, access to materials and functional components of footwear (insoles, lasts, accessories, etc.) as well as access to markets.

The share of labor costs in the shoe industry is slightly lower than in the clothing industry, but the main problem for Russian shoe manufacturers today and tomorrow is the difficulty in accessing materials and functional components.

The cost of footwear production in Russia is 1.5 times higher than in China, and the cost of components is 35% more expensive, since they are imported from China at inflated prices due to small order volumes, the cost of labor in Russia is 2 times more expensive than in China.

Opportunities to reduce the effective cost by reducing the delivery time in the shoe industry are possible only with the provision of quick access to materials and components, but the need to import them from Asia does not allow Russian manufacturers to achieve time advantages. The use of Russian-made natural leathers and an increase in the production of leather shoes will reduce delivery times and partially costly components. Another possible tool to solve the problem with components can also be the creation of purchasing alliances - the consolidation of orders for components can reduce their cost by 20%. By analogy with the technical textile segment, shoe production in the world is developing in the format of innovation centers / industrial parks, with a large number of highly specialized players.

The shoe production development strategy is consolidation and development within the framework of innovation centers. The main directions of state policy, in addition to those indicated above, to create equal competitive conditions in the footwear market:

support for the creation of industrial infrastructure within the framework of innovation centers:

– supporting the creation of manufacturing innovation centers by large shoe manufacturers and SMEs to achieve economies of scale and synergistic effects;

– support for the modernization of production to increase labor productivity;

Providing advantageous access for manufacturers to functional components:

support for the creation of purchasing alliances for functional components;

in the future, support for the partial localization of component manufacturers within shoe innovation centers.

The total volume of domestic shoe production in the Russian Federation by 2022 may reach 310-340 billion rubles (in producer prices), which will correspond to 60% of localization. At the same time, special and protective products will provide up to 20% of the increase in footwear production. The estimated volume of required investments in the industry is 95-120 billion rubles, up to 30-50 thousand new jobs can be created. The development of the clothing industry will add 0.05% to GDP and provide 36-58 billion rubles. tax receipts. The cumulative effect from the development of clothing and footwear production in the Russian Federation will amount to 0.11% of GDP (0.06% effect from the development of clothing production, 0.05% from shoe production). The total volume of required investments is 180-270 billion rubles. 160-200 thousand new jobs will be created.

For the strategic management of the production of in-demand products, it is necessary: to study the demand for manufactured shoes and, together with sales, production and supply specialists, develop solutions for removing models from production and updating the range; explore sales markets in different regions and various forms of sales organization, study potential buyers; study the reaction of buyers to experimental batches of shoes in specialized stores; together with the planning and economic department to develop provisions for their own pricing policy; study the impact of prices on sales for different regions; develop a policy of motivating wholesale buyers for the volume of orders, long-term contracts, etc.; predict possible changes in the situation and develop decisions on the strategy of behavior in the new conditions; coordinate conflicting requirements of production and marketing; organize and study the effectiveness of advertising activities. You can imagine yourself as a manager of the company CJSC "Donobuv", which opened a new workshop and chose a new strategy for the production and promotion of footwear in the regions of the Southern Federal District and the North Caucasus Federal District. Here's what might happen. The main markets for the sale of products of CJSC "Donobuv" today are Moscow and the Moscow region. The initial data that the manager of the enterprise forms for the board of directors of the enterprise is to prepare a draft of a future strategy for choosing a certain type of footwear, namely: who opened a new workshop and chose a new strategy for the production and promotion of footwear in the regions of the Southern Federal District and the North Caucasus Federal District. Here's what might happen. The main markets for the sale of products of CJSC "Donobuv" today are Moscow and the Moscow region. The initial data that the manager of the enterprise forms for the board of directors of the enterprise is to prepare a draft of a future strategy for choosing a certain type of footwear, namely:

produce expensive shoes for the target audience with high earnings (product A);

specialize in the production of inexpensive shoes for the target audience with earnings above the subsistence level (product B);

to produce cheap shoes for socially unprotected strata with earnings below the subsistence level (product C).

In the future, the following scenarios for the development of the external environment are possible, the probability of which is estimated by the management of the enterprise as follows: growth in purchasing power (scenario S1, probability of occurrence - 0.2); the invariance of the purchasing power of the population and the influence of foreign competitors (S2 scenario, the probability of occurrence is 0.5); decrease in purchasing power due to inflation growth with constant competition (S3 scenario, probability of occurrence - 0.3).

Additional information for the necessary calculations:

living wage - 12691 rubles.

daily release - 576 pairs of shoes;

number - 100 people, who are engaged in the production of 576 pairs of shoes per day;

with a working week of 5 days, the total number of working days in a year is 250 days;

monthly output of shoes - 12,000 pairs;

annual output of shoes 144,000 pairs.

We will assume that the average cost of one pair of shoes with the purchasing power unchanged (S2 scenario) will be characterized by the following values: the price of a pair of expensive shoes for the target audience with high earnings is 5 thousand rubles; the price of a pair of shoes for the target audience with earnings above the subsistence minimum - 2 thousand rubles; the price of a pair of cheap shoes for socially unprotected layers with earnings below the subsistence level is 1 thousand rubles.

The total volume of footwear sales with constant purchasing power (S2 scenario) for the considered audience will be:

when selling expensive shoes for a target audience with high earnings - 60 million rubles. per month;

when selling shoes for the target audience with earnings above the subsistence level - 24 million rubles. month;

when selling cheap shoes for socially unprotected layers with earnings below the subsistence level - 12 million rubles. per month.

For the target audience with an increase in purchasing power (S1 scenario), the price of one pair of expensive shoes will be 5 thousand rubles, the price of one pair of shoes for the target audience with earnings above the subsistence level is 3 thousand rubles, the price of one pair of shoes for unprotected layers is 1 thousand rubles, with reduced purchasing power (Scenario S3) the price of one pair of expensive shoes will be 2.5 thousand rubles, the price of one pair of shoes for the target audience with earnings above the subsistence level is 1 thousand rubles, the price of one pair shoes for unprotected layers - 500 rubles.

For each of the scenarios under consideration, we calculated the volume of shoe sales per month. We calculated the sum of mathematical expectations of the volume of sales, taking into account the probability of three scenarios. Business managers, based on analysis or their experience (intuitively), estimate the likelihood of a particular situation occurring.

Separately, for each strategy, the sum of mathematical expectations of the sales volume is determined as the product of the volume of shoe sales per month in the implementation of each scenario and its probability. According to the calculation of the sum of the mathematical expectation, the volume of sales, the maximum volume of sales was gained by the strategy for the production of expensive shoes for the target audience with high earnings.

Summarizing the information obtained as a result of the study, a block diagram of the formation of mentality has been drawn up. The proposed structuring can be used when planning the industrial assortment for the regions of the Southern Federal District and the North Caucasus Federal District. And only in the interrelation of all the above factors, it will be possible to assert the high stability of the financial results of the activities of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, united in an innovation center.

The range of children's shoes should be aimed at buyers with different income levels, for this, in the production of shoes, it is necessary to use leather for the top of different quality: expensive, such as chevro or cheaper - chrome-tanned pigskin, shoes from which can be worn on the "going out", and when you come home, take pictures so that the child's legs can rest.

Also, when developing the assortment, it is necessary to take into account the fact that girls in the Southern Federal District and the North Caucasus Federal District are born more than boys, so shoes for girls should be produced in a larger volume than shoes for boys.

If manufacturers of shoes for children follow all the above recommendations of the authors, then buyers will have the opportunity, depending on their financial situation, to give preference to products of one or another price category, made taking into account the climatic characteristics of the Southern Federal District and the generic characteristics of its population.

The main place among the attributes of any enterprise is occupied by the name with which the enterprise goes public. We know the company not by the legal phrase that is recorded in the relevant registration documents (and it is not known to a wide range of consumers), but by the trademark of its products. So, a rare consumer knows that the shoes of the Belka Trading House are Ralf Ringer. Manufacturers of the Southern Federal District, for the most part, do not have a name (trademark). There are several ways to form a name, the birth of a logo and a trademark.

The most common way is to choose a proper name. Typical for fashion houses (luxury goods) - the name of the founder of the company CHRISTIAN DIOR, CHANEL, GIVENCHY, YVES SAINT LORAN etc. The unique taste, bright style expressed the personality of the artists in their creations, subsequently giving the things released under this name a high status. This technique has become necessary if an individual or family company is created and it is required to emphasize the personal role of the owner, and build the reputation and policy of the company on his reputation. With this approach, the role of the individual is invaluable. The surname should become a guarantor of product quality and business management. Accordingly, if there is an image of the owner, it is not only directly related to the image of the company, but also carries the main emotional burden.

Another way - the commercial name of the enterprise is based on an abbreviation consisting of the first letters of the official name. This achieves conciseness of the name and ease of pronunciation and memorization, respectively. It is clearly seen that the abbreviation is an excellent tool for obtaining a logo - the company LVMH / Louis Vuitton Moet Hennessy /. The same method is used by companies positioning their products in the "Bridge better" class, representing the second line of well-known houses; in the title there is a reference to the name of the artist associated with his luxury line "couture" and "preta - porte de lux" and an abbreviation. For example, Mani (Armani), DKNY (Donna Karan New Your), CK Jeans (Calvin Klein).

The second, much less common in the fashion industry, is the formation of a name by combining the

root fragments of several words that are not necessarily present in the company name. But in this case, associations with the profile of the company are desirable. The requirement, as for any other group of names, is unusualness and euphony.

The third way is the formation of a new word, not similar to the existing significant words, but associated with positive concepts. Most often, the positioning of these companies is associated with the class bridge middle, bridge low and mass clothing class moderate and buget.

For example, the name of the enterprise "Skorokhod" is the production of children's shoes. Saying "Skorokhod", you can provoke an association with fast movement, and children love to run, they need high-quality and strong shoes.

Another example is the name of the enterprise MEXX. There are no close associations, but the name is modern and concise. It is in good agreement with the positioning of the enterprise - clothing for young people with an ideal combination of "style, price and quality".

It is necessary to note the huge number of names that exploit the Latin alphabet when writing their names. It seems to us that the roots of this phenomenon lie in the statements - the legacy of the Soviet era: "There is no fashion in Russia!", "Domestic means bad." Accordingly, domestic enterprises that were the first to enter the post-Soviet market were forced to disguise themselves as foreign manufacturers. Gregory, Gloria Jeans, Climona, Vereteno, Festival, ZARINA are numerous examples of this strategy when choosing a company name.

The fourth way is the company logo. The purpose of a logo in the fashion industry is instant brand recognition. A logo is a symbolism that replaces a name or is its graphic interpretation. Interestingly, in the fashion world, the logo has also become part of the design of clothes and shoes.

The logo serves as an identification mark for the uninitiated crowd, which, by these letters, will find out how much this or that item cost. This is a cheat sheet for those who cannot define the silhouette of Dolce and Gabann, Christian Dior or Ferre. With a general trend towards more and more visualization, type graphics are all kinds of indicators. Signs and labels - began to play an increasingly important role. A logo, as an image that replaces text, becomes an ideal solution if you need to combine decorativeness and informativeness. In addition to its primary function - the trademark - it plays a decorative role. This is a natural result of the interweaving of the fashion industry and advertising. Here are the reasons:

the first - industrial - fashion for the text as a decorative element;

the second is the fashion for democracy in clothes, i.e. crisis of recognition of styles, binding of an object to a specific brand;

the third is advertising.

This is a shift in the boundaries of "expensive - cheap": it is the design of the product, and not the quality of the materials used or the amount of manual labor that increasingly determines consumer value. Oversaturation with advertising information allows the logo to become an element of decor. The logo becomes more and more figurative, emotional. And you can play with images, placing it where it was previously unthinkable. Thus, today the buyers of fashionable shoes have been made advertising carriers of brands due to the universal logoization. The main thing is the correspondence of the emotions caused by the advertising of the product, the brand image and the design of the products themselves. After all, the promotion of the subject should be specific, simple, understandable and bright, i.e. advertising. At the same time, carry a readable emotionally colored image. So, you can't do without a logo.

The verbal logo of the enterprise - the name, inscribed in a certain way, is its most frequently used attribute, which forms the first emotional attachment to the image of the company in the mind of the consumer. A certain way of depicting a verbal logo becomes an original, original sign of the enterprise.

Another important direction in the company's activities to promote its brand is the design in the retail environment. Here are the following requirements:

convenience of location for a specific target audience (Via Corso - boutique street in Milan; and il Duomo square with La Rinaschente department store - both conveniently located in the center of Milan, but the consumer of these retail spaces is different). As mentioned above, a similar community of shoe boutiques will be created in Russia on the basis of the Paris Commune factory. The need for such a base exists in the Southern Federal District and the North Caucasus Federal District - this will allow organizing the regional market;

adherence to the concept of presenting the image of the product, i.e. well-thought-out principles for presenting the properties of a product that meet the expected motivation for its choice by the consumer;

figuratively, the target solution of the environment should be oriented to the type of consumer. It should be possible to try on shoes, get advice from the seller;

the environment should be conducive to stay and provoke interest in products. Pleasant music can sound in the store, each visitor should be given a booklet with shoe brands;

according to a figurative decision, the environment should be raised above the ordinary, create a feeling of “event”, “chosenness”, “fullness of possibilities” or “accessibility”. The enterprise can introduce a system of discounts to re-attract consumers;

support an additional range of services that are part of the pastime and cultural interests of the consumer.

The buyer can be offered a cream for the newly purchased shoes as a gift or another clothing accessory with the logo of the manufacturer's company. Consumers in the market do not act as a monolithic community. When buying shoes, they are guided, first of all, by the type of shoes and the price.

For example, when choosing women's boots, the buyer takes into account the seasonality of shoes, their age characteristics and type of work, while the appearance of the shoes will be important features: compliance with the fashion direction, color, top and bottom materials, as well as the constructive solution of the model. Buyers will also prefer the brand name. It is this offer of shoes to the consumer in specialized stores or departments that will provoke an increase in sales in conditions of unstable demand. And if the seller, having well-thought-out principles of presenting the advantageous properties of each design of women's boots, and guessing the mood and capabilities of the customer on their motivated questions when choosing a model, can realize this very desire, then in any case the buyer will leave satisfied that his interests are fully satisfied , and he himself

Elderly people love comfort and coziness. Both the seller and the buyer - a representative of the fair half - of course, will turn their attention to the model, if it is pleasant to wear it in a snowy winter, since it must be made of soft pile leather - velor and have a molded sole with a large tread, as it will very comfortable and will provide them with comfort in any period of wearing it. At the same time, it should be affordable.

Business women, whose age is over 45 and up to 45, and constantly in a bustle, of course, will give preference to models made of natural materials, low heels, discreet accessories, creating comfort for the wearer in their daily life, while emphasizing their image and social status.

The appearance of fashionistas or high school girls in the salon or in a special company store will immediately attract the attention of the salon seller, who will want to offer them only the original model with extra high heels with patch straps, decorated with holnitens and fixed in the upper and lower parts of the shaft. The fashionista will be delighted that she got what she wanted, and the high school student will be satisfied with the purchase also because she is sure that she will surprise her friends with this purchase, and for her this is the most important argument in favor of the purchase.

It is always easy for the seller if a “socialite” appears in the store, as she always prefers only new products or exclusive models. These ambitions of hers can be satisfied by the model both due to originality and due to the constructive solution, as well as due to the selected materials and decorations in the manufacture of this very model. For girls who love rigor, but at the same time originality, the seller will definitely offer a model that successfully combines materials of two colors and textures, and the details, perforated, draped on the shaft, give it unusualness.

And the price should not “bite” very much, which is also an important argument in favor of the purchase. These fantasies of ours, peeped in life and very effectively working on demand, are justified and have the right to be, since the ability to present your products, work with your consumer, a competent marketing approach form the popularity of this boutique, store or salon with buyers and provide them with a steady consumer demand . Ultimately, well-thought-out principles of presenting the properties of the product, choosing your consumer, the correct design of boutiques and their windows - all this will make it possible to have a significant impact on the effective results of their work. The same fully applies to the children's assortment.

The formation of the assortment is the problem of specific goods, their individual series, determining the relationship between "old" and "new" goods, goods of single and serial production, "high-tech" and "ordinary" goods, embodied goods, or licenses and know-how. When forming the assortment, there are problems of prices, quality, guarantees, service, whether the manufacturer is going to play the role of a leader in the creation of fundamentally new types of products or is forced to follow other manufacturers.

The formation of the assortment is preceded by the development of an assortment concept by the enterprise. It is a directed construction of an optimal assortment structure, a product offer, while taking as a basis, on the one hand, the consumer requirements of certain groups (market segments), and on the other, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise. to produce products at low cost. The assortment concept is expressed as a system of indicators characterizing the possibilities for the optimal development of the production assortment of a given type of goods. These indicators include: a variety of types and varieties of goods (taking into account the typology of consumers); the level and frequency of updating the assortment;

determination of current and future needs of buyers, analysis of ways to use shoes and features of consumer behavior in the relevant market;

assessment of existing analogues of competitors;

critical assessment of products manufactured by the enterprise in the same assortment as in p.p. 1 and 2, but from the position of the buyer;

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

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

development of specifications for new or improved models in accordance with customer requirements;

exploring the possibilities of producing new or improved models, including issues of price, cost and profitability;

conducting tests (testing) of shoes, taking into account potential consumers in order to determine their acceptability in terms of the main indicators;

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

assessment and revision of the entire range.

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

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

Achieving the highest possible profitability is ensured through constant monitoring of economic indicators and timely decision-making to adjust the range.

The stability of marketing indicators is ensured, first of all, by constantly monitoring the situation on the market and promptly responding to changes, and even better, taking proactive actions. It is important that there are not too many product names. For the majority of Russian enterprises, the main reserve for optimizing the assortment is still based on a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that, in terms of sales, cannot even break even. As a result, the overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability by 30-50%.

In addition, a large assortment disperses the strength of the company, makes it difficult to correctly offer goods to customers (even sales department employees are not always able to explain the difference between one or another position or name), and disperses the attention of end consumers.

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

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

It is generally accepted that the buyer needs a wide range. This widest range is often referred to even as a competitive advantage. But in reality, it turns out that for a manufacturer, a wide range of products is hundreds of product items, and for a consumer, 7 items are already more than enough.

And thus, the consumer does not need a wide assortment at all, but the variety necessary for him.

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

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

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

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

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

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

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

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

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

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

In addition, not always an increase in the volume of goods of groups that bring the main income will increase the company's profits. Here it is important to pay attention to the balance of unsold goods (what increase it will give and the possibility of its further sale). Production volume planning is one of the important problems of assortment policy. In the economy, forecasting of future expenses and incomes is widely used on the basis of calculating the cost of production at variable costs. The essence of this method lies in the fact that the costs of the enterprise are divided into fixed and variable, depending on the degree of their response to changes in the scale of production.

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

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

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

When applying the calculation method by the amount of coverage, it is advisable to use such indicators as the amount of coverage (marginal income) and the coverage ratio.

The coverage amount (marginal income) is the difference between the sales proceeds and the total amount of variable costs. The amount of coverage can be calculated in another way - as the sum of fixed costs and profits. The calculation of the amount of coverage allows you to determine the funds of the enterprise received by it in the sale of its products in order to recover fixed costs and make a profit. Thus, the amount of coverage shows the overall level of profitability of both the entire production and individual products: the higher the difference between the selling price of the product and the sum of variable costs, the higher the amount of its coverage and the level of profitability.

The coverage ratio is the share of the coverage amount in the sales proceeds or the share of the average coverage in the price of the goods.

It is also important to determine at what volume of sales the gross costs of the enterprise will pay off. To do this, it is necessary to calculate the break-even point, at which revenue or production volume is accepted that provides coverage of all costs and zero profit. Those. the minimum amount of proceeds from the sale of products is revealed, at which the level of profitability will be more than 0.00%. If a business earns more than the breakeven point, then it is profitable. By comparing these two values of revenue, one can estimate the allowable decrease in revenue (sales volume) without the danger of being at a loss. The revenue corresponding to the break-even point is called the threshold revenue. The volume of production (sales) at the break-even point is called the threshold volume of production (sales).

In order to assess how much actual revenue exceeds the break-even revenue, it is necessary to calculate the margin of safety (percentage deviation of actual revenue from the threshold). To determine the impact of a change in revenue on a change in profit, the indicator of production leverage is calculated. The higher the effect of the production lever, the more risky in terms of reducing profits is the position of the enterprise.

To separate the total costs into fixed and variable, we use the method of the highest and lowest points, which involves the following algorithm:

among the data on the production volumes of various types of footwear and the costs of its

production, the maximum and minimum values are selected;

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

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

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

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

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

The minimum and maximum costs for the production of shoes of models A and B, respectively, are 179,465 rubles. (358.93500) and 428180 rubles. (428.181000). The difference in the levels of production volume is 1100 pairs (1600 - 500), and in the levels of costs - 248715 rubles. (428180 - 179465). The rate of variable costs per item will be 226.1 (248715/1100). The total value of variable costs for the minimum volume of production is 113,045 rubles. (226.1500), and for the maximum volume - 361,760 rubles. (226.11600). The total value of fixed costs is 179465 - 113045 = 66420, 428180 - 361760 = 66420. Thus, for our example, the value of fixed costs will be 66420 rubles. and they will be distributed among the manufactured types of footwear in proportion to the total cost of each type of product.

The profit from the sale of Model A is negative. However, before deciding to exclude this type of footwear from the assortment, it is necessary to calculate the profit from the sale of all types of products produced. At the same time, it is important that the amount of revenue exceeds the amount of variable costs. Let's summarize the solution of the example in Table 14. Let's see how the profit of the enterprise changes if the production of unprofitable model A is abandoned. In this case, the company's revenue will be reduced by the amount of revenue from the sale of this type of product and its size will be 753508 rubles. (951008 - 197500).

At the same time, the total costs of the enterprise will also be reduced by the amount of variable costs required for the production and sale of brand A shoes. This value will be equal to 164,290 rubles. Since fixed costs do not depend on the amount of revenue, the refusal to produce brand A shoes will not affect their total value. Thus, the total costs of the enterprise without the production of footwear brand A will be 633842 rubles. (798132 - 164290). And the organization will not receive a loss in the course of its activities (753508 - 633842 = 119666 rubles). Using the method of calculating the average amount of coverage allows you to make a decision on the advisability of further production of brand A shoes. The average amount of coverage for both brands of shoes is positive. If an enterprise reduces the production of brand A shoes by one unit, it will lose 66.6 rubles. from covering fixed costs. The exclusion from production of the entire volume of production of this brand will lead to losses in the amount of 33,300 rubles. (500·66.6). From the foregoing, we can conclude that brand A shoes should be kept in stock.

Table 14. Example 1 Solution

Index	Value, rub.
Revenues from sales	951008
variable costs	798132
fixed costs	66420
Coverage amount, 1 – 2	152876
Coverage ratio, 4/1	0.16
Threshold revenue, 3/5	415125
Margin of safety, %, (1 – 6)/1*100	56.35
Profit	86456
Production Lever Effect, 4/8	1.77

Thus, it is not always advisable to make a decision based only on the value of total costs and profit per unit of output, because in the end result the enterprise may lose profit. Now consider the situation (example 2), when the company plans to release a new product - model B with its volume of 1700 pairs at a price of 467.40 rubles. for 1 pair. However, the production facilities of this organization are suitable for the production of only 4,000 pairs of shoes. And if it's going to manufacture Model B shoes, it will have to forego 500 pairs of other models. The question arises: should new products be introduced into the assortment, and if so, which products should be reduced?

The average value of variable costs for a new type of product is 375.34 rubles. Then the average coverage is 92.06 rubles. (467.40 - 375.34). The increase in the profit of the enterprise due to the

production of model B shoes will amount to 156,502 rubles. (170092.06). Among all types of footwear produced by the enterprise, model B has the smallest average coverage (66.6 rubles). If the production of 500 pairs of shoes is abandoned, the organization will lose 33,300 rubles, while at the same time, the enterprise will receive an additional 156,502 rubles from the production of brand B shoes. The company's gain from a change in the assortment will be 123,202 rubles. (156502 - 33300). Let's see how the margin of safety, the effect of the production leverage and the profit of the enterprise will change if model B shoes are included in the assortment (table 15).

Table 15. Example 2 Solution

Index	Value, rub.
Revenues from sales	1745588
variable costs	1520478
fixed costs	66420
Cover amount, 1-2	225110
Coverage ratio, 4/1	0.13
Threshold revenue, 3/5	515046
Margin of safety, %, (1-6)/1*100	70.49
Profit	158690
Production Lever Effect, 4/8	1.42

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

profit increased from 86456 rubles. up to 158690 rubles;

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

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

Thus, in a variable costing system, profit is shown as a function of sales volume, while in a full distribution system, it depends on both production and sales.

Both considered systems have their advantages and disadvantages. So, for example, when production exceeds sales, a full cost allocation system will show higher profits. In the event that sales exceed production, the higher profit will be reflected in the variable cost calculation. However, when calculating the cost of variable costs, information for making a decision can be obtained with a much smaller number of calculations. The choice is up to the management of the enterprise in order to ensure a stable position for its enterprise in the face of unstable demand with timely and effective actions. This is especially important in the manufacture of the entire range of children's shoes and when working with customers - with mothers and children, creating all the conditions for them to meet their interests.

In a market economy, in order to survive in a constantly changing economic environment, shoe companies need to focus on the target audience; an increase in the amount of profit as a result of an increase in the volume of sales of products, a decrease in its cost and an increase in product quality.

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

An important criterion for the competitiveness of footwear in the market is its cost with its corresponding quality and the purchasing power of the population. The main criterion for the viability and profitability of an enterprise is profit; in order to increase losses, it is first necessary to reduce the cost of footwear. Changes in the total cost, which includes all costs for the production and sale of shoes, depend on the ratio of cost changes for each costing item.

An important factor influencing the level of costs for the production of shoes is the change in the assortment and technological process (tables 16 - 19).

Table 16. Financial results of the enterprise selling children's shoes

Month	Outlet, steam	Costs, rub.			Cost, rub.	Marketable products (at the wholesale price), rub.	Profit, rub.
		Basic and auxiliary materials	Main and additional RFP with SVVF	Overheads			
I quarter– spring (56) - (15+19+22)							
January 3909699.75	7095	1756438.2	414631.8	1738629.75	3909699.75	4321564.5	411864.75
February 4976286.35	8987	2248821.72	525200.28	2202264.35	4976286.35	5473981.7	497695.35
March 5734226.3	10406	2576109.36	608126.64	2549990.3	5734226.3	6338294.6	604068.3
I quarter 14620212.4	26488	6581369.28	1547958.72	6490884.4	14620212.4	16133840.8	1513628.4
II quarter– summer (62) - (21+20+21)							
April 5587132.32	11088	2305971.36	614496.96	2666664.0	5587132.32	6098400.0	511267.68
May 5321078.4	10560	2196163.2	585235.2	2539680.0	5321078.4	5808000.0	486921.6
June 5587132.32	11088	2305971.36	614496.96	2666664.0	5587132.32	6098400.0	511267.68
II quarter 16495343.04	32736	6808105.92	1814229.12	7873008	16495343.04	18004800.0	1509457
III quarter - autumn (66) - (24 + 23 + 22)							
July 5933010.3	10122	2964936.24	697911.9	2270162.16	5933010.3	6533751.0	600740.7
August 6498058.9	11086	3247311.12	764379.7	2486368.08	6498058.9	7156013.0	657954.1
September 6215534.6	10604	3106123.68	731145.8	2378265.12	6215534.6	6844882.0	629347.4
III quarter 18646603.8	31812	9318371.04	2193437.4	7134795.36	18646603.8	20534646.0	1888042.2
IV quarter - winter (64) - (21+21+22)							
October 7266070.35	9135	3934992.6	874858.95	2456218.6	7266070.35	8138371.5	872301.15
November 7266070.35	9135	3934992.6	874858.95	2456218.6	7266070.35	8138371.5	872301.15
December 7612073.7	9570	4122373.2	916518.9	2573181.6	7612073.7	8525913.0	913839.3
IV quarter 22144214.4	2740	11992358.4	2666236.8	7485618.8	22144214.4	24802656.0	2658441.6
For the year 71906373.64	188876	34700204.64	8221862.04	28984306.56	71906373.64	79475942.8	7569569.16

Table 17. Financial results of the enterprise for the sale of women's shoes

Month	Outlet, steam	Costs, rub.			Cost, rub.	Marketable products (at the wholesale price), rub.	Profit, rub.
		Basic and auxiliary materials	Main and additional RFP with SVVF	Overheads			
I quarter - spring (56) - (15 + 19 + 22)							

January 2856754.8	3060	1671861.6	455695.2	729198	2856754.8	3241519.2	384764.4
February 3618556.08	3876	2117691.36	577213.92	923650.8	3618556.08	4105924.32	487368.24
March 4205419.04	4488	2447575.68	688352.96	1069490.4	4205419.04	4754228.16	548809.12
I quarter 10680729.92	11424	6237128.64	1721262.08	2722339.2	10680729.92	12101671.68	1420941.76
II quarter - summer (62) - (21+20+21)							
April 4503549.54	5334	2819819.1	451363.08	1232367.36	4503549.54	5198409.72	694860.18
May 4289094.8	5080	2685542.0	429869.6	1173683.2	4289094.8	4950866.4	661771.6
June 4503549.54	5334	2819819.1	451363.08	1232367.36	4503549.54	5198409.72	694860.18
II quarter 13296193.88	15748	8325180.1	1332595.76	3638417.92	13296193.88	15347685.84	2051491.96
III quarter - autumn (66) - (24 + 23 + 22)							
July 4038068.37	3801	2461033.47	528681.09	1048353.81	4038068.37	4831793.19	793724.82
August 4422646.31	4163	2695417.61	579031.67	1148197.03	4422646.31	5304452.97	881806.66
September 4230357.34	3982	2578225.54	553856.38	1098275.42	4230357.34	5061878.58	831521.24
III quarter 12691072.02	11946	7734676.62	1661569.14	3294826.26	12691072.02	15185635.74	2494563.72
IV quarter - winter (64) - (21+21+22)							
October 7169000.58	3402	5261975.46	750413.16	1156611.96	7169000.58	8649142.74	1480142.16
November 7169000.58	3402	5261975.46	750413.16	1156611.96	7169000.58	8649142.74	1480142.16
December 7510381.56	3564	5512545.72	786147.12	1211688.72	7510381.56	9061006.68	1550625.12
IV quarter 21848382.72	10368	16036496.64	2286973.44	3524912.64	21848382.72	26359292.16	4510909.44
For the year 58516378.54	49489	38333482.0	7002400.42	13180496.02	58516378.54	68994285.42	10477906.88

Table 18. Financial results of the enterprise for the sale of men's shoes

Month	Outlet, steam	Costs, rub.			Cost, rub.	Marketable products (at the wholesale price), rub.	Profit, rub.
		Basic and auxiliary materials	Main and additional RFP with SVVF	Overheads			
I quarter - spring (56) - (15 + 19 + 22)							
January 3662091.75	4275	2417213.25	602860.5	642618.0	3662691.75	4419495	756803.23
February 4639409.55	5415	3061803.45	763623.3	813982.8	4639409.55	5598027	958617.45
March 5371947.9	6270	3545246.1	884195.4	942506.4	5371947.9	6481926	1109978.1
I quarter 13674049.2	15960	9024262.8	2250679.2	2399107.2	13674049.2	16499448	2825398.8
II quarter - summer (62) - (21+20+21)							

April 3794943.0	5901	2338035.21	638960.28	817347.51	3794343.0	4450711.23	656368.23
May 3613660.0	5620	2226700.2	608533.6	778426.2	3613660.0	4238772.6	625112.6
June 3794343.0	5901	2338035.21	638960.28	817347.51	3794343.0	4450711.23	656368.23
II quarter 11202346	17422	6902770.62	1886454.16	2413121.22	11202346	13140195.06	1937849.06
III quarter - autumn (66) - (24 + 23 + 22)							
July 4792159.49	5292	3219403.02	429542.11	1143214.35	4792159.49	6099030	1306870.51
August 5249555.63	5796	3526012.83	470450.89	1252091.91	5249555.63	6679890	1430334.37
September 5020357.56	5544	3372707.92	449996.5	1197653.14	5020357.56	6389460	1369102.44
III quarter 15061072.68	16632	10118123.77	1349989.5	3592959.4	15061072.68	19168380	4107307.32
IV quarter - winter (64) - (21+21+22)							
October 4419723.0	4389	3032008.98	661466.19	726247.83	4419723.0	5207109.6	787386.6
November 4419723.0	4389	3032008.98	661466.19	726247.83	4419723.0	5207109.6	787386.6
December 4630186.0	4598	3176390.36	692964.58	760831.06	4630186.0	5455067.2	824881.2
IV quarter 13469632.0	13376	9240408.32	2015896.96	2213326.72	13469632.0	15869286.4	2399654.4
For the year 53407099.87	63390	35285565.51	7503019.82	10618514.54	53407099.87	64677309.46	11270209.59

Table 19. The impact of the sale of shoes on the financial condition of the enterprise

Men's shoes					
Volume of sales, %	100%	80%	60%	48%	40%
Profit/Loss for the month, rub.	824881.2	207739.04	190596.51	0	-126545.78
Income tax, 20%	164976.22	41547.8	38119.3	-	-
Property tax, 2.2%	3483.3	3483.3	3483.3	3483.3	3483.3
Net Profit/Loss for the month, rub.	656421.7	162708	148994	- 3483.3	- 3483.3
Profit/Loss for the year, rub.	9898574.4	2492868.48	2287158.12	0	-1518549.36
Net Profit/Loss for the year, rub.	7877060.4	1952496	1787928	- 41799.6	- 41799.6
Women's shoes					
Volume of sales, %	100%	80%	60%	44%	40%
Profit/Loss for the month, rub.	1550625.12	998162.35	445699.56	0	-106763.19
Income tax, 20%	310125.02	199632.47	89139.912	-	-
Property tax, 2.2%	3483.3	3483.3	3483.3	3483.3	3483.3
Net Profit/Loss for the month, rub.	1237017	795046.6	353076.3	- 3483.3	- 3483.3
Profit/Loss for the year, rub.	18607501	11977948	5348395	0	-1281158.28
Net Profit/Loss for the year, rub.	14844204	9540559	4236916	- 41799.6	- 41799.6
Children's shoes					
Volume of sales, %	100%	90%	83%	80%	-
Profit/Loss for the month, rub.	511267.68	495905.15	0	-416365.49	-
Income tax, 20%	102253.54	9918103	-	-	-
Property tax, 2.2%	3483.3	3483.3	3483.3	3483.3	-

Net Profit/Loss for the month, rub.	405530.84	39668929	- 3483.3	- 3483.3	-
Profit/Loss for the year, rub.	6135212	49590515	0	- 4996385.88	-
Net Profit/Loss for the year, rub.	4866370	39668929	- 41799.6	- 41799.6	-

The data of tables 16 - 19 indicate that with 100% of the sale of shoes, compensation is provided not only for the production and sale of shoes, but also net profit remains, which indicates the effective operation of the enterprise for the analyzed month, as well as the correct marketing assortment policy of the enterprise . Such a result of the work will allow the enterprise to distribute net profit for the formation of a financial reserve, the payment of dividends, the development of production, the financing of social programs, etc.

When the sale of this type of footwear is not in full, then such a result negatively affects the performance of the enterprise. In this case, the presence of remnants of unsold shoes reduces the total amount of revenue, increases costs and leads to additional costs for storing goods.

In addition, Table 20 shows that if men's shoes are sold below 48%, women's shoes - 44%, and children's shoes 83%, then the company suffers losses, which leads to the need to reduce production volume, delay payment of wages to employees, etc.

If such a situation arises, it is necessary to attract borrowed funds to cover costs and organize subsequent production, which is currently associated with certain difficulties: the interest on the loan has been significantly increased (up to 20%), the loan repayment period has been reduced, etc., leading to an even greater increase in production costs.

In market conditions of management, an effective management system requires a rational organization of marketing activities, which largely determines the level of use of the means of production at the enterprise, the growth of labor productivity, the reduction of production costs, the increase in profits and profitability. This is due to the fact that marketing activity is not only the sale of finished shoes, but also the orientation of production to meet the solvency of customer demand and active work in the market to maintain and form demand for the company's products, and organize effective channels for the distribution and promotion of goods.

In a dynamically changing market environment, the performance of an enterprise, including a shoe one, largely depends on the effective results of the production, sales, financial and marketing policies of the enterprise itself, which creates the basis for bankruptcy protection and a stable position in the domestic market.

Thus, when developing an assortment policy, shoe enterprises should focus on both external (price and consumer niche, competing enterprises, market conditions, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible take into account and provide for all situations that may arise during the sale of shoes, i.e. some shoe models are not in demand at a certain stage. In this case, another, usually not advertised, side of marketing should appear: if shoes, even without taking into account market requirements, have already been produced, then they must be sold. For this purpose, in order to respond to the lower prices of competitors, it is necessary to reduce too large stocks, get rid of damaged, defective shoes, liquidate leftovers,

In addition to using discounts, an enterprise can go for an initiative price reduction in case of underutilization of production capacities, a reduction in market share under the pressure of competition from competing enterprises, etc. In this case, the enterprise takes care of its costs, developing measures to reduce them by improving equipment and technology, introducing new types of materials into production, and constantly improving the quality of products. And all this requires large financial costs from enterprises, but, nevertheless, it helps to increase the competitiveness of certain types of leather products and the enterprise as a whole. in addition, the greater the number of footwear products produced, the more the production costs are reduced, which leads to lower prices, and most importantly, creates such conditions for the functioning of the market,

The assortment policy consists in developing the implementation of decisions regarding the nomenclature (names) of manufactured products, the diversity of the assortment of one name, the need to expand the range of products.

To determine the volume of expected demand by consumers for new products and to ensure a balance between supply and demand, it is advisable for shoe enterprises to use the method of expert assessments.

A survey of experts (specialists in trade and industry) is carried out when samples of new products are ready, which are necessary for examination.

Based on the results of the expert survey, a final report is drawn up, where the expected volumes of demand for the company's products are determined. Based on these predictive recommendations, a survey of consumers and the production capabilities of the enterprise, an optimal assortment structure is compiled.

Thus, based on these competitiveness criteria, we have proposed a system of indicators for assessing the importance of any enterprise for the development of the regions of the Southern Federal District and the North Caucasus Federal District, which is presented in Table 20.

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

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

Table 20. Indicators for assessing the importance of the enterprise for the development of the regions of the Southern Federal District and the North Caucasus Federal District

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

To assess the effectiveness of the developed innovative technological processes, it is proposed to use the efficiency coefficient (Kef), the value of which should be considered as the value of the concordance coefficient for assessing the results of a priori ranking (W), which varies from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution for the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and the search for errors that provoked such a result, and ways to eliminate the mistakes made are required.

The efficiency factor of the technological process is calculated by the formula:

$$К_{эф}=К_{ПТ}\times К_{з}^{\,i}\cdot P_s\cdot C\cdot S_{общ}\cdot З_{ф}\times Т_{б.у}\cdot Пр\cdot R\cdot З_{1р\ т.п}\cdot З_{усл.пер.ед}\cdot З_{усл.пос.ед}. \quad (5)$$

Labor productivity (KPT)

$$К_{ПТ}=\frac{P}{Н_{выр}} \quad (6)$$

where P – flow task, steam; $Н_{выр}$ – design output rate, par.

Loading workers (Kzi)

$$К_{з}^{\,i}=\frac{Я_{сд}^{Р}}{Я_{сд}^{Ф}} \quad (7)$$

where $Я_{сд}^{Р}$ - estimated number of workers, people; $Я_{сд}^{Ф}$ - the actual number of workers, people.

Shoe output per 1 m^2 (Ps)

$$P_s=\frac{P}{S_{пр}} \quad (8)$$

where $S_{пр}$ – production area, m^2.

Equipment cost per unit flow task (C)

$$C=\frac{T}{P}, \quad (9)$$

where T is the cost of equipment, rub.

Total price (Stotal)

$$S_{общ}=\sum_{i=1}^{n}S^{i}, \quad (10)$$

where S^{i} – price for the i-th operation; n is the number of operations.

Расчет оптовой цены (Ц$_{опт}$=Цена/1,18)

Модель	Цена	Оптовая цена
Зимние сапоги (модель А)	1400,00	1186,44
Осенние ботинки (модель Б)	1360,00	1152,54
Весенние полуботинки	1220,00	1033,90
Летние сандалии (модель Г)	890,00	754,24

Расчет основных показателей

Показатель \ Модель	Зимние сапоги (модель А)	Осенние ботинки (модель Б)	Весенние полуботинки (модель В)	Летние сандалии (модель Г)
Прибыль (руб.)	171,59	401,59	250,25	102,47
Рентабельность (%)	16,91	53,48	31,93	15,72
Затраты на рубль товарной продукции (руб.)	85,54	65,16	75,80	86,41
Затраты условно-переменные (руб.)	787,03	557,61	601,64	492,29
Затраты условно-постоянные (руб.)	227,82	193,34	182,01	159,48
Точка безубыточности (пар)	26954,41	13096,67	19486,94	28331,98
Запас финансовой прочности (%)	42,96	67,50	57,89	39,12
Выручка от реализации (руб.)	56 066 408,64	46 447 362,00	47 848 892,00	35 099 312,64
Валовая выручка (руб.)	8 583 395,54	16 483 643,02	11 940 489,91	5 068 877,96
Чистая прибыль(руб.)	6 677 881,73	12 824 274,27	9 289 701,15	3 943 587,05

Чистая прибыль предприятия за год по всем моделям (руб.) = 32 735 444,20

Общие матер. | Оборудование | Топливо и энергия | РСЭО | Общепроизвод | Себестоимость

Figure 21. Calculation of the main economic indicators (sheet "Cost")

Капитальные вложения на технологическое оборудование, обеспечивающее выпуск всех моделей

Наименование оборудования	Количество оборудования, шт.	Мощность электродвигателя, кВт	Установленная мощность, кВт	Цена за единицу оборудования, руб.	Стоимость оборудования, руб.
S 120C	9	1,1	9,9	27300	245700
HSP588/3	2	0,8	1,6	54000	108000
SS 20	3	0,5	1,5	15900	47700
A2000	2	2,1	4,2	127000	254000
RP67TE	3	1	3	37800	113400
Швейные машины: Pfaff	4	0,27	1,08	17560	70240
Pfaff 574-900	4	0,27	1,08	79600	318400
Pfaff 1243-750/01	1	0,27	0,27	79400	79400
GP 2	1	0,27	0,27	19000	19000
GRAMAC 652	2	0,27	0,54	21300	42600
02015/P5	1	0,23	0,23	42600	42600
10/11/C	2	0,5	1	51300	102600
1200	1	0,25	0,25	54000	54000
CD 3000U	2	2,7	5,4	35700	71400
Термоактив. 133	1	4,3	4,3	130000	130000
AS 1880 K	1	7	7	252600	252600
FO 2016	1	3	3	87000	87000
G50 4CF	1	1,2	1,2	15700	15700
SR 1006	2	0,18	0,36	29000	58000
G 12/1	2	1,9	3,8	54000	108000
K73STIC	1	5,5	5,5	157680	157680
PIC K24SZ	1	5,5	5,5	285100	285100
02068/P4	2	0,6	1,2	11200	22400
01276/P12	2	0,18	0,36	18000	36000
TL75	1	0,1	0,1	15200	15200
04222/P1	1	0,42	0,42	49400	49400
05054/P1	1	0,25	0,25	12300	12300
FR 3500	1	13	13	41200	41200
Конвейер 173226/P1	1	1,1	1,1	125000	125000
					0
					0
Итого	56		77,41		2964620
С учетом затрат на монтаж (10%)					3261082

Общие матер. | Оборудование | Топливо и энергия | РСЭО | Общепроизв

Figure 22 Calculation of expenses for the maintenance and operation of equipment (sheet "Equipment")

Производственная программа на год в натуральном выражении

Наименование изделий	Выпуск изделий в день, пар	Период выпуска изделия в течение года, дни	Выпуск изделий за год, пар	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	716	66	47256			47256	
Осенние ботинки (модель Б)	650	62	40300		40300		
Весенние полуботинки (модель В)	712	65	46280				46280
Летние сандалии (модель Г)	831	56	46536	46536			
Итого:		**249**	**180372**	**46536**	**40300**	**47256**	**46280**

Производственная программа на год в стоимостном выражении

Наименование изделий	Годовой выпуск изделия, пар	Стоимость изделия, руб.	Годовой объем выпуска, тыс.руб.	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	1400	66158,4			66158,4	
Осенние ботинки (модель Б)	40300	1360	54808		54808		
Весенние полуботинки (модель В)	46280	1220	56461,6				56461,6
Летние сандалии (модель Г)	46536	890	41417,04	41417			
Итого:			**218845,04**	**41417**	**54808**	**66158,4**	**56461,6**

Производственная программа в трудо-часах

Наименование изделий	Годовой выпуск изделия, пар	Трудоемкость изделия	Годовой объем выпуска, в трудо-часах	В том числе по кварталам			
				I	II	III	IV
Зимние сапоги (модель А)	47256	0,66	31188,960			31189	
Осенние ботинки (модель Б)	40300	0,73	29419,000		29419		
Весенние полуботинки (модель В)	46280	0,582	26934,960				26934,96
Летние сандалии (модель Г)	46536	0,56	26060,160	26060,2			
Итого:			**113603,08**	**26060,2**	**29419**	**31189**	**26934,96**

титул | Производ.прогр | Расчет коэф.труд. | Труд.ресурсы | Расчет ЗП | Нормы р

Figure 23. Calculation of the production program of the enterprise for the year (sheet "Production program")

The margin of financial strength is calculated according to the following dependence (Zfp)

$$Zfp = \frac{B_2 - T_{б.у}}{B_2} \cdot 100(\%), \qquad (11)$$

where B_2 is the output of marketable products in the planned period in physical terms of the pair; $T_{b.y}$ - breakeven point, pairs.

The break-even point is determined by the formula ($T_{b.y}$):

$$Tb.y = \frac{З_{усл.пост.}}{Ц_{ед} - З_{усл.пер.ед.}} (pairs), \qquad (12)$$

here Zusl.post - total fixed costs per unit of production, rub.; Zed - the price of a unit of production, rub.; Zusl.per.ed - total variable costs per unit of production, rub.

Profit per unit of production (Pr) is determined by the following relationship:

Pr \u003d Tsopt - C, (13)

where Tsopt is the wholesale price of a unit of production (sales price minus value added tax in the amount of 10% for children's shoes and 18% for other types), rubles; C - the total cost of a unit of production, rub.

Product profitability (R) is determined by the following formula:

$$R = \frac{П_р}{C} \cdot 100(\%), \qquad (14)$$

here Pr - profit from the sale of a unit of production, rub.; C - the total cost of a unit of production, rub.

Costs per 1 rub. marketable products (Z1r etc.) are determined by the following formula:

$$Z1r\ etc. = \frac{C}{Ц_{опт}} \cdot 100(cop), \qquad (15)$$

where C is the total cost of a unit of production, rub.; Tsopt - the wholesale price of a unit of production (sales price minus value added tax in the amount of 10% for children's shoes and 18% for other types), rub.

Conditionally variable costs (total variable costs of production of a unit of output) (Cusl. per.unit) is defined as

Zusl. trans.unit \u003d Cpol - (5st.s.floor + 6 st.s.floor + 7 st.s.floor + 8 st.s.floor + 9 st.s.floor). (16)

Conditionally fixed costs (total fixed costs of production of a unit of output)

Zusl. pos.unit \u003d Cpol - (1 st.s.floor + 2 st.s.floor + 3 st.s.floor + 4 st.s.floor). (17)

Software has also been developed to select the optimal power.

At the same time, those criteria that have the greatest impact on the cost of finished products were justifiably chosen as criteria for a reasonable choice of the optimal power when forming the algorithm, namely:

wage losses per unit of output, rub.;

production of shoes, 1 m2;
percentage of workload of workers,%;
labor productivity of one worker, a pair;
specific reduced costs per 100 pairs of shoes, rub.;
cost of equipment per unit flow task (C)
total price (Stotal);
margin of financial strength (Zfp);
break-even point (Tb.y);
unit profit (Pr);
product profitability (R);
costs for 1 rub. marketable products (Z1r etc.);
conditionally variable costs (Zusl. per.unit);
conditionally fixed costs (Zusl. pos.ed).

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

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

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

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

- the margin of financial strength (Zfp) shows by how many percent an enterprise can reduce the volume of sales without incurring losses;

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

- profit (loss) from the sale of products (Pr) is defined as the difference between the proceeds from the sale of products in the current prices of VAT and excises and the costs of its production and sale;

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

- conditionally fixed costs (total fixed costs of production of a unit of output) (Zusl.pos.ed), which change in proportion or almost in proportion to the change in the volume of production (1st - costs for raw materials and materials; 2st - costs for auxiliary materials; 3st - costs for fuel and energy for technological needs; 4st - the cost of additional and basic wages of production workers with insurance premiums to off-budget funds);

- conditionally variable costs (total variable costs of production of a unit of output) (Cusl. per.unit), which do not depend or almost do not depend on changes in the volume of production (5st - costs for the preparation and development of production; 6 st - costs for expenses for the maintenance and operation of equipment; 7st - costs for general production needs; 8st - costs for general business expenses, they, together with conditionally fixed costs, constitute the production cost; 9th article - costs for commercial expenses. All these items that form conditional variables and conditionally fixed costs make up the full cost, that is, conditionally variable costs can be defined as the full cost - conditionally fixed costs, and vice versa,conditionally fixed costs can be defined as the full cost - conditionally variable costs);

- the cost of 1 rub. marketable products show the relative amount of profit for each ruble of current expenses, that is, this is the ratio of the cost of a unit of production to the wholesale price, which characterizes the effectiveness of the measures taken to increase the competitiveness and demand for products in demand markets.

To convert dimensional estimates of indicators into dimensionless ones, it is proposed to use the index method. Indices of dimensionless indicators are determined by formula (6.18) for positive indicators with a positive trend - growth (for example, profitability of sales, labor productivity) and by formula (19) for negative indicators with a positive trend - decrease (for example, depreciation of fixed assets, excess of finished product balances in the warehouse compared to the norm, staff turnover rate), taken mainly from indicators that form the cost of production:

$$O_i = X_i / X_i^{\max}, \qquad (18)$$

$$O_i = X_i^{\min} / X_i, \qquad (19)$$

where Oi is a dimensionless (index) assessment of the i-th indicator of the competitiveness of an enterprise; Xi - the value of the i-th dimensional indicator for assessing the competitiveness of the enterprise; Ximax - the maximum value of the i-th dimensional indicator for assessing the competitiveness of the enterprise; Ximin is the minimum value of the i-th dimensional indicator for assessing the competitiveness of an enterprise.

Stage 1.Assessment of the competitiveness of the goods. It is carried out for light industry goods according to their demand in the domestic market.

Stage 2. Calculation of a generalizing indicator of the competitiveness of an enterprise. A quantitative assessment of the competitiveness of an enterprise is proposed to be determined by the following formula:

$$K_{П} = \sum_{i=1}^{m} \alpha_i \times O_i , \qquad (20)$$

where KP - assessment of the competitiveness of the enterprise in percent;αi - the significance of the i-th indicator of competitiveness in percent; Oi - index (dimensionless) assessment of the i-th indicator of competitiveness; m - the number of indicators for assessing the competitiveness of the enterprise.

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

Kp = 0 ÷100. (21)

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, the principle of building scales with equal steps, progressive and regressive scales are used. Progressive and regressive scales are most often used for material incentives. We believe that the scale with an equal step is the most appropriate, since, firstly, it corresponds to the solution of a practical problem (specification of the quality level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum score): 4 (number of levels) = 25. Another step value is also possible, which is determined by the goals and objectives that the enterprise itself forms:

Kef \u003d K1 K2 K3 K4 K5 K6 K7 K8 K9 K10 K11 K12, (22)

where Kef is the weighting factor for assessing the effectiveness of innovative technological processes, formed for the production of competitive and popular products:

K1 - the weight of labor productivity (PT);

K2 - the weight of the load of workers (ZR);

K3 is the weight of shoe production (Ps);

K4 - the weight of the cost of equipment per unit of the flow task (C);

K5 - the weight of the total price per unit of production (Stotal);

K6 - the weight of the margin of financial strength (Zfp);

K7 - the weight of the break-even point (Tb.y);

K8 - the weight of the profit per unit of production (Pr);

K9 - the weight of the profitability of products (R);

K10 - the weight of the costs per 1 ruble of marketable products (Z1r.t.p);

K11 - the weight of conditionally variable costs (total variable costs of production per unit of output) (Cusl.per.unit);

K12 - the weight of conditionally fixed costs (total fixed costs of producing a unit of output) (Cusl.cons.unit)

As a result of the calculation, the following scale for assessing the quality level of the enterprise's competitiveness was obtained (Table 21).

Table 21. Scale for assessing the quality level of enterprise competitiveness

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

The cost of services and products -this is the current costs of the enterprise for the production and sale of services and products, expressed in monetary terms. When calculating the cost of services and productskciand all expenses of the enterprise are classified according to various criteria:

- depending on the nature of their attribution to the cost of services and products, they are divided into 2 groups: direct and indirect.

Directcalled such costs that can be directly attributed to a particular type of product in the development of more than one of its types (materials, fuel, energy).

Indirect -expenses that cannot be directly attributed to the cost of various types of products in the manufacture and repair of more than one of its types, and then distributed between them in proportion to other costs of funds or labor.

- depending on the change in the volume of production, all costs are divided into conditionally variable (proportional) and conditionally constant (disproportionate).

To conditional variablesinclude costs that change in proportion or almost in proportion to changes in the volume of production (the cost of materials and energy for technological purposes, the wages of production workers, etc.).

To conditionally constantinclude expenses that do not depend or almost do not depend on changes in the

volume of production (depreciation deductions from the value of fixed assets, rent, expenses for the maintenance of buildings and structures, wages of managers, specialists and employees, etc.):
- by economic role in the production process: basic and overhead;
- by composition (homogeneity): single-element, complex;
- according to the frequency of occurrence: current and one-time.
Non-recurring - costs for the preparation and development of production new types of productskciand, the costs associated with the launch of new production and other:
- by participation in the production process: industrial and commercial;
- by efficiency: productive, unproductive.
Costs are considered productive.for the production of products of established quality with rational technology and organization of production.
Unproductive expensesare the result of shortcomings in the technology of organizing production (losses from downtime, defective products, overtime pay, etc.).
Productive expenses are planned, while non-productive expenses are not planned.
Calculating the cost of services and productscalled the definition of the cost of manufactured products and services provided, carried out for individual cost items. The calculation of the cost price during costing is carried out on standard costing unitsitzy.
Planned cost estimates are compiled according to the nomenclature of costing items:
Raw materials and basic materials (taking into account transportation and procurement costs and excluding sold waste).
Auxiliary materials.
Fuel and electricity for technological purposes.
Basic and additional wages of production workerswith insurance contributions to off-budget funds.
Costs for preparation and development of production.
Expenses for the maintenance and operation of equipment (RSEO).
General production expenses (shop expenses).
General running costs.
Payments for compulsory property insurance.
Production cost
Commercial (non-production) expenses.
Full cost.
Production cost estimates and financial results
To determine the total amount of all planned costs at the enterprise and the mutual linkage of cost, profit and profitability indicators with other indicators, an estimate of production costs by economic elements is compiled, which includes the costs of all structural divisions of the enterprise involved in the provision of services (manufacturing of productskciand).
cost estimatea consolidated document is considered to characterize the monetary expression of all material, energy costs necessary to ensure the implementation of the plan for the production of products and services. The costs included in the estimate are grouped as follows.
Costings
Raw materials and basic materials.
Auxiliary materials.
Purchased products and semi-finished products.
Fuel from the side.
Energy from outside.
The basic and additional wages of industrial and production personnel (PPP) with deductions for the unified social tax.
Depreciation of fixed assets for full recovery.
Other expenses.
Formation of financial results.The final financial result (profit or loss) is made up of the financial result from the sale of products (works, services), fixed assets and other property of the enterprise and income from non-operating operations, reduced by the amount of expenses on these operations.

Profit Loss from the sale of products (works, services) and goods is defined as the difference between the proceeds from the sale of products (works, services) in current prices, excluding VAT and excises, and the costs of its production and sale.
Planned profit (Ppl):

$$П_{пл} = (В \cdot Ц) - (В \cdot С), \quad (23)$$

where B is the output of marketable products in the planned period in physical terms; C - the price for 1 pair of shoes (unit of production) minus VAT and excises - this is the wholesale price; C - the cost of a full unit of production.
Profit 1 pair(P1):
P1 \u003d Tsopt - S1, (24)
here Tsopt - wholesale price of 1 pair; C1 - the cost of 1 pair.
The profitability of products reflects the relationship between the profit from the sale of products and its cost.
It shows the relative amount of profit for each ruble of current expenses and is determined by the formula:

$$R_{п} = \frac{П_{р}}{З} \cdot 100, \quad (25)$$

where is the profitability of products; Pr - profit from the sale of products; Z - costs (cost);$R_{п}$

$$R = \frac{П}{С/С} \cdot 100(\%), \text{- calculation for 1 pair.} \quad (26)$$

Revenue from product sales(works and services) is determined either as it is paid, or as goods are shipped (works, services are performed) and settlement documents are presented to the buyer (customer).

To incomerelate:

- income received on the territory of the Russian Federation and abroad from equity participation in the activities of other enterprises, dividends on shares and

income on bonds and other securities owned by the enterprise;

- Income from the rental of property;
- income from the evaluation of inventories and finished products;
- fines, penalties, forfeits and other types of sanctions awarded or recognized as debtors for violation of the terms of business contracts, as well as income from compensation for losses;
- profit of previous years, revealed in the reporting year;
- other income from operations directly related to the production and sale of products (works and services).

To expenses and lossesrelate:

– costs for the maintenance of mothballed production facilities and facilities (except for costs reimbursed from other sources);

- losses from downtime due to external reasons not compensated by the perpetrators;
- losses from the markdown of inventories and finished products;
- losses on operations with containers;

– court costs and arbitration costs;

- awarded or recognized fines, penalties, forfeits and other types of sanctions for violation of the terms of business contracts, as well as expenses for compensation for losses incurred;
- losses of previous years identified in the current year;

– non-compensable losses as a result of fires, accidents, other emergencies caused by extreme conditions; non-compensated losses from natural disasters (destruction and damage to production stocks of finished products and other material assets, losses from production stoppages, etc.), including costs associated with the elimination of the consequences of natural disasters; losses from theft, the perpetrators of which have not been established by court decisions.

Break-even analysis allows you to determine the minimum required volume of product sales, in which the company covers its costs and breaks even, not making a profit, but also does not suffer losses.

In the most general form, the activity of any enterprise is carried out according to the scheme "costs - production process - profit".

The break-even point (Tb.y) is determined by the calculation according to the following formula

$$Т_{б.у} = \frac{УПЗ \cdot Количество\ продукции}{Ц - УППЗ}, \qquad (27)$$

where UPF - conditionally fixed costs per unit of output, rub.; UPPZ - conditionally variable costs per unit of production, rub.; C - the price of a unit of production without VAT, rub.

To build a break-even chart, you should draw up an equation of the following form:

atone =ah;

y2=ao+ax,

where y1 - revenue, rub; y2 - costs (full cost) for production, rub.;a– unit price without VAT, rub.; x is the planned volume of product sales, pairs; a0 is the sum of the CPL; a1 - the amount of CPPZ per unit of production, rub.

The margin of financial strength (Zf) shows how much you can reduce the volume of production, working break-even, not making a profit, but not suffering losses:

$$З_{ф} = \frac{В - Т_{б.у}}{В} \cdot 100\ (\%), \qquad (28)$$

where $Т_{b.y}$ is the breakeven point.

When calculating dimensionless estimates of enterprise competitiveness indicators using formulas (18) and (19) with the help of software, it becomes necessary to formulate these same criteria as their evidence base. So, for example, the profit per unit of production is calculated depending on the profitability of the product, that is, first the profitability is formulated from 5 to 25%, and then the profit per unit of production is laid down. The same feature exists with the definition of the criterion of labor productivity, because first they use innovative technological processes formed on the basis of universal and multifunctional equipment, the maintenance of which should be trusted by highly qualified and responsible performers who empathize with the overall result of the work of the entire technological cycle, guaranteeing them the production of demanded and competitive products that are in high demand among consumers of domestic markets. The calculation of semi-fixed costs for the production of a unit of output and semi-variable costs for the production of a unit of output is interconnected with the peculiarities of organizing the production of competitive and popular products, including for children. An analysis of the results of the activities of leading foreign manufacturers confirms the fact that if conditionally fixed costs amount to 20–40% of the cost of production, then, of course, conditionally variable costs make up 60–80%. At the same time, it is again necessary to focus on the peculiarity of the production of products for children, when both profit, profitability, semi-fixed costs and semi-variable costs are formed on the basis of the implementation of the requirements of technical regulations and regulatory documents and acts, guaranteeing them life safety when using them. And if this is due to the need to produce them with such strict characteristics, the state

and manufacturers are obliged to be interested in each other and provide manufacturers with compensation for additional costs for compliance with them and a guarantee that manufactured products will not harm the health of children.

Of course, if the criterion for the loss of wages per unit of production should tend to zero, and the volume of output of shoes from 1 m2 should tend to its maximum possible value, and the costs of 1 ruble of marketable products should tend to their minimum possible value, and the cost of equipment per unit of flow task also tends to its minimum possible value, and other criteria - to their maximum possible value - in the aggregate, the dimensionless assessment of the effectiveness of the developed innovative technological processes (K) should always tend to unity and thereby always confirm that the designed innovative technological process for the enterprise to produce them import-substituting products will be successful in their activities for the benefit of the population of those regions where they will operate,being a city-forming city for these small medium-sized cities and in which all branches of government are interested - both federal and regional and municipal.

The characteristics of competitive advantages in the production of the entire range of footwear for making a decision on its manufacture, calculated using the same software product, are shown in Table 22.

Table 22. Calculation components for the entire range of footwear

Indicators	Shoe type	Types of shoes			
		Spring	Summer	Autumn	Winter
Unit cost products, rub.	Men's	856.77	643.72	998.5	1007.07
	Women's	933.51	844.31	1062.37	2107.29
	Children's	551.05	503.89	586.15	795.41
Basic expenses materials, rub.	Men's	541.61	378.64	623.16	660.42
	Women's	523.71	511.6	618.52	1503.57
	Children's	235.78	200.05	280.76	415.5
Costs for auxiliary materials, rub.	Men's	23.82	17.57	28.16	30.4
	Women's	22.65	17.05	24.31	43.16
	Children's	11.78	7.92	12.16	15.26
Salary pay	Men's	141.02	108.28	161.1	150.71
	Women's	148.92	84.62	139.09	220.58
	Children's	58.44	55.42	68.95	95.77
Profitability of a unit of production, rub.	Men's	10.75	14.65	13.36	15.12
	Women's	11.88	13.37	16.42	17.11
	Children's	9.53	8.39	9.19	10.72
Expenses for 1 rub. commodity products, rub.	Men's	82.88	85.35	86.64	84.88
	Women's	88.12	86.63	83.57	82.89
	Children's	90.47	91.62	90.8	89.28

Thus, the software developed by the authors for evaluating the effectiveness of the formed innovative technological processes for the production of a priority assortment of footwear, taking into account the calculated costing components for the manufacture of the planned assortment, allows you to make a justified decision on its launch, a decision on its balance, guaranteed demand and ensuring a stable financial position for the enterprise.

In addition, the developed software allows regional and municipal branches of government, together with future manufacturers of the entire range of footwear in single-industry towns, to form the volume of footwear production not only taking into account its needs, but also guarantee enterprises a stable financial condition by providing them with stable TEP, that is, they will the foundations have been created for the formation of new jobs with the simultaneous solution of all social problems, which, unfortunately, are characteristic of most small and medium-sized cities of the Russian Federation today.

The choice of technology that can effectively achieve the intended goals in the face of fierce competition will ensure that the developed range of shoes will be chosen by the buyer and allow the company to maximize profits.

To solve this problem, it is necessary to use the injection method most widely, which ensures the manufacture (production) of the entire range of high-quality footwear with different profitability of

individual types of footwear to meet the demand of various population groups.

In the cost of production of shoes, the largest share is the cost of raw materials and basic materials, and then wages and depreciation.

The authors believe that the advantages of direct casting of the bottom of the shoe will undoubtedly interest manufacturers to produce such an assortment that will not only meet the trends of fashion, but, most importantly, satisfy the demand, taking into account their functional requirements for the footwear itself, namely, for athletes, for recreation. , for the elderly, for people with minor pathological deviations of the foot, creating comfortable conditions for them and satisfying the demand for it, covering the deficit by varying the price of it.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with parties interested in the successful functioning of this enterprise. Every enterprise, even small ones, has several groups of subjects with different interests, with whom it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, and establishing relationships between partners in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respectful attitude.

To make a profit, the company must constantly monitor the share of costs for the manufacture of the proposed multi-assortment shoe production.

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

The use of the injection method will allow the enterprise in the conditions of market relations to receive such an amount of profit that will allow it not only to firmly maintain its position in the sales market for its shoes, but also to ensure the dynamic development of its production in a competitive environment, this is especially important in the manufacture of the entire range of children's shoes .

Making a profit is the main goal of any entrepreneurial activity. At present, there is fierce competition in the field of business and entrepreneurship, it is necessary to be able to calculate future profits, calculate possible losses.

The net profit indicator reflects the final result of the company's activities, shows how profitable the implementation of this type of activity. Net profit is used by entrepreneurs to increase working capital, the formation of various funds and reserves, as well as for reinvestment in production. The volume of net profit directly depends on the size of gross profit, as well as on the amount of tax payments.

A number of taxes are related to the financial results of economic activity of enterprises: income tax, property tax.

The rules for taxation with income tax are defined in Chapter 25 of the Tax Code of the Russian Federation:

1) Corporate income tax rate(Federal tax)is 20%, of which: 2% is credited to the federal budget, and 18% to the regional budget.

2) Corporate property tax(Regional tax),paid from the property that is "on the balance sheet" of the organization. AT Basically, these are fixed assets and intangible actins.

The maximum rate is established by the Tax Code of the Russian Federation (Chapter 30) and is 2.2% of the tax base - the average annual value of the property.

Property tax calculation:

$$НИ_{пр} = \frac{ОФ_{срг} \cdot СН_{и}}{100}, \qquad (29)$$

whereOFsrg - the residual value of fixed assets, thousand rubles; SNi - property tax rate (SNi = 2.2%).

Calculation of income tax and net profit

Income tax (IT) is determined by the formula:

$$НПР \frac{(ПП - НИ) \cdot СН_{пр}}{100}, \qquad (30)$$

whereSNpr – income tax rate, %, (SNpr = 20%); PR - profit of the enterprise, thousand rubles; NI - property tax, thousand rubles.

We will determine the net profit Prch by the formula:

$$Пр_{ч} = Пр - НИ - НПР \cdot \qquad (31)$$

Table 23. Summary characteristics of the results of a survey of respondents - children, their parents, buyers and manufacturers to assess the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District

Results of the survey of children	Parent Survey Results	Customer survey results	Manufacturers survey results
2 - The quality of children's shoes	3 - The quality of children's shoes	3 - The quality of children's shoes	3 - The quality of children's shoes
1 - The shape of the toe	8 - Comfort	9 - Comfort	4 - Functionality of children's shoes
11 - Mass	1 - Mass	6 - Compliance with the direction in fashion	9 - Comfort
5 - Comfort	7 - Price	7 - Price	7 - Price
13 - Materials for the bottom of the shoe	5 - Flexibility	4 - Functionality of children's shoes	6 - Compliance with the direction in fashion
22 - Matching the trend in fashion	4 - Color fastness of materials used for uppers to dry and wet friction and sweat	1 - Mass	5 - Characteristics of materials for uppers
4 - The price of children's shoes	2 - Color	5 - Characteristics of materials for uppers	1 - Mass
21 - Variety of shoes for children in stores and shopping centers	6 - The strength of the fastening of the bottom of the shoe	8 - Characteristics of materials for the bottom of shoes	8 - Characteristics of materials for the bottom of shoes
Results of the survey of children	Parent Survey Results	Customer survey results	Manufacturers survey results
6 - The level of service for parents and children in stores and shopping centers	11 - Warranty period for children's shoes	2 - Color	2 - Color
7 - Color	10 - Maintainability	15 - What types of children's shoes are preferred: autumn	12 - Maintainability
9 - Heel height - up to 40 mm	9 - Deformation of the toe and heel	10 - The height of the heel of the shoe - up to 40 mm	13 - Warranty period for children's shoes
15 - Place of sale of shoes for children - the interior of a store or shopping center		14 - What types of children's shoes are preferred: winter	10 - The height of the heel of the shoe - up to 40 mm
8 - Warranty period for children's shoes		11 - The height of the heel of the shoe is over 40 mm	11 - The height of the heel of the shoe - over 40 mm
16 - What types of children's shoes are preferred: winter		12 - Maintainability	
18 - What types of children's shoes are preferred: spring		18 - The strength of the fastening of the bottom of the shoe	
12 - Maintainability of children's shoes and its expediency		16 - What types of children's shoes are preferred: spring	
3 - Flexibility of children's shoes		13 - Warranty period for children's shoes	
10 - The height of the heel of the shoe is over 40 mm		17 - What types of children's shoes are preferred: summer	
17 - What types of children's shoes are preferred: autumn			

20 - The strength of the fastening of the bottom of the shoe			
14 - Upper materials			
19 - What types of children's shoes are preferred: summer			
0.16 < W < 0.69	0.52 < W < 0.94	0.47 < W < 0.91	0.33 < W < 0.84

Table 24. A summary of the results of a survey of respondents - children, their parents, buyers and manufacturers to assess the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, but without heretics, whose opinion does not coincide with the majority of respondents who participated in the survey

Results of the survey of children	Parent Survey Results	Customer survey results	Manufacturers survey results
2 - The quality of children's shoes	7 - Price	6 - Compliance with the direction in fashion	3 - The quality of children's shoes
5 - Comfort	8 - Comfort	9 - Comfort	4 - Functionality of children's shoes
11 - Mass	1 - Mass	7 - Price	7 - Price
22 - Matching the trend in fashion	3 - The quality of children's shoes	3 - The quality of children's shoes	9 - Comfort
16 - What types of children's shoes are preferred: winter	5 - Flexibility	15 - What types of children's shoes are preferred: autumn	6 - Compliance with the direction in fashion
6 - The level of service for parents and children in stores and shopping centers	4 - Color fastness of materials used for uppers to dry and wet friction and sweat	1 - Mass	12 - Maintainability
Results of the survey of children	Parent Survey Results	Customer survey results	Manufacturers survey results
21 - Variety of shoes for children in stores and shopping centers	2 - Color	14 - What types of children's shoes are preferred: winter	5 - Characteristics of materials for uppers
4 - The price of children's shoes	6 - The strength of the fastening of the bottom of the shoe	4 - Functionality of children's shoes	8 - Characteristics of materials for the bottom of shoes
7 - Color	10 - Maintainability	5 - Characteristics of materials for uppers	1 - Mass
1 - The shape of the toe	11 - Warranty period for children's shoes	11 - The height of the heel of the shoe - over 40 mm	13 - Warranty period for children's shoes
12 - Maintainability of children's shoes and its expediency	9 - Deformation of the toe and heel	2 - Color	2 - Color
8 - Warranty period for children's shoes		8 - Characteristics of materials for the bottom of shoes	10 - The height of the heel of the shoe - up to 40 mm
13 - Materials for the bottom of the shoe		10 - The height of the heel of the shoe - up to 40 mm	11 - The height of the heel of the shoe is over 40 mm
15 - Place of sale of shoes for children - the interior of a store or shopping center		16 - What types of children's shoes are preferred: spring	
18 - What types of children's shoes are preferred: spring		17 - What types of children's shoes are preferred: summer	

3 - Flexibility of children's shoes		18 - The strength of the fastening of the bottom of the shoe	
19 - What types of children's shoes are preferred: summer		12 - Maintainability	
14 - Upper materials		13 - Warranty period for children's shoes	
9 - Heel height - up to 40 mm			
10 - The height of the heel of the shoe is over 40 mm			
20 - The strength of the fastening of the bottom of the shoe			
17 - What types of children's shoes are preferred: autumn			
0.16 < W < 0.69	0.52 < W < 0.94	0.47 < W < 0.91	0.33 < W < 0.84

Conclusion

The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of enterprise leaders in the manufacture of demanded and competitive products

The authors present the concept of prioritizing light industry products through the competitiveness of enterprises and through the competitiveness of products, providing them with demand, attractiveness and pretentiousness in order to create prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises. The desire of researchers to draw the attention of federal, regional and municipal branches of government to revise the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government. Unfortunately, it does not contain the main thing - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of government, and without their interested participation, it is simply impossible to achieve the declared results. Another weighty doubt in its performance is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming ones in order to return social stability and security to small and medium-sized cities in Russia, that is, to restore to them the role that they played for these very municipal and regional formations, of which there are so many in Russia, including in the regions of two Federal Districts - the Southern Federal District and the North Caucasus Federal District. The implementation of all the proposed measures presupposes the active participation of these same branches of government, but especially regional and municipal ones, in order to create new jobs in small and medium-sized towns and guarantee their population all social conditions for a decent life, providing them with funding, including work. preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of demanded products with a price niche acceptable for most consumers in these regions, will reduce the migration of the population from these regions precisely by financing all socially significant institutions. Forming the priority, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups in these regions, they - these very authorities - will directly implement their own promises to voters. and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

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Issue Article

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VISUAL AND EXPRESSIVE MEANS OF CREATING IMAGES IN A RUSSIAN FOLK TALE

Abstract: *the history of the philological study of the Russian folk tale has a long tradition in the humanities. In the middle of the XIX century, a wide public and scientific interest in the Russian folk tale arose. And in the teaching methodology of the RCT, a linguoculturological approach to the study of fairy tales as the most important means of forming linguoculturological competence is currently being clearly formed. This article will focus on the visual and expressive means of creating images in a Russian folk tale.*

Key words: *Russian folk tale, Russian as a foreign language, linguoculturological approach, linguoculturological competence, folklore text, metatext, epithet.*

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ИЗОБРАЗИТЕЛЬНО-ВЫРАЗИТЕЛЬНЫЕ СРЕДСТВА СОЗДАНИЯ ОБРАЗОВ В РУССКОЙ НАРОДНОЙ СКАЗКЕ

Аннотация: *история филологического изучения русской народной сказки имеет в гуманитарном знании давнюю традицию. В середине XIX века возник широкий общественный и научный интерес к русской народной сказке. А в методике обучения РКИ в настоящее время отчетливо формируется лингвокультурологический подход к изучению сказки как важнейшего средства формирования лингвокультурологической компетенции. В данной статье речь пойдет об изобразительно-выразительных средствах создания образов в русской народной сказке.*

Ключевые слова: *русская народная сказка, русский язык как иностранный, лингвокультурологический подход, лингвокультурологическая компетенция, фольклорный текст, метатекст, эпитет.*

Введение

В 1855 году вышел в свет первый выпуск «Народных русских сказок», который был подготовлен историком, теоретиком фольклора, издателем памятников народного творчества А.Н.Афанасьевым. До появления этого сборника русская народная сказка была практически неизвестна. Основу сборника составили сказочные материалы архива Русского географического общества, большое количество текстов было передано А.Н.Афанасьеву В.И. Далем, небольшое количество сказок было записано самим А.Н.Афанасьевым, множество текстов изданных рукописей были записаны разными лицами. Собрание сказок А.Н.Афанасьева содержит около шестисот

текстов. Это самый большой сборник народных сказок, известных мировой науке. Следует заметить, что А.Н.Афанасьев очень бережно относился к текстам, исповедуя принцип неприкосновенности к тексту, внося редакционные поправки лишь в отдельных случаях.

У сказки так много свойств, что представители разных наук (этнографы, историки, историки религии, психологи, литературоведы, лингвисты и т.п.) заняты изучением разных ее аспектов. Известный русский этнограф и фольклорист XIX в. А.Н. Афанасьев в основательной книге «Поэтические воззрения славян на природу» большое место уделяет генезису русских сказочных мотивов и их связи с мироощущением славянских народов [1]. В работах историка Н.И. Костомарова «Домашняя жизнь и нравы великорусского народа» также много говорится о фольклорных героях [2]. В литературоведении большую роль в исследовании типологии сюжета народной сказки сыграл выдающийся русский ученый XIX в. А.Н. Веселовский [3]. В первой половине XX в. основатель структурного метода в изучении фольклора В.Я. Пропп определил набор основных мотивов русской волшебной сказки, посредством разных комбинаций которых можно описать любой сказочный сюжет [4,5]. В работах теоретика и историка литературы В.М. Жирмунского также говорится о «бродячих сюжетах», о «вечных мотивах» [6].

В современной истории литературы и фольклористике изучение сказки связано с трудами таких ученых как [Неклюдов 1972; Лазутин 1981; Гусев 1996; Аникин 2004 и др.]. В частности, Э.В. Померанцева определяет русскую народную сказку как «эпическое художественное произведение русского народа, преимущественно прозаического, волшебного и авантюрного или бытового характера с установкой на вымысел» [7, с. 12]. Сказки всегда выступали в работах исследователей как носители идей и ценностей русской культуры. Любая русская сказка содержит поучение, слова назидания [8]. В работе В.С. Новикова, в свою очередь, подробно характеризуются основные персонажи русских народных сказок [9]. Также «сказка является идеальным полем для лингвистов, занимающихся выявлением и описанием национальных культурных констант» [10, с. 131].

Все вышесказанное предопределило интерес к изучению русской народной сказки и в лингводидактическом освещении [11], а именно в интересующем нас аспекте преподавания русского языка как иностранного. Так, в работах В.Э Матвеенко отчетливо прозвучала мысль о том, что фольклорные тексты в процессе обучения РКИ предстают в двух направлениях: как материал и средство овладения языком и как художественно-эстетическое явление русской культуры» [12]. В методическом пособии Н.Г. Большаковой и Г.А. Усачевой справедливо отмечается, что нарочито упрощенная форма скрывает в себе в имплицитном виде огромные пласты смысла, выражающие разные стороны народной ментальности, нравственных принципов этноса [13].

Таким образом, в методике обучения РКИ отчетливо формируется лингвокультурологический подход к изучению сказки как важнейшего средства формирования лингвокультурологической компетенции, на что указывает, например, А.В. Бордовская в диссертационном исследовании «Обучение чтению русской народной сказки в иностранной аудитории (лингвокультуро-логический и методический аспекты)» [14]. В этом же смысле высказывается и Т.М. Балыхина, утверждая, что «сказки способствуют толерантному усвоению русской культуры» [15, с. 24]. В трудах О.М. Барсуковой-Сергеевой предложена целая система работы с русской народной сказкой на уроках РКИ именно в аспекте формирования коммуникативной, лингвострановедческой и лингвокультуро-логической компетенции обучающихся [16].

Однако, как нам представляется, существующие принципы и методы работы с русской народной сказкой на занятиях РКИ могут быть существенно усовершенствованы, если мы свяжем задачу формирования лингвокультуро-логической компетенции в преподавании РКИ на фольклорном материале с изучением концептосферы русской народной сказки, что позволит углубить представления обучающихся о мировоззренческих основах русской народной сказки.

Система изобразительно-выразительных средств народной сказки освящена традицией и характеризуется повторяющимися от сказки к сказке образами, мотивами, языковыми формулами и устойчивыми оборотами:

1) Для поэтики сказки характерно употребление композиционных метатекстовых связок, которые постоянно употребляются в строго определенном месте композиции. Например, в зачине: «Жили-были…», «В некотором царстве, в некотором государстве…»; в точке переключения мотива при развитии действия: «Скоро сказка сказывается, да не скоро дело делается»; в концовке: «И я там был, мёд-пиво пил, по усам текло, да в рот не попало» — сказочная концовка, финал;

2) Повторяющиеся мотивы (эпизоды) — приход Ивана-царевича к Бабе-Яге; повторяющиеся детали портрета: «Баба-Яга, костяная нога»; повторяющиеся локусы, места

действия: «на калиновом мосту, на реке смородиновой» и пр.

3) Повторяющиеся эпитеты — постоянные эпитеты: «красна девица», «добрый молодец». Самый распространенный элемент народной поэтики — это *эпитет* (греч. epitheton, «приложение»). Эпитет в народной поэтике выступает чаще всего как *постоянный эпитет*, представляющий собой неразрывное целое с определяемым словом и повторяющийся как клише в разных сказках *(добр молодец, красна девица, палаты белокаменные*) [3, с. 291-292].

4) Также в числе значимых художественных средств фольклорной поэтики назовем *метафору* и *сравнение*. Метафора в народной поэтике имеет свои особенности. Так, чаще всего для нее характерны метафорические *одушевления* — приписывание неживому существу свойств и признаков существа живого. Так, например, ведра сравниваются в загадках с двумя братцами, которые пошли на речку купаться. *Олицетворения*, оживляя и одухотворяя неживой мир, придают произведению народного творчества большую поэтичность, создают яркие образы и картины.

5) Еще одна разновидность изобразительно-выразительных средств фольклорной поэтики — *гипербола* (греч. ‘υπερβολή — преувеличение). Это стилистическая фигура, состоящая в явно-преувеличенном выражении мысли: «*Конь бежит, земля дрожит, из ноздрей пламя пышет, из ушей дым столбом валит»*.

6) Также следует назвать *символ* и *аллегорию. Символ* — многозначное теоретическое понятие. В общем виде его можно определить, как слово или словосочетание, выражающее непрямой смысл немотивированным образом, т.е. конвенционально, что отличает его от метафоры. Так, *береза* — символ России, но между значениями слов *береза* и *Россия* нет никакой семантической общности, мотивирующей связи. В народной поэтике мы встречаем ряд устойчивых символических связей между понятиями. Активна в сказках, например, символика цвета: *сине море, платы белокаменны, зелена трава*.

7) Особый, присущий преимущественно народной поэтике прием — это *традиционная поэтическая формула*. Как пишет А.Н. Веселовский: «Поэтические формулы — это нервные узлы, прикосновение к которым будит в нас ряды определенных образов, в одном более, в другом менее; по мере нашего развития, опыта и способности умножать и сочетать вызванные образом ассоциации» [3, с. 295]: *«Эй, избушка на курьих ножках! Повернись ко мне передом, к лесу задом»*.

8) Также следует упомянуть о *повторе, анафоре* (*единоначатии*) и *параллеизме*. Принцип *повтора* может быть выражен на лексическом уровне, опираясь на лексико-стилистические совпадения, а может проявляться только на уровне композиции — повтор тем, ключевых образов и ситуаций. Причем повторяться могут не только отдельные картины и образы, но и даже последовательность образов внутри этих картин. Однако чаще всего композиционный повтор находит свое выражение и в синтаксическом повторе, который может дополнять лексический, а может выступать в качесвте самостоятельного приема:

***«Старуха** принесла котёл, **солдат** вымыл топор, положил в котёл, налил воды и поставил на огонь. // **Старуха** на **солдата** глядит, глаз не сводит»* («Каша из топора»).

Особенностью народной поэтики является то, что в ней довольно широко употребляется прием *анафоры* (*единоначатия*). Это когда соседние фразы начинаются одинаково:

«Я колобок, колобок,
Я от дедушки ушёл,
Я от бабушки ушёл,
От тебя, зайца,
Тоже уйду» («Колобок»).

Одной из форм повтора в широком смысле этого слова является открытый А. Н. Веселовским *поэтический параллелизм*. Он может быть образным и синтаксическим. Но и в том и в другом случае перед нами сопряжение двух явлений в единое целое: как правило, сначала дается изображение картины природа, а потом, с использованием ритмически и грамматически сходной структуры, приводится картина из жизни человека или описание его внутреннего состояния [3, с. 217].

«*Не ясен сокол налетел на стаю лебедей и на серых утиц, нападает Иван-царевич на войско вражее, не столько сам убьет, сколько конь его топчет»* («Бой на Калиновом мосту»).

Все выявленные особенности русской народной сказки необходимо учитывать при ее использовании в преподавании РКИ.

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Issue Article

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HORIZONTAL WELL DRILLING TECHNOLOGY

Abstract: *The article discusses the experience of drilling in Turkmenistan of a directional production and evaluation well in order to restore oil production from an inactive field in the coastal zones of the coastal waters of the Caspian Sea.*

This work can be used and useful for the development of fields in difficult-to-develop shallow waters and to reduce costs during their drilling, as well as to increase the volume of oil produced in order to develop the field in an accelerated manner, without increasing the oil recovery coefficient.

Key words: *azimuth, conservation, displacement, vertical, along the trunk, intensity, combined schedule, drilling mode, downhole, wellhead.*

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Introduction

In foreign practice, with the introduction of horizontal drilling, a decrease in the cost of oil production and an increase in the hydrocarbon recovery rate have been achieved. Appropriate use of horizontal drilling in a specific field, area, horizon, reservoir, etc. determined based on economic analysis.

At present, the introduction of an improved method of field development with horizontal wells is being observed abroad in oil and gas production. The method became possible as a result of solving the main problems of horizontal wells placement in connection with the latest achievements in this direction of scientific and technological progress.

The horizontal wellbore in the productive horizon allows for a smoother withdrawal of oil from the reservoir and reduces the tendency for the formation of black depressions inherent in the vertical wellbore, along which the underlying water or gas from the lawn 4 part above the oil zone of the formation is intensively moving towards the well. With such phenomena, the life of the well is sharply reduced, the unselected part of the reserves is required, the compaction of the field development grid. Slowing down of these processes in horizontal wells makes it possible to develop oil areas with a significantly smaller thickness or with vertical wellbores. In reservoirs, where the vertical permeability is significantly greater than the horizontal, the induction through the formation, the borehole multiplies the oil flow into the well. In fractured and heterogeneous reservoirs passing through the formation, the wellbore encounters a greater number of depressions with increased permeability and porosity. Thanks to horizontal wells drilled from previously drilled wells, it is possible to extract oil remaining in certain sections of the reservoir after long-term operation [1].

Drilling of wells with horizontal boreholes in new fields abroad is carried out using such tools as: a bit, downhole motor, devices for controlling the trajectory of the wellbore without the need to lift the drill string in order to replace the BHA (bottom hole assembly), a system for measuring bottomhole parameters in the process of chiseling, a system of devices with an upper rotation. The latter is necessary as a means of increasing the likelihood of reaching the design mark (reducing the likelihood of well loss due to technical reasons). Exceptional attention is paid to

technical drilling, including the quality of the drill cut, the drilling regime, and the separation of layers. The success of wells placement is largely determined by its preparation for implementation (planning work before starting it) and operational planning to optimize decision-making while drilling. For this purpose, a computer with special software packages is widely used, including a serious base and a knowledge base.

One of the main tasks of preliminary planning and work is to choose the optimal trajectory of the future wellbore. For this purpose, advanced methods of three-dimensional seismic prospecting are intensively used. Foreign experts point out that the future of oil and gas production applications is a combination of horizontal drilling and 3D seismic exploration. In the presence of data on productive formations, it is necessary to issue the most economical technology, which is determined by the target task that the production company sets for horizontal drilling, perhaps the formation and drilling conditions during the work. The technology is largely determined by the radius of curvature in the zone of transition from the vertical direction of the barrel to the horizontal one. Currently, there are three main types of technologies: Large radius, medium radius and small radius.

Directional wells are constructed in a wide variety of conditions: on land and in the open sea, from separate offshore structures and from flyovers, in impenetrable swamps, forests and deserts, on flat and mountainous terrain, at various times of the year, in the south and north, in the west and in the east of our country. Directional wells are drilled mainly in the development of oil and gas fields and only in small quantities in the exploration of productive deposits or delineation of fields [2].

The location of productive oil and gas reservoirs, the number of industrial horizons, the nature of the rock permeable and their occurrence in the geological section of the field usually do not cause difficulties in the construction of inclined wells. Directional wells are successfully constructed with the same standard drilling rigs (DR-50, DR-75, etc.) as vertical wells. Some modernization of drilling equipment (derrick, crown block, rotor), caused by the close location of directional wellheads in the cluster, did not significantly change the design of the facing drilling rigs.

Directional wells can be drilled by any of the currently used industrial methods: rotary, turbine and electric drill on pipes. But directional drilling crews need to be more dusty than vertical drilling crews due to the difficulty of directional drilling.

The technological process of directional drilling includes a number of additional specific operations compared to vertical drilling: recruitment, reduction and stabilization of the borehole inclination angle, etc. conditions associated with an increase in the calendar time of drilling directional wells. In contrast to vertical wells, the success of drilling - directed wells is judged not only by the commercial speed and cost per meter of penetration, but also by the quality of execution, the projected profile. Any negligence in performing certain specific operations affects the quality of directional well drilling. Excessive deviation of the directional wellbore from the design profile may cause the need for complete or partial abandonment of the already drilled part of the well, so as not to disrupt the geological grid of drilling the field. In the future, when such a directional well comes into operation and oil production is carried out in a mechanized way, there will be difficulties in the overhaul of the well. In the case of deep pumping operation, intensive abrasion of the rods is added to the indicated disadvantages.

Lack of the necessary experience of workers involved in drilling and operating directional wells often predetermines a decrease in the economic performance of such wells. Along with this, not all theoretical issues related to obtaining high quality directional well drilling have been sufficiently developed. Therefore, even such a promising drilling method as parallel double-barreled drilling does not always compensate for all the time costs associated with the complication of the technological process of drilling directional wells.

Compliance with sustainable development systems is a requirement equally for both vertical and directional drilling. The bottomholes of these wells should penetrate the pay zone at the points defined by the geological grid of development. Some deviations of the actual bottomhole from the design one provided by the geological grid of development are allowed only under the following conditions: formation; b) at borehole inclination angles up to 5°, instrumentation cannot measure the position of the directional wellbore with sufficient accuracy; c) there are no technical means to ensure the sinking of a strictly vertical shaft.

Nevertheless, sometimes vertical and deviated wellbores do not correspond to the design points provided by the geological grid of development, even taking into account the existing tolerances. In the process of drilling directional wells, the position of the wellbore in space is systematically monitored. Therefore, naturally, any deviation of the directional bore from the design profile should be noticed and corrected in a timely manner.

The survey of works shows the high prospects of horizontal drilling in terms of increasing production and solving problems of well completion. As practical experience shows, horizontal drilling is becoming an important area of technological progress in terms of increasing production and solving various problems of well completion.

Before drilling a horizontal well (the customer) must provide the necessary information, including data that is usually required for planning a directional wellbore, as well as specific information related to the

horizontal length of the wellbore, expected mechanical speeds, rock boreholes and plans, well completion. Based on this information, management can recommend the borehole profile (transition zone radius) and drilling system that best suits the objective requirements of the customer.

The long radius drilling method, which is the forerunner of modern horizontal drilling techniques, is preferred for production drilling.

Although a large radius is often adopted for exploration and estimation purposes of the reservoir, horizontal wells with a large radius are most useful when a large horizontal position is required, for example, when drilling fields from fixed foundations, drilling from remote sites, etc.

Depending on the length of the transition zone (section of the angle set) with a large radius of curvature, several sizes of the bore and casing may be required before the well is released to the horizontal [3].

Wells with a medium radius are used for various types of use when drilling new wells or extended previously fought ones. A profile with a medium radius makes it easier to solve the problem of underbalanced flooding of wells and allows oil and gas to be produced from rocks with natural tremor or with small thickness. With an average radius of curvature in various regions of the world, the rate of angle gain from 8º to 20º per 30 m has been obtained. At present, wells are drilled with sufficient languor with wellbore sizes with wellbore sizes up to 320 m. The radius at the transitional section reaches 84-210 m.

In addition to the fact that in the transition section there are fewer different rocks with an average radius, the length of the wellbore is reduced, where special control is required during drilling, a shorter length of the wellbore under the bend is given (i.e. less opportunities for). With an average radius of curvature, the friction force can decrease, a greater and more uniform rate of curvature gain is achieved than with a large radius. The sum of these practical advantages and the proven drilling systems have made medium radius the most popular horizontal drilling method [4, 5].

Wells with a small radius are ideal for small areas, for development of productive formations for workover (hardening to another horizon). With a radius of curvature in the transition section of approx. 12 m, a short curved section of the wellbore is obtained, i.e. that part of it where the most probable endings are of various kinds. Medium wells with a small radius allow very accurate determination of the structure (since a shorter borehole length is required to reach the horizontal), the vertical section is closer to the productive zone of the wellbore, which is important for saturated annuity.

The small radius profile makes it easier to work in the early drilled well. With a small radius, most of the curved section and the horizontal part of the well remain in one zone of the formation, thereby reducing the likelihood of complications during drilling and easier to prevent the formation of gas breakthrough along the depression cone.

The above solution can be taken as a basis when choosing the appropriate profile and its drilling system in order to achieve the set goal of drilling.

It should be noted that there is no single optimal method for drilling horizontal wells for all conditions.

Mastering the technology of drilling (inclined)-horizontal wells that do not have a geographic connection between the wellhead and the bottomhole. For such wells, it is possible to displace the bottomhole relative to the vertical in any required azimuth, and their mouths can be grouped and located on the ground according to economic and technical feasibility. Economic feasibility depends on the time and money spent on the entire drilling process. However, it is not always possible to deviate the bottom from the vertical by a certain distance. The deviation depends on the vertical depth to the reservoir, on the geological section, the equipment used, on the well profile, operational capabilities and a number of other conditions [6, 7, 8].

Naturally, both the drilling speed and the quality indicators of the completed well depend to a large extent on the results of drilling the directional section. The calculated elongation-increase in the definition of an inclined wellbore can only be obtained if the design profile is accurately filled with a directional well.

Everything stated on the drilling of directional wells shows that the qualitative and quantitative indicators can be significantly facilitated and improved if somehow it has the main provisions in mind [9].

Directional wells must be drilled in accordance with the developed project. When changing the layout of the bottom of the drilling tool (if those that set the angle will differ from the projected), adjustments should be made to the project, taking into account the actual data. The bottom of the drilling tool with tools should be lowered very carefully so that when drilling a directional borehole, the azimuth error is minimal. The change in the direction (azimuth) of the borehole must be pre-calculated using the device to determine the angle of the whipstock [10, 11]. The achieved angle of inclination of the trunk should not increase if it fluctuates within 5-10°, since at large angles of inclination it is much more difficult to change the direction of the trunk. The rate of incline angle should be no more than that provided for in the project. Such execution of works allows to change the direction of the wellbore with the least number of chisels, and will reduce the time of additional works. The stability of the direction (azimuth) of the trunk is achieved at tilt angles of 10-12°.

Directional wells should be designed on the basis of modern advances in technology and technology for

directional drilling. Highly qualified professionals must perform this work. For each directional well, it is necessary to draw up an individual project reflecting the configuration of the profile, its calculations (which take into account the used tool and deviation methods), the well by increasing its total length compared to the vertical one. The design should reflect the intervals of work with deflectors, the layout of the bottom of the drilling tool, the rate of incline angle increase with this layout, the design deviation for the entire well and at each section of the well and the slope at the junctions of the profile sections [12].

Directional drilling should be entrusted to drilling crews with sufficient practice in drilling such wells. In the absence of sufficient practice on the part of the drilling crew, it is necessary for the driller, driller assistants, and drillers to undergo special training and pass an examination to obtain the right to drill directional wells. Drilling engineers should be sufficiently familiar with all the latest advances in technology and directional drilling technology.

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Issue Article

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REVIEW: GLOBAL SHIFT – STATE REALLY DOES MATTER

Abstract: *This article is an essay reviewing the chapter "State Really does Matters" in the book Global Shift (7th edition, 2015) by Prof. Peter Dicken, Academician in Economic Geography, and related reflections. It should be noted that this is not a practical scientific research paper. Since Chapter 6 of this book deals with a current topic, the important points of the chapter have been explained to students/researchers who study economics, economics-related sciences, and economic geography in particular. This point is the purpose of the article. The article first tells a little about the book. This is followed by a summary of the chapter. Then, according to the content of Chapter 6, the analysis of the "practical case study" is presented.*

Key words: *economic geography, state, migration, investment, spatial, FDI, trade, economics.*

Language: *English*

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Introduction

This essay reviews a chapter from Professor Dr. Peter Dicken's book Global Shift: "The State does really matter" (Economic Geography Book, 2015). This is not a scholarly work. It is a summary of what the author(s) thoroughly understood and comprehended after reading this book and a chapter as a student. The essay will first discuss the book a bit. Then follows a summary of one chapter (to be precise, it is number six). Then, according to the content of chapter six, the analysis of the "applied case study" is presented. The goal of the essay is to share the knowledge gained with other learners. The author(s) hope that the context of the essay will be useful for students learning economic geography and related topics.

2. About the book from the author's own perspective

This 7th edition of Global Shift has evolved in many ways over the years. However, the core of the discussion remains stable. Then, of course, the context has changed. That is, the world has changed to some degree (or extent). This book is not necessarily about "globalization," as is sometimes claimed, and that is what this issue is about. The problem, of course, is that this is one of those terms that has become so "commonplace" that in some ways it has almost lost its meaning. The author, Peter Dicken, often quotes the late great social scientist Susan Strange: "Globalization is one of those terminologies used by a lot of obscure thinkers who lump together all sorts of supposedly converging trends and call them 'globalization.'" So we see that

the author is trying to distinguish between what's important and what's not.

"Globalization," then, is an exceptionally important phenomenon that affects all of our lives. It is not entirely clear that it is a phenomenon in which there can be a great deal of greatness, some other inconsistencies, and a great deal of simplification. The international shift tries to avoid the lure of absorption as much as possible. So it's primarily based on five basic principles that the author uses.

So these five basic principles are as follows:

A first principle is an approach to globalization that is grounded in the real world, both literally and figuratively. There is no actual or real empirical description based on internal material, but it is grounded in its own way and does not float, so to speak. A second principle is an approach rooted in the theoretical, ideological, and political issues of globalization. It is more than what you want. At present, the third principle is particularly important. Therefore, it seems that the author's description should bring the immediate events of the moment into a usable state, so to speak. How they fit into the long-term process of change in the world economy. So do not be overwhelmed by immediate predictions that often turn out to be wrong. Fourth, says Peter Dicken, we need to recognize that globalization is very complex. It is very simple and often tends to be very complicated. The composite combination of economic, political, and social processes seems to be very disjointed spatiotemporally. They are processes that are not easily predictable. Some people are trying. It has a massive impact on people's lives: positive, negative, and so on. And fifth, Peter Dicken is trying to expand on a method that presupposes some particularly egregious myths about globalization. For example, they ("globalists") say, "the world is flat" The author says, "Yes." They say, "The world is bored with us," but the author says, "It's not!" They say, "Global corporations rule the world," and/or "States no longer matter." But the author gives them credit: "Of course they do!"

Some say, "Globalization is always good," but the author tells us that's not true! The others say, "Globalization is so bad," Peter Dickens never tires of contradicting it, he says, "It is not!" So Peter Dickens teaches us that all these are myths. They are important because they influence how people think about problems. Some politicians or social media have made "globalization" even more complex in this way. After all, we are currently experiencing the consequences of probably the biggest international monetary disaster since the 1930s. The US financial bank Lehman Brothers collapsed (on September 15, 2008). It was in many ways an extraordinary, quite symbolic event. The catastrophic development is not over yet.

The impact is the monetary disintegration (i.e., financial collapse) that began with the subprime credit market (i.e., mortgage market) disaster in the United States, and that is still reverberating, as the author explains, "reverberating" and "persisting." That is, keep it that way. For example, the cost of the money boom or the economic growth rates are planted in the maximum of the developed world. As a result, there were massive job losses. Unemployment has thus risen sharply, especially among certain segments of the population. The loss of income is so severe for many people that their livelihoods and businesses are almost at risk. Certainly to bring them to the limits of survival.

Yet at the same time, the incomes and wealth of the top 1% are "growing even more" after poverty (David Dollar 2001; The Washington Post, 2017). This is leading to widespread inequality (Cingano, 2014), social tensions, and an upsurge in popular resistance in many countries around the world (Keeley, 2015). The most obvious example is the "Occupy Movement"-the occupation of Wall Avenue cameras with the slogan "We are the 99%" (Cingano, 2014; Keely, 2015; Manuel Castells, 2015). In other words, the priority has changed to "the 1%" really getting it all, Dicken explains in this book. Overall, Peter Dicken attempts to address these issues in this edition of Global shift. He also tries to show how the global economy works from his perspective and the impact it has on people in different parts of the world. So this book tries to separate, if you will, the hype from the reality. So this edition of the book tries to give an informed perspective, but not a critical one.

3. Review the chapter six

At the beginning of this chapter (sixth section of Part 3 in Global Shift), the author mentions the "impact" of arguments to "deny the state." In other words, "to deny the state is to understand that the state does not play a crucial role in the world of globalization." Dr. Peter Dicken points out that such comments are not correct. For example, some people believe that the world has become a borderless space in which states no longer play a role. Thus, among other things, they emphasize that there were efforts to completely deny the state under the pretext of reducing its participation and influence in the economy and market (The Cataclysmic Events). Thus, the author states that after the global economic crisis, the view that "states really matter" must be "revived." This is because the state acted in a crucial position to eliminate the values of the crisis. Therefore, if someone thinks that "the power of the state has been completely destroyed by the forces of globalization," this does not correspond to reality. The reason is that "the state is the main force in shaping the world economy." The state has played the main role in the process of globalization itself (6). Thus, the author emphasized that countries put

money into the financial sector to maintain "nationalization."

That is, globalization is based on the principle that states reveal their political barriers, and so it is argued that states have provided for globalization in many ways. Earlier, the author highlighted the terms: state, nation, and nation-state. Because one of the most important things to observe in the world today is the conflict between the three: state, nation, and nation-state. So, it is there (Glassner, 1993; Minghi, 1994). Regarding the term nation-states, the author explains that the term "nation-states" is a recent phenomenon. However, against the background of this term (Danaeefard and Abbasi, 2018), the map of the world today is what it looks like. For example, the waves of decolonization in Africa and Asia in the 1960s and the collapse of the former Soviet Union after 1989 had a major impact on the map of nation-states. Against the backdrop of these events, the number of nation-states, as measured by "UN membership," has increased dramatically (Figure 1).

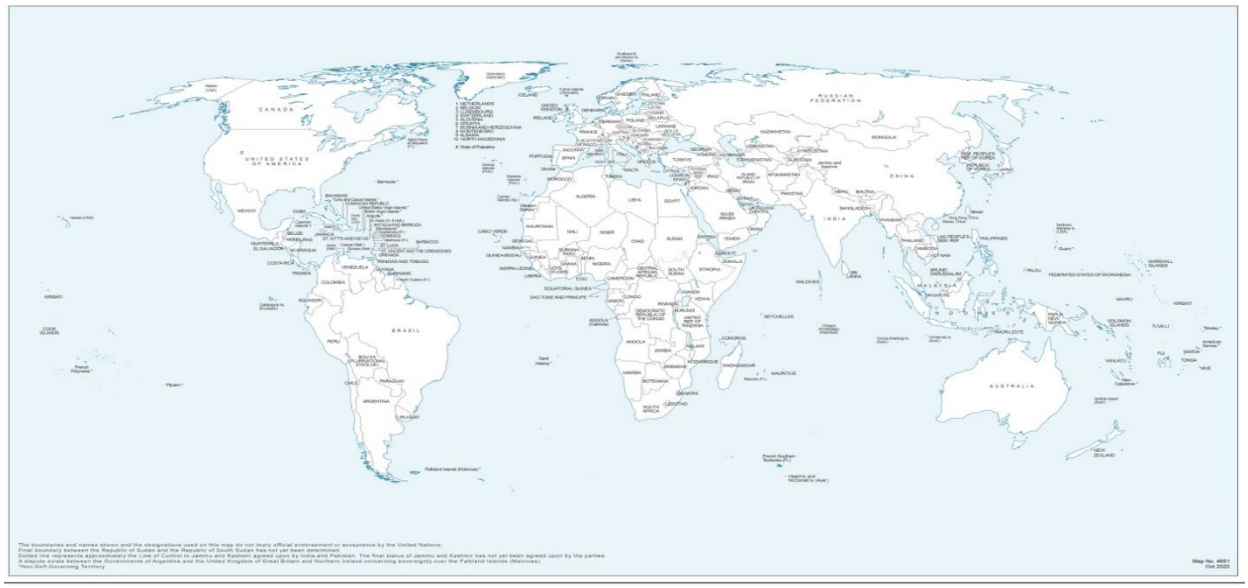

Figure 1. Map of the World, 2022
(Photo credit: UN Geospatial)

In the next part, the state is a "container." The reason for the metaphorical use of the word "container" is that it manifests itself as a "container" of nation-states - specific cultures and institutions. Although "nation-states" are defined as "containers," modern communication systems have contributed to their permeability. That is, ICTs have made these containers conductive. They can no longer remain transparent - closed to the world. "But that does not mean the container no longer exists. The next part discusses how the state should be understood as a cultural container. Hofstede identified four different cultural dimensions: a) individualism and collectivism; b) large or small power distance; c) avoidance of strong or weak ambiguity; and d) gendered (e.g., masculinity vs. femininity).

Hofstede thus shows how different countries can be characterized based on their position in various combinations of these dimensions (Gerard Hendrik Hofstede, "Cultural dimensions theory," Wikipedia; or Geert Hofstede, 2001). According to Dr. Peter Dicken, culture is a set of learned things, common, binding, interconnected symbols. Their meanings provide a set of guidelines for members of society. Together, these domains provide solutions to the challenges that all societies must overcome to remain viable. However, Shalom Schwartz criticized them as "too narrow" (Dicken, 2015). Subsequently, Shalom Schwartz identified seven additional cultural dimensions (Schwartz, 1999) to complement Hofstede's dimensions (Burcu Tekeş et al., 2018: 972-976; Dicken, 2015). They are conservatism, intellectual autonomy, affective autonomy, hierarchy, egalitarian commitment, mastery, and harmony. These cultural dimensions thus dictate how actors such as the state, TNCs, and workers can behave, organize, and regulate themselves. East Asia's rise as the most dynamic growth region in recent decades can often be explained by its unique value system. The main components of the concept of "Asian values" essentially portray "Asia" as the moral opposite of the West. Thus, Asian inclinations toward hard work, thrift, and love of family are unproblematically seen as things that are lacking or lost in the West.

Next, learn about the composition of state policy. The structure of state policy is influenced by the following. First, by the type of capitalism (see Theodore and Peck, 2007). Second, by the size of the economy (Spolaore and Alesina, 1997; see also Joao,

2015). Finally, the provision of physical and human resources. Relative position in the world economy (Dicken, 2015). Next, you come to fiscal policy. In this case, the government implements the policy of reducing or increasing taxes. Next comes monetary policy. In this sense, the state influences the size of the money supply within the country. It regulates the speed of money circulation, accelerates or slows it down. Then it is emphasized that liquid assets are important. Quantitative easing explains. Thus, governments generally provide the physical and human infrastructure to "create conditions of production that cannot and should not be achieved by the laws of the market" (qtd. in Table 1).

The following subsections refer to the postwar period II: Fordist economies, mixed economies, and Keynesian welfare state (KWNS) (John Agnew, 2004). In addition, the post-1980s period: the post-Fordist society, the market economy, market liberalization and deregulation are discussed and the importance of the state is emphasized. One of the functions of the state is referred to as privatization. In addition, the state regulates and stimulates the economy. The state is also important in the area of trade. That is, trade allows the state to effectively regulate the national economy. Finally, the state implements import policy. In this case, the state manages tariffs to reduce the competitiveness of imported goods. The state protects them. Non-tariff barriers are presented in the following comments. Quantitative and technical non-tariff barriers are mentioned. For example, the state regulates import quotas, licenses, deposit systems, rules of origin, health regulations, etc.

The next part deals with direct investment or, more precisely, foreign direct investment. It was explained that everyone is interested in direct investment, but the degree of openness to it varies. Therefore, the government controls the policy of direct investment. Dr. Dicken states that "many countries have adopted FDI-friendly policies in the last two decades." Then there is a statement on "industry and technology." This is about considerations of whether or not to apply industrial strategies. In this context, Dr. Dicken explains that "many governments pretend not to interfere with their privatized industries." In reality, however, these governments often directly or indirectly promote industries. Especially if the sector depends on long-term investments based on science and technology. See Figure 6.11. Then we move on to comments on "growth clusters and agglomeration economies" Here's a look at R&D, Mariana Mazzacuto (Davos Agenda, 2022), and piggybacking.

Nonetheless, it goes to the part about labor markets. In this regard, countries are increasingly participating in labor market policies (Robert Hall and Nicolas Petrovski, 2016; Stefano Scarpetta, et al, 2021; Paul Swaim et al, 2016; Lucia Rizzica et al, 2018). It has been said that countries that have labor market policies are trying to make their labor markets more flexible.

Table 1. The State as a Regulator[1].

As a regulator, the State does the following things	
Functions	***Remarks***
State defines the competitive situation.	At the heart of political globalization (Simon Reich, 1998; Philip Cerny, 2007).
State takes measures to increase international trade positions.	
State plays an important role in attracting investments	Gaining a strong international competitive position.
State organizes "Local tournaments"	That is, he acts as an intermediary in attempts to attract investment projects to his national territory. Forms competitive bidding between state and local communities. Michael Porter is quoted here: *"national competitive advantages are created through highly localized processes within the country. It sees governments (that is, States) as mere influences or contingents, rather than central factors".*
State manages national economy	State activity is involved in building the economy and society. In this, the State not only arbitrates but also helps and supports.

Source: "Global Shift, Seventh Edition"- Peter Dicken (2015).

[1] *See, Cousin (2011); Dicken, 2015; Braithwaite (2016).*

It is recalled that this has had many negative consequences (Dicken, 2015; see again, US model; Hamermesh, 2021: 361-3). However, it is explained that different labor market measures have emerged in different European countries and are used in different combinations. This is because governments are increasingly concerned about the financial costs of maintaining existing practices and the loss of competitive advantage. The next part discusses the importance of states as partners. Thus, if countries cooperate, regional trade agreements among countries will liberalize trade among members (Bagwell Kyle et al., 1997). However, Prof. Dr. Peter Dicken explains that in this case, there is also discrimination against third parties. So, one recalls these waves of regionalism that occurred in the second half of the 19th century (Foster Kathryn, 2001; Raimo Vaeyrynen, 2003), during the two world wars, and around 1981 (Milner H, Edward D, et al., 1999). One of the interesting facts is that the cooperation of countries (Dicken, 2015) in the matter of trade leads to the following: *(1) Changing the trade:* "trading with previous trading partners will be replaced with trading with partners within the block". *(2) Creating the trade:* "trade replaces domestic production or occurs when there is an increase in trade associated with economic growth within the block".

4. Applied Case Study Review[2]

1) Introduction

Looking for additional information to better understand this topic, I found an applied case study on China and Chinatowns. Indeed, China is on its way to becoming a global political and economic power. In this regard, China holds a strong position in the economic literature (Ibid). While Chinatowns were referred to as ghettos of Chinese immigrants in the West (in the 1905s), locals viewed them as "Others" (Ang, 2019), but today the Chinese diaspora is much more popular. For example, there are so-called "Chinatowns" in many major cities in North America and Europe, and established communities in Southeast Asia, the Caribbean, and Africa (Figure 3).

For information, it is known that there are currently 35 Chinatowns in 19 countries in Asia, Europe, and the USA (Google, 2022). According to 2017 statistics (Wikipedia), there are more than 50 million Chinese in the world. Most of them live in Southeast Asia. For example, about 75% of the population of Singapore, about 22.4% of the population of Malaysia, about 14% of the population of Thailand, and about 10% of the population of Brunei are Chinese (Figure 2).

This study, then, is concerned with the role of the Chinese diaspora in the emergence of the global Chinese business community. In general, it is concerned with the connection and influence of the state on the development of this diaspora and "other" national businesses. As Peter Dicken points out the importance of the state, "The state is not dead" (Global Shift, The 7th Edition, Chapter 6). Therefore, in this Review Essay, after a brief mention of other related studies on this topic, I will provide comments and opinions without deviating from the main meaning and essence of the chosen applied case study. This Review Essay is intended to help understand that the state really does matter, as indicated in Peter Dickens' "Global Shift." The state is a state in every sense, but it must be, in other words, the state must have its place.

2) Related studies

There are several studies on the Chinese diaspora and its role in the trade sector. The fact of importance of the state is contained in them. Let me mention some of them below. Ren and Liu (2021), in one of these studies, provided an examination of the growing business opportunities and emerging challenges of the Chinese diaspora in Southeast Asia. This discusses how transnationalism and nation-states shape their cooperation strategies and points out that the global Chinese diaspora has formed institutionalized transnational interactions through various mechanisms to facilitate interaction with China. This study also provides evidence of the prestige of the "state" acting as an important network node in the transnational socio-economic sphere linking migrant groups and the "motherland."

In another study, the Chinese diaspora in the African region cites the problem of "complaints that there are too many Chinese" in the African city selected for the study (Haugen and Carling, 2006). Although the focus of the study is on understanding the position of immigrants in the Chinese diaspora, it does not shy away from the facts about the importance of the state. As just one example, this research is linked to a conceptual framework developed based on the literature on Chinese migration to Europe and the former Soviet Union (Haugen and Carling, 2006). Kiyomi (2013) reflects on the globalization of the Chinese diaspora, focusing on the old and new images of Chinatowns. It emphasizes that the host state's support for the Chinese diaspora leads to "settlement" in a particular country. Finally, Ang Ien (2019) analyzes the perception of Chinatowns in attracting China's "new economic power" in her study. The study also includes reflections on the globalization of the idea of Chinatown, the so-called "rise of China". Thus, in the parts of the reaction against China that are determined by various concepts of global

[2] *Note: Ibid – "The State Really Does Matter – Applied Case Study". Source: https://study.sagepub.com/dicken7e/student-resources/chapter-6*

development, facts pointing to the position of the state can be found in this study.

3) "The State Still Matters"- Chinatowns and the Chinese Diaspora.

First, the content of diaspora was touched a little in the Applied Case Study. In other words, a diaspora is defined as a foreign minority community that has spread from its original center to more than one other region (R. Cohen, 1996; R. Cohen, 1997). This is not always voluntary on the part of diaspora members, but remains separate from the host community. Thus, a collective consciousness is maintained (R. Cohen, 1997; Catherine John, 2003).

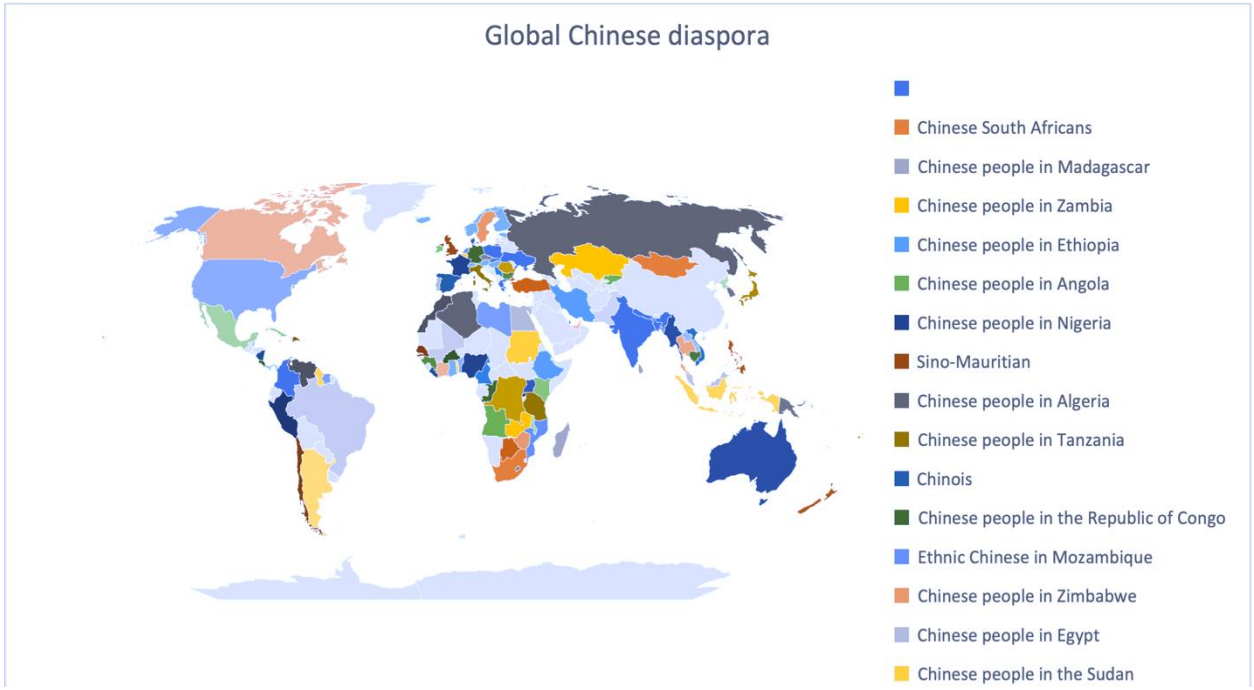

Figure 2. Global Chinese diaspora spread
(Source: Wikipedia "Overseas Chinese")

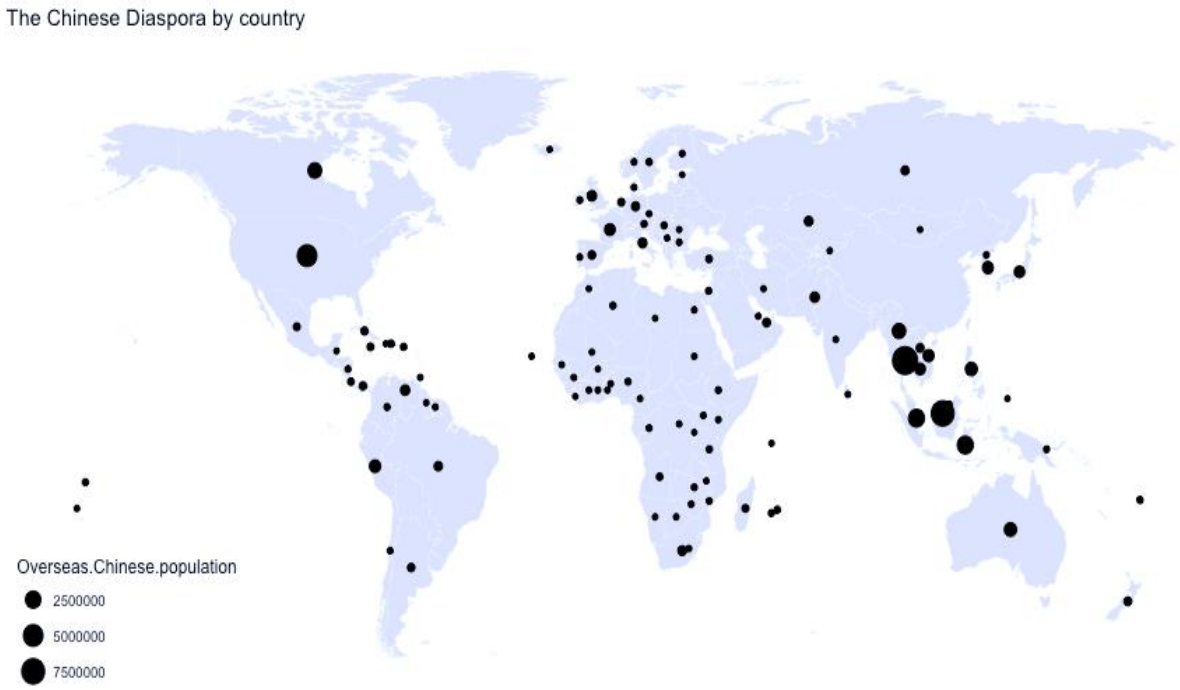

Figure 3. The map of Global Chinese Diaspora (2017)
(Photo credit: Wikipedia.org)

As for "Chinatowns", "Global Chinatowns", i.e. the globalization of the idea of "Chinatown", have emerged against the background of the increasing number of immigrants from China. In this regard, there are few relevant studies today (Ibid). This will be discussed below. Chinatowns have thus emerged because wealthy and/or business-minded (i.e., entrepreneurial) Chinese from the mainland - the PRC - came as immigrants to the most developed countries in the world. For example, the U.S., Canada, Australia, and/or other developed countries (e.g., Dubai). Here is an example for further understanding that the activity of large shopping malls selling Chinese products in the Middle East (mainly in the United Arab Emirates) or in European countries (cities in Germany and France) is one of the factors for the emergence of Chinatowns (Ibid). For the European regions, the history of China (the PRC) since 1949 mainly focuses on the isolation of the country from external influences. However, after the 1970s, economic and cultural openness increased in China. China has experienced many waves of migration over the past 200 years due to various political and social situations, with the most recent notable migration movement occurring after Hong Kong was returned to the PRC in 1997 (Ibid). In addition, there are different levels. Throughout China's history, openness has allowed members of the diaspora to maintain ties to China even during periods of isolation, and the current "openness" includes restrictions on Internet activity and political activism (Ibid). This may indicate that China's history as a globally advanced country is far from straightforward. (The case study refers to it as a "global activist" - Ibid).

4) The state's role in the viability of the diaspora and migrant businesses

Regarding Chinatowns, in the last hundred years, traditional Chinatowns have been preserved in some cities, while completely new Chinatowns have emerged in others. As mentioned earlier, these are large shopping centers selling Chinese products. Chinatowns can even be viewed positively by the host city, as traditional buildings or gateways, which are the main symbols of Chinatowns in Chinese memory, become tourist zones. This serves the viability of Chinatowns and the Chinese diaspora. For example, Kobe Chinatown in Japan and Incheon Chinatown in South Korea have been "renovated," some parts restored, and generally supported by the host government to promote tourism (Kiyomi, 2013). Thus, the emergence of Chinatowns or the Chinese diaspora on a global scale is linked to the flow of Chinese migration over the years. According to the applied case study we are revising, migrants (late 19th and early 20th century) - mostly unskilled laborers - contributed to the emergence of traditional Chinatowns. However, the influx of immigrants, mostly entrepreneurs or skilled professionals, has increased since 1965 (Lu Xing, 2001). With the new neoliberal interpretations dominated by the attraction of China as a new economic power, the diasporic notions of Chinese migrants find their solution against the background of the development of the New Chinatowns (Kiyomi 2013). Certainly, this wave of migrants of different categories will lead to changes in education and housing. One of the interesting facts in the study is that earlier waves of migration were concentrated in urban indigenous communities (or "ethnic enclaves" - Ibid), while later waves settled around the city. Thus, it can be said that efforts have been made to build ethnic business and social networks and maintain relationships with other groups of Chinese on the mainland and abroad - the Chinese diaspora has gained the ability to have a significant impact on global business. For example, the "establishment of Chinese schools" (Lu Xing, 2001) was one of them. However, the idea of a Chinese diaspora is complicated (Ibid). The reason is that the differences between diaspora and hybrid groups have their particular characteristics. For example, it is pointed out that due to the strong regional differences in China, the support of people from the region is rare. Therefore, it has been pointed out that the state can play a crucial role in encouraging or hindering the growth of such businesses (or industries). An example of this is that the Canadian government has actively supported the immigration of Chinese entrepreneurs (Ibid), as reported by the Applied Case Study. According to the case study, the significance of this action by the Canadian government is that the state hopes to create closer ties with businesses in China (Ibid). Thus, while common ethnic ties are often cited as a reason for the "triumph" of the Chinese diaspora, regional changes, particularly whether the host country can help or hinder the development of migrant businesses, are becoming increasingly important. This is because, as we said at the beginning of this topic, the state is alive. It has to develop its own impact, and at the same time the state is undoubtedly present.

5. Conclusion

In conclusion, while the People's Republic of China now considers the Chinese global diaspora an asset, those who have returned to China in light of China's positive attitude may face more difficulties in the Chinese context (Liu, 2016; Li 2022). This includes, for example, migrants who look Chinese but are culturally foreign (Selmer, 2002). In certain diaspora varieties, then, there are many ways in which states can act globally beyond recognized political and economic ventures. At the same time, isolation can be a "globalizing movement." As we conclude the topic of diasporas, it appears that diaspora-forming migrant communities can have

"complex relationships with those in their mother country and/or with other networks." This shows that the diaspora is a "global complex network." This refers to the place and role of the state. The applied case study we have cited so far also concluded, "Diaspora activity demonstrates the complexity of state or state-defined group involvement in globalization activities." Finally, the purpose of this case study was to reiterate that "the state really does matter."

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Issue **Article**

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ON THE PROBLEM OF CLASSIFICATION OF ADVERBS

Abstract: *The article deals with the problems of classification of adverbial lexemes. The coverage of this issue is presented in the Russian linguistic tradition. In traditional Russian studies, the considered grammatical class is determined by a combination of morphological, syntactic and semantic features.*

Key words: *adverb, adverbial lexemes, classification of adverbs, formal classification, semantic classification, derivational model of adverbs.*

Language: *Russian*

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О ПРОБЛЕМЕ КЛАССИФИКАЦИИ НАРЕЧИЙ

Аннотация: *В статье рассмотрены проблемы классификации адвербиальных лексем. Освещение данного вопроса представлено в русской лингвистической традиции. В традиционной русистике рассматриваемый грамматический класс определяется совокупностью морфологических, синтаксических и семантических признаков.*

Ключевые слова: *наречие, адвербиальные лексемы, классификация наречий, формальная классификация, семантическая классификация, словообразовательная модель наречий.*

Введение

При классификации лексических единиц могут использоваться разные принципы: семантический, морфологический, словообразовательный, синтаксический и др. Поскольку нас интересуют различные аспекты изучения наречий, рассмотрим существующие формальные и семантические классификации русских адвербиальных лексем.

Формальные классификации наречий в русском языке

По типам мотивирующих слов (по происхождению) А. А. Шахматов делил наречия на следующие «морфологические типы»: 1) именные: *вечером, поздно* и др.; 2) глагольные: *бывало, знать* и др.; 3) местоименные: *когда, где* и др. [11, 503].

В «Лингвистическом энциклопедическом словаре» с точки зрения исторической морфологии наречия, как и у А. А. Шахматова, делятся на 1) местоименные, утратившие морфологическую членимость: *где, когда* и др.; 2) именные, большинство из которых образовалось «из застывших падежных форм, получивших самостоят. значение, преим. падежей с пространственно-временной семантикой», например, *пешком, даром*; 3) глагольные, восходящие к глагольным формам, например, *почти* [4, 322].

По словообразовательной структуре наречия традиционно делятся на **мотивированные** и **немотивированные**. Для мотивированных наречий «характерна отчётливая соотносительность с др. разрядами знаменат. слов», в их составе выделяется «группа регулярных образований (т. наз. грамматич. Н.), имеющих явно выраженный формальный

признак», ср. *-о, -ски, -ьи*. Немотивированные наречия утратили «соотносительность с живыми грамматическими классами слов»: *где, когда* и др. [4, 322].

В учебнике «Современный русский язык» [9, 263] в словообразовательном плане выделяются наречия **производные** (*вдаль, весело*) и **непроизводные** (*где, очень*), т.е. мотивированные и немотивированные на уровне синхронии.

В.В. Виноградов в книге «Русский язык» использует морфолого-семантический принцип классификации, различая, с одной стороны, наречия, соотносимые с основными классами слов и пополняемые из резервов этих классов, а с другой – архаические и обычно утратившие морфологическую делимость местоименные наречия. Первую группу лексем учёный делит на четыре лексико-морфологических разряда:

1) предметно-обстоятельственные, соотносительные с существительными и по корневым, и по суффиксальным морфемам: *издали, кверху*;

2) качественные и качественно-относительные, связанные с прилагательными: *весело, дружески, по-старому*;

3) числовые, количественные, соотносительные с числительными: *вдвое, однажды*;

4) процессуальные, действенные, соотносительные с глаголами: *лёжа, молча*. Среди местоименных различаются наречия времени (*когда*), места (*здесь*), образа действия (*так*) и степени качества (*столько*) [1, 274-305].

В «Грамматике» 1970 г. главным принципом формальной классификации наречий является способ словообразования, при этом рассматриваются только мотивированные лексемы. Выделяются следующие способы образования наречий:

1) суффиксальный: наречия, мотивированные прилагательными (*всячески*), существительными (*вечером*), числительными (*дважды*), глаголами (*ливмя*), наречиями (*тихонечко*);

2) префиксальный (от наречий): *послезавтра*;

3) префиксально-суффиксальный: наречия, мотивированные прилагательными (*вплотную*), существительными (*наверх*), числительными (*вдвоём*), глаголами (*второпях*);

4) сложные наречия: *полусидя* (продуктивный тип);

5) суффиксально-сложные наречия: *мимоходом*;

6) префиксально-суффиксально-сложные наречия: *вполоборота* [3, 293-301].

В «Русской грамматике» 1980 г. классификация наречий расширена за счёт новых моделей: к примеру, образованные префиксально-суффиксальным способом наречия *напрямик* («на+…+ик»), *наискосок* («на+из(с)+…+ок»), суффиксально-сложные наречия с *само-*: *самоходом* [8, 396-408]. В разделе «Словообразование» перечислены также словообразовательные значения адвербиальных лексем и средства их выражения. В разделе «Морфология» встречаем традиционное деление наречий на мотивированные и немотивированные [8, 701].

В целом существующие традиционные классификации не позволяют охватить все единицы анализируемого ККС и адекватно и полно описать их словообразовательную структуру, в том числе в целях преподавания русского языка как неродного. С целью более подробного и точного анализа морфосинтаксической структуры наречий в рамках ФКГ условно выделяют более двадцати их морфосинтаксических типов, каждый из которых включает множество конкретных реализаций определённой словообразовательной модели [5]:

1) десубстантивные наречия, т.е. образованные от имени существительного (*ввек*);

2) денумеральные, т.е. образованные от числительного (*дважды*);

3) деадъективные, т.е. образованные от имени прилагательного (*долго*), в том числе деадъективные суперлативные наречия (*нижайше*);

4) департиципальные, т.е. образованные от причастия (*вызывающе*);

5) девербальные, т.е. образованные от глаголов (*видать*);

6) деадвербиальные, т.е. образованные от наречия (*отныне*);

7) декомпаративные, т.е. образованные от сравнительной степени (*заранее*);

8) деконвербативные, т.е. образованные от деепричастий (*зря*);

9) депрономинальные, т.е. образованные от местоимения (*по-моему*);

10) депрепозитивные, т.е. образованные от предлогов (*после*).

11) деконъюнктивные, т.е. образованные от союзов (*пока*);

12) департикулярные, т.е. образованные от частиц (*ещё*);

13) депрономинально-субстантивные, т.е. образованные от сочетания место-имения с существительным (*тотчас*);

14) депрономинально-прономинальные, т.е. образованные от сочетания двух местоимений путём редупликации (*всего-навсего*);

15) десубстантивно-субстантивные, т.е. образованные от сочетания двух существительных путём редупликации (*крест-накрест*);

16) десубстантивно-адъективные, т.е. образованные от сочетания существительного с прилагательным (*день-деньской*);

17) деадъективно-адвербиальные, т.е. образованные от сочетания имени прилагательного с наречием путём редупликации (*давным-давно*);

18) деадвербиально-адвербиальные, т.е. образованные от сочетания двух наречий путём редупликации (*часто-часто*);

19) декомпаративно-компаративные, т.е. образованные от союзного сочетания двух компаративов путём редупликации (*хуже и хуже*);

20) департикулярно-партикулярные, т. е. образованные от сочетания двух частиц путём редупликации (*вот-вот*);

21) фразеологизированные редупликаты (*бок о бок*).

Итак, в русском языке большинство наречий являются диахронически производными. Русским лексемам свойственны процессы адвербиализации и деадвербиализации. В формальных классификациях наречий в русистике обычно используются принципы группировки единиц по происхождению (по типам мотивирующих слов) и по способам словообразования.

Семантические классификации наречий в русском языке

Одним из самых распространённых принципов группировки лексических единиц в ФОГ является семантический. В русистике адвербиальные лексемы по характеру значения традиционно делятся на **знаменательные** (в терминологии И.Г. Милославского – **неместоименные** [10, 514] и **местоименные**: первые называют признак (*хорошо, очень*), вторые только указывают на него (*где, когда*) [9, 263; 8, 702].

При выделении семантических разрядов наречий учитывается также уточняющий или распространяющий характер их значения: **определительные** наречия уточняют качество и интенсивность действия или признака, конкретизируют способ совершения действия, **обстоятельственные** же лексемы не уточняют характер действия, а указывают на обстоятельства его протекания. Среди определительных, в свою очередь, выделяют: 1) наречия меры и степени (*немного, очень*), примыкающие к глаголам, прилагательным и другим наречиям; 2) наречия способа действия: (*вслух, красиво*), примыкающие только к глаголам. В группе обстоятельственных адвербиальных лексем традиционно различают наречия места (*слева*), времени (*давно*), причины (*сгоряча*), следствия (*досыта*), цели (*нарочно*) и совместности (*вдвоём*) – все они обычно примыкают к глаголам [9, 263-264]. И.Г. Милославский справедливо отмечает, что у обстоятельственных наречий и наречий качественной характеристики действия не исключена сочетаемость с существительными: *взглянуть вперёд – взгляд вперёд* [10, 515]. В «Грамматике» [2, 606-607] 1954 г. терминология несколько иная: различаются наречия **качественные** (**собственно-характеризующие** в «Русской грамматике» 1980 г.) и **обстоятельственные**. В «Русской грамматике» 1980 г. к качественным наречиям относят также **предикативные наречия** (*весело, стыдно* и **предикативы** – слова с модальными значениями долженствования, необходимости, возможности (*надо, можно*), выступающие в функции главного члена однокомпонентного предложения [8, 703].

В качестве отдельных от наречий частей речи в русистике нередко выделяют так называемые модальные слова (*обязательно, конечно*) и слова «категории состояния» (*жарко, больно*) на основании семантики, а также способности занимать определённую синтаксическую позицию.

В целом принятое в традиционной грамматике деление русских наречий на определительные и обстоятельственные оказалось недостаточным и не вполне приемлемым для практики преподавания русского языка как неродного, причём как с терминологической, так и с содержательной точек зрения. В ФКГ важнейшими критериями при описании языковых фактов являются формальный (морфологический) и синтаксический, и в практике преподавания русского языка как неродного принципиально важен учёт функционирования лексем в речи. Возникла необходимость создания синтаксически значимых группировок языковых единиц. Опираясь на работы М.В. Всеволодовой, Ф.И. Панкова, представим здесь функционально-коммуникативную классификацию основных типов русских наречий.

Всё множество адвербиальных лексем можно разделить на 1. диктальные (полнознаменательные) и 2. модальные, строевые (неполнознаменательные). В первой группе выделяются 1.1. характеризационные и 1.2. логические наречия. В рамках характеризационных можно условно выделить 1.1.1. наречия, называющие объективные признаки (включая 1.1.1.1. наречия образа действия: *наотмашь, вразвалку* и 1.1.1.2. статальные (состояния): *уютно, замужем*) и 1.1.2. наречия, называющие субъективные признаки (оценочные). Оценочные делятся на 1.1.2.1. наречия аксиологической оценки, как 1.1.2.1.1. положительной (*хорошо*), так и 1.1.2.1.2. отрицательной (*плохо*), и 1.1.2.2. наречия характеризующей оценки, включающие 1.1.2.2.1.

наречия оценки качества действия (квалитативы): *легко*, *красиво*, и 1.1.2.2.2. наречия оценки количества признака (квантитативы). Квантитативы делятся на 1.1.2.2.2.1. наречия оценки степени величины признака (меры и степени): *очень*, *слишком*, и 1.1.2.2.2.2. наречия метрической оценки: 1.1.2.2.2.2.1. пространства (*близко*), 1.1.2.2.2.2.2. времени (*давно*, *долго*), 1.1.2.2.2.2.3. температуры (*жарко*), 1.1.2.2.2.2.4. массы (*тяжело*).

Логические наречия делятся на 1.2.1. ориентационные, включающие ориентацию во времени – 1.2.1.1. темпоральные (*сегодня*, *давно*) – и в пространстве – 1.2.1.2. локативные (*здесь*, *справа*), и 1.2.2. наречия обусловленности с подгруппами 1.2.2.1. каузальных наречий (причины): *сгоряча* и 1.2.2.2. финитных наречий (цели): *нарочно*.

Строевые наречия включают 2.1. модификаторы модальности (*нужно*, *можно*) и 2.2. показатели персуазивности с подгруппами 2.2.1. наречий-репрезентантов компонента пропозиции, сформированной предикативной парой (*наверняка*) и 2.2.2. наречий-репрезентантов компонента другой пропозиции – ментальных предикатов (*видимо*).

Такая классификация позволяет объединить в рамках ККС наречий все рассматриваемые единицы (в том числе так называемые модальные слова и «категорию состояния») и отражает полевую устроенность языка. В данной классификации слова разделены на разряды в зависимости от их общей семантики и связанного с ней синтаксического «поведения».

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Issue Article

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ART JOURNALISM AS AN OBJECT OF MODERN MASSMEDIA

Abstract: *The study is devoted to the analysis of scientific literature, the object of which is Internet journalism in the field of culture and art. During its existence, art criticism has generalized and absorbed many aspects of journalistic creativity, however, with all the abundance of scientific works, there is no systematic approach to this phenomenon. In the course of the work, three approaches to the phenomenon of art journalism were identified: formal, syncretic and substantive.*

Key words: *Art journalism, net art, current cultural practices, mediatization, cultural journalism.*

Language: *English*

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Introduction

Journalism at all times considered culture-forming one of the main functions performed. It consists, first of all, in that, being one of the institutions of the culture of society, to take part in broadcasting high cultural values to the society, to educate people on the samples of global culture, thereby contributing to the all-round development of a person, because the culture created in this process, is a culture aimed primarily at the motives and incentives of society. However, recently, due to the oversaturation of information by society, including the world of art and culture, the forms of presenting such information are becoming less relevant and in demand. This justifies the relevance of the work - insufficient knowledge of the problem field, and at the same time - the illiterate introduction of the tools of advanced means of communication leads to a crisis in the viewer's attention to art-journalistic creativity.

Main part

To systematize media research in the field of art journalism, it is necessary to define the concept of art journalism, which most fully reflects the essence of the phenomenon. In the works of leading media researchers, art journalism is presented as an independent area of professional activity with a set of its own goals and objectives, forms and channels of communication using websites, blogs, communities, electronic publications, flyers between creators and "users", between disseminators of information and its recipients. Such a formal approach (based only on external functions and tools) takes place and determines the formal side of the phenomenon. However, its essence was most accurately reflected in the work “Art Journalism and Modern Culture: Value-Semantic Dominants and the Problem of Human Preservation” by researcher T.S.Sergeeva, who designates art journalism as an area of specialized journalism designed to form social opinion and satisfy broad information needs in the field of culture and art of the mass audience [8].

It is impossible not to agree with T.S.Sergeeva that art journalism in the modern sense is a rather complex phenomenon. As a subject of journalism that explores and illuminates a special, one might even say, niche area of life, art journalism has its own aspects and nuances. Since, until recently, the perfect platform for correspondents who devoted themselves to this type of activity were places and regions where art as an event is always relevant and interesting, but thanks to the wide possibilities of the worldwide network, the information field of each has expanded to unlimited sizes. As a result, the concept of "cultural periphery", designated by the doctor of sociological sciences G.N.Artamonov in 2014, has become irrelevant and archaic. Without a doubt, it is more effective to present an event of cultural life with the

help of electronic media, whether it is a live TV report or an online broadcast. Expanding and concretizing this assumption, the researcher K.K.Sagdullaev put forward the concept that globalization and integration processes, the rapid development and improvement of innovative technologies contributed to the emergence of a new information and communication field, having a significant impact on the content, nature of thinking and the form of existence in the conditions of technogenic civilization, modern man, on the formation of his artistic and aesthetic needs, culture and taste [7]. This approach can almost be called syncretic, since it is characterized by a synthetic manifestation of new technologies and traditional forms of existence of art journalism. But the approach is imperfect, since it does not define the final concept of the newly formed communication field of the described phenomenon. As the researchers note, with the development of technology, the phenomenon of art journalism is changing not only the forms of presenting information, but also the very essence, its content, the backbone feature of which is the genre. According to Yu.A.Lugovoi, the genre originality of Russian art media largely depends on the type of art media itself, but from the aggregate characteristics, she notes the equal state of information and analytical genres (largely due to the genres of review and review), and also the presence of artistic and journalistic genres, in the vast majority represented by essays [5]. It is also worth noting here that now art journalism is integrated into the field of production and consumption of cultural values. At the same time, the art market and the entertainment market often provoke the fusion of journalism with PR and marketing work - just this theory is noted by the researcher A.Yu. Suvorova [9] in her work "Art Journalism: Features of Typology and Genre-Thematic Identity". In this sense, the expansion of the segment of leisure media, on the one hand, increases the field of demand for an art journalist, on the other hand, it poses a danger of blurring professional boundaries. Taking this fact into account, it should be noted that progressive art in its global awareness is being modified and changed every day under the influence of time and the interests of mass society. Naturally, this cannot but affect art journalism as the main source of information from the field of culture.

This idea was most clearly expressed by O.G.Kungurova, who noted that as soon as the technical staffing in the media sphere became better and the effect of novelty disappeared, the attention of journalism began to be extrapolated to the content: the aesthetic value of radio broadcasting was noticed [3]. From which it follows that, ignoring the statements of skeptics who said "it is better to visit the exhibition yourself once than to read about it a hundred times", art journalism turned out to be in demand by society. This approach to the study of art journalism is defined by us as substantive, since it is entirely aimed at studying the philosophical the content aspect of the phenomenon, its genre feature and subsequent modifications. According to O.G.Kungurova, art journalism, in its essence, is multifaceted. It reflects not only the events and the main trends of art. Art journalism, one might say, is art about art, that is, the ability of an art critic to reveal his ego with the help of art analysis. On the other hand, it is also an opportunity to nurture the art tastes of the society, to affirm fresh cultural values, to nourish rich traditions.

From the above studies, it is easy to see that art journalism, as one of the areas of journalism that performs educational and educational functions, urgently requires careful analysis and research. However, it is already possible to conclude that this phenomenon has been in demand by society and media critics at all times. This, among other things, is indicated by the "progenitor" of art journalism in Russia, art critic and philosopher B.E. Groys, who became the first art critic back in the 70s of the last century. The author of the term "Moscow Romantic Conceptualism" in his eponymous article-manifesto declares the indisputable progressiveness of this particular artistic movement [1]. Modifications of the genre of art journalism were more fully described by N.S.Tsvetova. In the work "Modern Art Media Discourse", she indicated that a detailed examination of the phenomenon has to recognize the impact on the speech image of art publications of the movement of journalism towards the entertainment sector [10]. It is also appropriate to add here that the content level of the content presented on the Internet is lowered, first of all, by marketing activities that are not limited by almost any framework, as well as the low- quality entertainment component that shocks with aggressiveness and sometimes overtness, pursuing its own, familiar goals.

Media culture, like culture in general, changes every day under the influence of external factors. Yu.M.Lotman also wrote about the dynamics of culture: "No culture can get by with one language. The smallest system will be formed by a set of two parallel languages - for example, verbal and pictorial. Subsequently, the dynamics of culture includes the multiplication of a set of semiotic communications... The development of communication should be considered not as a simple movement of some message, which remains adequate for itself, from the consciousness of the addresser to the understanding of the addressee, but as a translation of a certain word from the language of my "I" into the language of your "you" [4]. The accumulation of information, according to Yu.M.Lotman, implies the preservation of previous experience, that is, the preservation of the genetic memory of society, for "culture is memory." Thus, the media carry out one of the most important tasks of preserving and transmitting cultural values to the masses. It is only thanks to the media that society has the opportunity, without leaving home, to visit the

theater and see the phenomenal play of artists, hear the performance of the Strauss waltz by the symphony orchestra, watch a documentary film about the Great Patriotic War or the race of athletes at the Olympic competitions.

Analyzing the current state of culture and its components, it is easy to see that modern technologies have expanded the boundaries of art and its research field: for example, net-art and post-Internet art actively influence culture and offer new forms of interaction with viewers. This syncretic approach allows us to say that the rapid development of new technologies and the desire to expand the boundaries of the usual artistic language marked the beginning of intensive experiments with digitalization.

The term "post-Internet art", proposed in 2008 by the American artist M.Olzon to define and study the creativity of a new generation designers, still causes a lot of controversy in the art community [2]. But the objects, in the development of which the painters use the visual aesthetics of the network, increasingly fall into the classical exhibition space, and as a result, it is possible to talk about the shift of the limits of the advanced artistic language to the virtual zone.

Actually, with regard to art journalism, its facets have expanded and transformed to the maximum. The post-Internet as a manifestation has not yet had a clear definition, and as a result, it can be described and characterized in any way - depending on the personal opinion of an art journalist. Now society lives in the era of "civilizational shift", the development of the information society, the "boundless" position of the mass media in it, which takes place in the so-called "crisis of consciousness", the replacement of worldview, the change in traditional culture. All spheres of our society are undergoing a radical restructuring, covering the economy, education, art and the media. In addition, the cultural situation in the Russian Federation is characterized by a complete separation of generations - according to values, standards, level of education, type of culture, and the development of media technologies only exacerbates all this.

According to E. E. Pronina, progressive global communication has played the role of a huge accelerator and resonator of all positive and unfavorable, destructive and creative processes taking place in society [6]. Thus, art journalism has become a multifaceted manifestation, primarily aimed at shaping the aesthetic tastes of the audience.

Conclusion

Summarizing, we note that we managed to identify three approaches to art journalism (formal, syncretic and substantive), of which we considered the substantive one to be the most exhaustive and generalized, since it most fully reflects the objective reality of the content side of the phenomenon of art journalism in the aspect of the internal unity of all forms of its manifestation and development. This once again proves that art journalism is a local, but by no means a lightweight direction in journalism. A direction that assumes in its representatives not only the makings of journalism, but also art history training, adherence to ethical traditions, and with “aerobatics” - also the talent of a writer.

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SOME ISSUES IN STRATEGIC MANAGEMENT OF ENTERPRISES

Abstract: *This article examines the effectiveness of strategic management of enterprises, the factors affecting it, methods for increasing the competitiveness of enterprises and the issues of improving the organizational and economic management mechanism.*

Key words: *strategic management, enterprise activity, innovation, integration indicators, strategy, estimation, sustainability of enterprise.*

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Scopus ASCC: *2000.*

Introduction

As we all know, the importance of strategic planning and management of business activities is increasing in the practice of enterprises today. As a result, their authority is increasing and the level of responsibility for their economic situation is increasing. The quality of modern management determines the efficiency of enterprises. Therefore, attracting the most modern equipment and technologies to enterprises is considered one of the most important tasks today. The demand of the time dictates that most of the enterprises need to develop their own development concept, business strategy and development programs.

The long-term success of any enterprise depends on the business strategy. If the development business strategy of the enterprise is not developed with one or another error, then the enterprise will not be able to take a stable and strong position in the market. Modern science and practice has a great experience of strategic planning and management, but many strategies still cannot adapt to the changing conditions of the external and internal environment. This means that not all problems of strategic management have been solved yet, which is primarily related to the development of mechanisms of strategic stability for enterprise development [2].

In the strategic management system, it is assumed that the future activity of the enterprise will

be determined based on the study of retrospective indicators and the application of the extrapolation method. Extrapolation is the introduction of trends established in the past for the future period. In other words, when developing a forecast, it is assumed that the conditions of the enterprise's activity will not deteriorate in the future, that is, the end of the enterprise's activity will be good compared to the previous periods. This is the manifestation of the trend that increases the development of the enterprise [3].

To evaluate the future stability of the enterprise, a complex integral indicator representing the development trend (trend) is used; an extended system of indicators is used for deeper analysis and reserve identification. Thus, the assessment of the future stability of the enterprise implies the assessment of various aspects of the enterprise's activity, moreover, such an assessment is carried out in dynamics and space.

In 2017-2021, the Strategy of Actions for the further development of the Republic of Uzbekistan also sets priorities such as "deepening structural changes, increasing the competitiveness of enterprises and increasing the export potential"[1]. Effective execution of these tasks requires improvement of modern management mechanisms and efficiency of innovative activities of production enterprises.

Analysis of literature on the topic

In the works of foreign scientists R.S.Kaplan, D.P.Norton, issues of increasing the efficiency of the enterprise and developing economic activity in the strategic management system are widely covered [2]. In the views of these scientists, the main focus is on assessing the main features of the strategic management system for the enterprise and organization, its effectiveness.

In the views of I. Ansoff, in the strategic management system, the study of the prospects of the enterprise and the evaluation of the factors affecting them are important [3]. In his opinion, it is necessary for the enterprise to always work with risk, to make forecasts for its long-term activity, and to use the extrapolation method.

In M. Porter's views, the role of innovations in the development of companies, the features of their application, the continuous introduction of only innovations for the sustainable development of the company, and the impact of innovation on the achievement of competitive advantages of companies have been researched[4],

In the views of R.S.Muratov, I.A.Djalolova, S.Sh.Oripov, the enterprise is considered as a separate object, and its content and essence, requirements for it, system of indicators, financial stability and management issues are detailed [5]. Management of enterprises and their requirements, principles, forms of management are evaluated.

I.O.Ulashev, Sh.A.Atamuradov's scientific views highlight problems of enterprise management mechanisms, suggestions for solving them, management methods, choosing the optimal option in management, evaluating management efficiency. [6], the scientific researches of G.Sh.Khonkeldieva covered the directions of management, evaluation of organizational and economic indicators, promotion and improvement of efficiency [7]. Based on international experiences, special attention is paid to ways of using modern methods of corporate management, formation of national structures, improvement of economic indicators.

In the views of R.R. Abduraupov, special attention is paid to scientific approaches to improve the mechanisms of managing the economic potential of foreign-invested enterprises in Uzbekistan [8].

Despite the carried-out research and scientific research, the issues aimed at assessing the factors influencing the development of the enterprise's efficiency and economic activity in the context of today's globalization and democratic market reforms in the strategic management system have not been systematically covered.

Research methodology

As a theoretical and methodological basis of this article, general economic literature and scientific articles, researches of economists on the issues of strategic management of enterprises, interviews with scientists and representatives of the field, analysis of their written and oral opinions, expert evaluation, observation of processes, systematic analysis of economic events and processes approach, by conducting a comparative analysis with the author's experiences, conclusions, suggestions and recommendations are given in the relevant directions.

In the process of studying the subject, in addition to general economic methods, special approaches to data structuring, such as comparison, compilation of theoretical and practical materials, and systematic analysis, were used.

Analysis and results

Creating an understanding of the enterprise has important economic value. Many literatures present different opinions about the enterprise. For example, in the textbook "Corporate Economics" by R.S.Muratov, I.A.Djalolova, S.Sh.Oripov, the enterprise is defined as follows. An enterprise is an independent economic entity that produces products, performs work, and provides services in order to satisfy social requirements and obtain net profit [5]. defined.

An enterprise is a legal entity that is considered the main link of society, produces products based on the use of private resources, exchanges, performs other work and services, makes decisions on its activities and is responsible for it, in order to satisfy

the demand of the population and obtain profit or perform other social functions. is an economic entity of various sizes that has [6].

In our opinion, a legal entity that produces and sells products or exchanges products, performs work, provides services, competition and all forms of ownership on the basis of the use of its own property based on the right of ownership or the right to fully manage the economy in accordance with the applicable laws an independent economic entity carrying out its activities is an enterprise.

Based on the above, the enterprise has social, economic and political relations with the state, citizens and legal entities during its activities and makes a significant contribution to the sustainable development of the national economy.

Currently, the development of the enterprise can be achieved only with the continuous introduction of innovations. M. Porter defined the role of innovation in companies' achievement of competitive advantage as follows: "...the company gains competitive advantage through innovation. They approach newly introduced procedures using both new technologies and new ways of working in a broad sense.

Once a company has gained a competitive advantage through innovation, it can only maintain that advantage through regular improvements. Competitors will immediately and surely bypass any company that stops improving and introducing innovations» [4].

The competitiveness of the enterprise means the production and sale of goods that are more attractive to consumers than the goods of competitors. Continuous monitoring of the competitive environment is a necessary condition for production to satisfy needs in the most efficient way. Conclusions about the state of the competitive environment are the basis for the development of the enterprise's innovation policy. In essence, the advantage achieved over competitors is due to innovation, and therefore, the ability to introduce new elements that provide any advantage over competitors in the enterprise's activity is a necessary organizer of the competitiveness of this enterprise.

Enterprise sustainability is a complex economic category that characterizes its long-term effective operation (Figure 1) and is based on three elements: enterprise competitiveness, economic security, and economic efficiency. It should be noted that these elements are closely related and work together, but have different functional tasks. Competitiveness determines the potential of enterprise development, and stability determines the long-term perspective of the enterprise. It can be said that the stability of the enterprise is the competitiveness distributed over time. In small intervals of time, these two concepts have equal power.

The production potential expressed in the organization of production, labor and management of the enterprise, its technical and technological capabilities is an element that ensures timely innovation. The higher the production potential of the enterprise, the lower the level of the share of costs for product production and its quality. The quality of the produced product, which is higher than the quality of competitors' goods, is a material representation of the innovative potential.

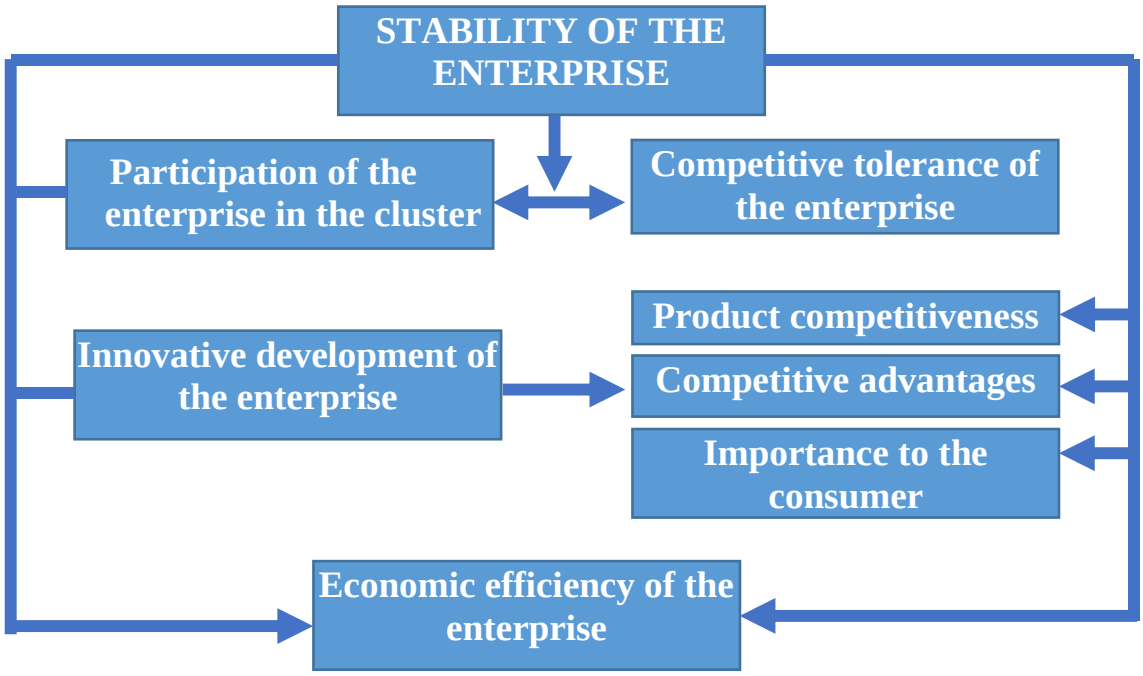


Figure 1. The structure of elements of enterprise stability (Compiled by the author)

The objective reasons caused by the need to transition to an innovative type of development of economic systems require a comprehensive solution to the problems of effective interaction of scientific, technical and economic factors in the entire innovation-investment process. In our opinion, the rational combination of technological and economic potentials is the central issue of managing the innovation-investment process.

Table 1 gives an assessment of the factors affecting the stability of the enterprise. It analyzes the main innovative trends in enterprises and the factors that negatively affect the introduction of innovations, as well as the factors that ensure the development and support of innovations.

The large number of factors makes it possible to classify them according to certain characteristics.

The external factors of the enterprise include: anti-crisis policy of the state in the economic sphere; demographic situation in the country; political stability; progress of science and technology; development of transport infrastructure.

Internal factors are formed in the internal environment of the enterprise, in its subsystems (employees, production, marketing, sales, finance, organizational structure). Management of internal factors allows the enterprise to determine the reserves of strengthening stability and to quickly manage production in case of changes in external factors.

Table 1. Analysis of factors affecting the stability of enterprise activity (Compiled by the author)

#	Factors	The results of the influence of factors
1.	Knowledge and skills	The lack of knowledge and skills in manufacturing enterprises in terms of management (laws of the market economy) leads to the introduction of innovative management prevents.
2.	Level of concentration	The high level of centralization limits the ability of lower-level managers to think creatively and take a creative approach to management.
3.	Communication system	Poor organization of the communication system or the manager's inability to use it effectively causes the problem of timely delivery of information and news in some cases.
4.	Contractual relations	Managers and employees do not clearly know the assigned tasks and do not follow them, which hinders the development of the management process.
5.	Interest in innovation	Low interest in innovation by managers, that is, low flexibility in management.
6.	Encouragement	Inadequate development of the incentive system in management leads to the introduction of innovative management reduces interest.

The systematic development of the enterprise is carried out by successively passing the stages from centralization to decentralization. This means that every element of the enterprise becomes planned and organized. In essence, the transition to a decentralized scheme of management by the enterprise changes the paradigm of management as a goal-directed external influence on the object to change it to another state.

Development of the elements of the enterprise to the level of independent decision-making in the conditions of an unknown external environment is the necessity of ensuring the competitiveness of the enterprise. On the other hand, the enterprise must have certain characteristics as a whole in the external environment, as a goal-oriented development. The main of them is controllability. In this regard, the management of an enterprise with a similar decentralization feature will have a different form, different from the traditional form.

Systematic management of enterprise development can be carried out in the following sequence of the characteristics being formed: flexibility - adaptability - competitiveness.

Implementation of innovative technologies in the activities of enterprises, use of strategic management methods serves to increase efficiency indicators and production volume.

According to the results of the analysis, in order to introduce strategic management of the innovative activities of enterprises, first of all, it is necessary to increase the knowledge and skills of management personnel, to reduce the level of centralization and to introduce new information technologies into the system of information exchange between stages, to increase the interest of management employees to innovation, to develop an incentive system, each it serves to ensure that the manager clearly and completely understands the tasks assigned to him and

to fulfill them on time, to reduce the level of informal communication [7].

The economic efficiency of investments is a component of the overall production efficiency. The main task is to bring as much profit and return as possible to investments in various levels of economic activity. Deviation from this rule can lead to the loss of resources, the destruction of past and present work of society.

The need to evaluate the economic efficiency of investments arises in all cases, such as new construction requiring additional capital investments, expansion of existing production, restoration and technical rearmament, modernization of production and development of organizational and technical measures. Sometimes, the production of a new type of products also requires investment and other funds, which means a preliminary assessment of the ratio of costs and results [8].

When assessing the economic efficiency of investments, enterprises must solve two tasks:

the first is to assess the effectiveness of the investment project, which creates the opportunity to choose the most optimal option in terms of the payback period and profitability of capital investments;

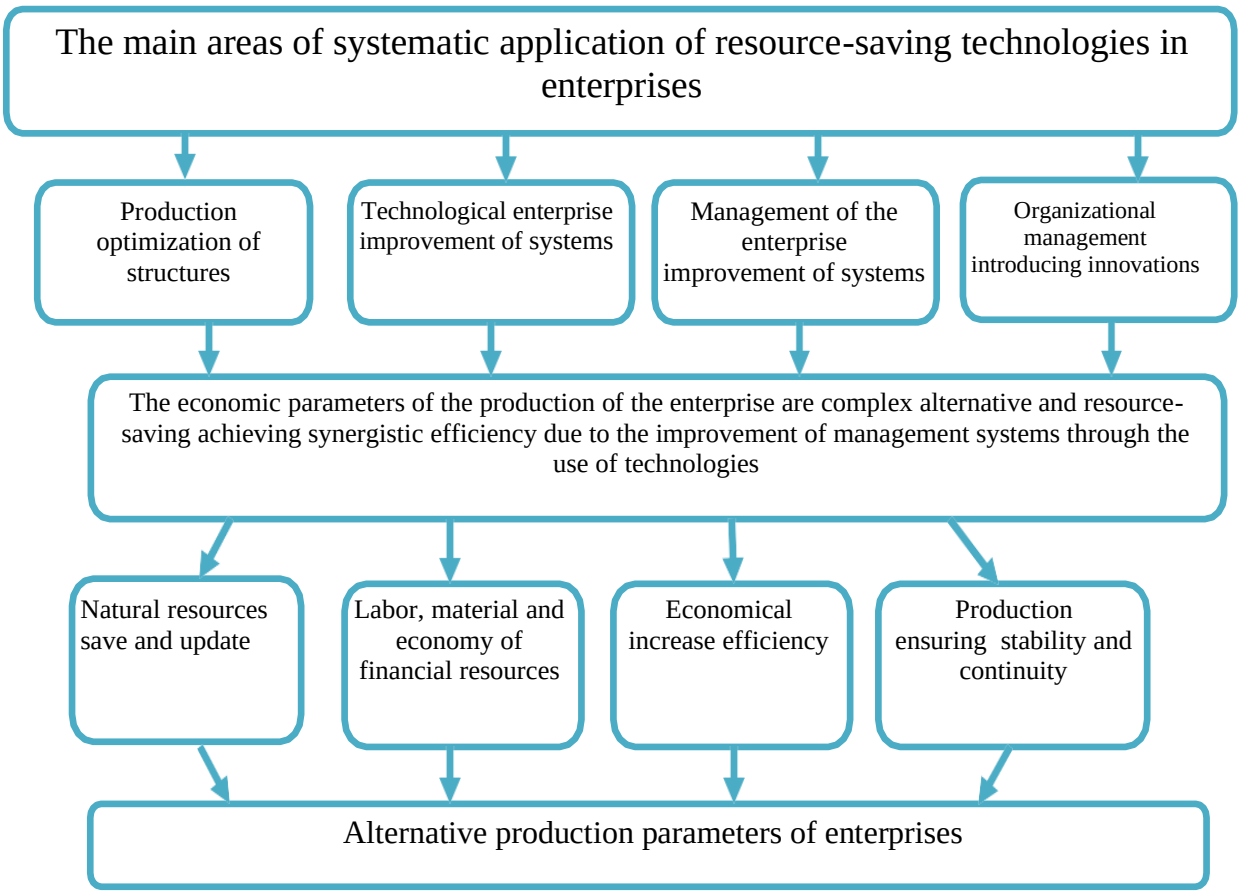
the second is to evaluate the effectiveness of investments in existing production (production of additional products, cost reduction, profit increase, etc.).

The process related to the production of new products or the improvement of previously existing types as a result of human scientific and technical activity is an innovative activity. The results of the introduction of innovation allow companies to have a significant competitive advantage, which is an important motivating factor for the enterprise.

World experience shows that enterprises are interested in the introduction of advanced resource-saving developments in science, secondly, as a result of this global event, by further developing the potential of the enterprises of our republic, increasing its investment attractiveness, thirdly, by implementing deep diversification measures in enterprises, stable and high-quality product production and efficiency will further expand the possibilities of radical improvement.

Due to the peculiarities of strategic management activities, it is necessary to develop a new comprehensive approach to resource management in order to create a flexible system of sustainable development of enterprises (Fig. 2).

Figure 2. Systematic management model of processes of application of resource-saving technologies in enterprises (Compiled by the author)



One of the main conditions for the successful adoption of resource-saving technologies in enterprises is a comprehensive approach developed on the basis of foreign recommendations on the introduction of these technologies into production by adapting them to the conditions of their use and the specific characteristics of their acceptance by managers and specialists in relation to the management of the process of introduction of resource-saving technologies.

A comprehensive approach to managing the process of introducing resource-saving technologies implies systematic work in four main directions: optimization of the production structure, improvement of the enterprise's technological system, modernization of the material and technical base of production, and the use of modern organizational and management innovations. A comprehensive approach implies systematic work in all directions of the introduction of resource-saving technologies.

Only then can the enterprise preserve and restore natural resources; it is possible to achieve a synergistic effect, which is reflected in the saving of labor, material and financial resources; the increase of production stability and efficiency.

Specific aspects of sustainable development and management of enterprises of our republic are evaluated on the basis of SWOT-analysis, which is widely used in practice (Table 2).

SWOT analysis is considered a strategic planning method and is aimed at determining the existing factors in the internal and external environments of the organization. They are divided into four categories: Strengths, Weaknesses, Opportunities and Threats.

Table 2. SWOT analysis of enterprise development (Compiled by the author)

Strengths	Weaknesses
On the development of enterprises development of state programs	Modern services in enterprises lack of development personnel
Finance given to enterprises opportunities	Lack of infrastructure for exporting products and services
Export in enterprises high performance	In the sale and storage of products existence of problems
Opportunities	Dangers or threats
Opportunities to diversify products and services in enterprises	Price adjustment in domestic and foreign markets change
Opportunities to use the domestic market	Increasing competition in the world market
Access to foreign markets	Economic and political situation in the states change

As can be seen from the above table, there are also strengths and weaknesses in the management of enterprises. Therefore, management and heads of economic entities should pay special attention to free parties, otherwise the expected economic efficiency cannot be achieved. In the end, enterprise activity can become not a factor of economic development, but its opposite.

Conclusions and suggestions

In conclusion, it can be said that in order to achieve efficiency in the management of the enterprise, first of all, it is necessary to clearly define the goals of management, as well as the means and methods of achieving it. Production of high-quality and competitive products at the lowest cost ensures maximum profit and avoids crisis and is the main task of every enterprise. All tasks of management should serve this purpose. The efficiency of management is largely achieved by the mutual relations between the goals set before the enterprise and the tasks to be performed.

The need to increase the competitiveness of the enterprise is assessed based on the analysis of the trends and laws of the enterprise's activity and the principles of strategic management. Since sustainability is the effectiveness of the enterprise's activity, the implementation of its competitive potential, and competitiveness is the effective use of the enterprise's production capacity and the determination of the opportunity to sell competitive products, taking into account the combination of these concepts allows the enterprise to formulate an optimal strategy for increasing its competitiveness.

It is necessary to widely use the method of assessing the competitiveness of the enterprise, which

is based on the determination of a cumulative indicator that integrates the characteristics of the enterprise and the competitiveness of the product, taking into account the priorities of the strategy. Evaluation of the competitiveness of the enterprise - in order to increase the stability of the cluster participants in the market of manufactured goods, works, services provided, it allows to effectively use the cluster approach based on the stable area-network partnership of the enterprises and entities combined with the innovative program of introducing advanced technologies.

An approach to increase the stability of the enterprise based on innovation is defined, which allows for a systematic review of the situation in a group of interrelated enterprises belonging to different sectors and optimization of the innovation strategy. At the same time, creating a cluster goes through stages such as: preparation, analytical, strategic, implementation and forecast

Increasing the productivity of enterprises is one of the important directions of economic policy today. The population's demand for products is increasing year by year. Meeting this demand requires the application of innovative technologies to the production of enterprises, the introduction of sufficient investments and the use of new methods, as well as the improvement of management mechanisms.

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Issue Article

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ARTISTIC INTERPRETATION OF NATIONAL COLOR IN PROSE OF UZBEK YOUNG PEOPLE

Abstract: *The use of color in visual arts and fiction. The expression of Uzbek youth in prose, as well as the manifestation of features of the Uzbek nation, such as language, clothing, customs, and character, are described.*

Key words: *color, fiction, national spirit, pictorial expression, artistic expression, theme, idea, landscape.*
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Scopus ASCC: *1200.*

Introduction

The universe was created full of different colors and images. Humanity has studied and is studying the miraculousness of visual media. The colorful world that has been attracting humanity is still fascinating. This colorful world has always been beautiful. In the history of fine art, there was a special innovation for the first time in the 15th century. This innovation brought the concept of colorism to the science of fine art in realistic color painting by Italian artists. Colorite is an Italian word that means color, paint. This color term was used for the first time in the science of fine arts. Of course, an artist can paint colors to depict someone, something, or the surrounding nature. Of course, colors clearly describe that period (which century it belongs to), that environment and those conditions. The colors and the clothes and appearance of the depicted person represent the nationality. Even the literature depicted with colors shows the psychological state of a person who has been studying for centuries. Color represents the uniqueness of the thing. The use of color in fine art was later observed to be expressed in other types of art. Fine art means a variety of colors, and in fiction, plots, compositions, landscape, content, theme and idea images is represented by being different. In the work of art, the artistic interpretation of the spiritual world of a person is reflected, that is, in the expression of a number of characteristic features such as era, nationality, language, clothing, customs. Represents not only the color image of the object, but also the local color level perceived from it. It is appropriate to understand the local representation of the color image in terms of the image of the locality of a certain area. It is known that the color image is different: the sun is yellow, cotton is white, coal is black. By seeing their colors, the tasks of those objects find their visual expression in our subconscious. These colors are not documents, but an expressive image with a proven level of accuracy inherent in objectivity. What determines the clarity of the symbols that we see around us. Of course, conditions, location in nature and internal structure will cause it to appear. It depends on the skill of the artist to describe the distance and closeness, dark and light conditions. Colorite is a miraculous manifestation of creatures on earth. In fine arts, the word colorism was first used by Italian artists in the 15th century, then Spanish artist Diego Velasquez and Dutch artist Rembrandt Van Rijn continued the work. Venetian painters proved that colorite is a sign of bright color image. He continued to use it widely and productively in his creations. By the time of Romanticism, Eisen Delacour showed in artistic images that the expression of color in an artistic image is an innovative solution. The image of artistic expression brings out the emotional feelings and mood of a person with expression. He noted that figurative expression shows different feelings in

artistic expression. Depending on the development of the plot in the work of art, visual expression is also given. Colorful expression in fiction also represents the appearance of symbolism. Colors play an important role in revealing reality. As we know, every color has expressive power. If colors did not have expressive power, colors would lose their importance in both visual arts and fiction. The color of animate and inanimate objects, which are the wonders of nature, and the colors of things made by human hands, evoke different feelings in our human psychology. The colors of the portrait depicted in the work of art provide the reader with a closer study of the impressions of the work and bring the reader into the atmosphere of the work. When describing images with words, the writer uses figurative expression to enrich the image, and achieves an effective result. The writer used all his skills through his methodical and psychological approach to deliver the content of the artistic work to the reader. The effect of the work comes from the words. The expressiveness of the image plays an important role in increasing the colorfulness of the work. The image of colors serves as an important tool for understanding the subtle and complex aspects of artistic textures. When the reader is able to understand the writer's ability to follow, he will feel the strong essence of the work and understand the content of the work. Kolorit studies the nationality of the artistic work, the spiritual properties of the words, and the functional aspects. It is called "locality" if it represents the property of the subject in a constant state in the composition of the work of art. Depicting the idea put forward in the work and the development of the plots that gave rise to the idea through the local image enriches the level of coloring of the content of the work. The local image increases the authenticity of the expression in the work of art.

Materials and Methods

Color is reflected in the customs, colloquial speech, character, clothing, language and environment of each nation. It can be found anywhere in the entire form of a work of art. In a work of art, it can be found in any corner of any plot because of its customs, colloquial speech, character, clothing, language and environment. It should also be said that colors also have symbolic meanings in fiction. In Uzbek works, white is a symbol of independence. Also, the colors can have the expressiveness of the work of art, the information of that time and some kind of symbolism. Uzbek artists such as P. Benkov and O. Tansikboyev were able to depict national and cultural manifestations of color in their works. We see that our color is depicted in our historical clothes, historical items, work tools and household items. So, such a pictorial expression also acts as a carrier. In what sense we say portability, of course, to transmit to generations through visual expression. The subject, item, etc. depicted in the image describes the periodic state of the nation. History shows how much culture it has. Our historical clothing, historical items, tools, work tools and household items are in what condition, style and why they are needed. It should also be said that color is widely used in words, phrases, idioms and sentences. From the works of A. Suyun and S. Tursin, we can see such words as checha, ongir, suvliq, tutam, sovliq, and phrases like "Suyagi butun" and "Kampir oldi".

Literature is a science that studies the spiritual world of a person. Literature is a universal masterpiece that indirectly connects the history, present and future of every nation, unites spiritual, cultural and national points. There is a concept of colority in fiction. Color represents the tradition, national speech and several other characteristics of each nation. National color is also widely used in prose works. Any artistic work written in prose is distinguished by the manifestation of the colorfulness characteristic of that nation. Whether it is in poetry or prose, it is known which national poet or writer he is by the idea covered in the work. In his work, the writer expresses national universal characters through national color. In his work, the artist incorporates the national customs, values, and national color of this nation into his work. On the basis of this absorption, the work of art gains value. The concept of color, which is a component of the means of effective representation of reality, represents concepts related to the idea, content, period, style and author's personality of the work. In the encyclopedia, it is stated that "Colorite also means a set of specific aspects of something" (period, nationality, etc.).

Results and Discussions

Let's take a look at the works of Anvar Suyun and Sanjar Tursun, writers who embodied the national color in their works. In the work of Anvar Suyun, we pay attention to the words characteristic of color: "Checha - bride", "Ongir - the place washed by the flood", "suvliq - horse's neck", "Tutam - piece ", "sovliq -old sheep", "gujum - kairaghoch", "janda - old", "khomchot - chamalash". Through similar concepts, the concept of local color emerges. Local color is the reflection of the local conditions, customs and local life, landscape image, language features of a nation in fiction. The words and terms related to this national color are called realias, that is, words specific to the nation. The word realia is also Latin and means "relating to a thing". When translating a work of art, it is always difficult to give the realities of a unique reflection of nationality. Although great experiments and researches have been carried out in this regard, we still face problems. In fact, the depicted environment is transferred to the ground of translation. Sometimes the names of the heroes of the work are also translated. But it is natural to give up quickly. Sometimes, when translating a work, we have to face the situation of partial nationalization. In this case, it would be

appropriate to simplify the translation in order to avoid religious differences, ideological restrictions, and to make the translation understandable to the public. Beliefs characteristic of Buddhism are reflected in epic works. It is a Hindu tradition to burn the body of a dead person on fire and take the ashes to the river Ganges to be washed away. Such a situation does not suit our nation and our national traditions. We pay attention to local colors: In this case, the situation of national colors has arisen. Let's get acquainted with the words that express the national color in the works of Anvar Suyun and Sanjar Tursun: atar – household equipments, koton - temporary place of residence, tuyur - a piece of meat, hamsoya - neighbor, it yikilish - betrothal, shapaloq - slap, olish - fight, otov - living house, address, dustaman - fall with a person's face, momotugun - the biggest prize, koshkhana - temporary residence of shepherds, ushok - goods, porim kiyinib - well-dressed, "ravdari" - the appearance of the body, "sarka" - the cuting of the taka, "gur" - a place where people are sitting in a circle, "qahatchilik" - prices increase, hungry, "poson" - wear appropriate clothes, "sizot" - water that seeps under the ground , kurut - dried yogurt, a national dish, Hut - a Latin word, one of the constellations. Fish is also called "Hut", supra - is used in making bread, it is made by processing sheep and goat skin.

In the works of Sanjar Tursun, there are many words expressing such color. Let's get acquainted with these words: The tail side of the village is the end of the village, Jondor is a wolf, kopkari is a game of a goat, tegirmonga dovur is to the mill, put is the upper part of the leg, urchug is a job used by women to spin cotton. , toqim - a type of saddle (made from a plant), kalish - galosh, bakovul - fighting or telling the breed in a goat, bastirma - a porch in front of a barn, chil - a method used in fighting. Transliteration is the transfer of one written letter to another written letter. For example: words such as bazar-market, kishlak-village, kasa-bowl, payola-cup the use of words specific to the nation with a different language sign. Analogy is likeness, likeness to each other or to others, i.e. giving with an alternative concept. For example: if Sanjar Tursun translates the word "sholcha" into Russian in the sentence "My friend Sanam was spreading carpet and picking cotton" in the story "Between the Mountains", it will be translated as "palas". In this case, the meaning of the words is given correctly, but the national historical color is lost. In Uzbeks, the word "sholcha" has its place according to its use in history. Realities and barbarism - We express barbarism in different ways in literature. "According to A.A.Reformatsky, barbarisms are appropriated words that serve to express unfamiliar realities and customs."

Borrowed words still have the same meaning. Sometimes there can be barbarism only in exceptional cases. Also, barbarisms can take place in dictionaries, unlike realities. For example: in the story "Solin Yoli" by Anvar Suyun, when Boyish's car breaks down, a man named Bayish tells his friend Mirabror that he will add money for gas. And Mirabror said, "- I don't have soums, brother, do it yourself, I'll give you the blue ones when I go to the city." uses "blue" with the meaning dollar. Realism and Localism - As for the term localism, a household word close to it is ethnographies. If localism is a combination of such words and words, they are limited to a specific area that cannot be clearly defined in the literature. In my opinion, localisms are semantically very close to reality. Because this locality applies to concepts and the objects that represent them. But we use realities as a broader concept. For example: Anvar Suyun's "Ikki tong orasi" in the process of trading in the market means that Suyagi is whole - healthy. The concept of lacuna has entered through the science of linguoculturalology and is applied to the cultural gap. Some researchers apply the lacuna to situations that exist in the customs and culture of one nation and are not observed in another. We can see it in the words of Zulfiya old woman in the collection "Muzaffar tong" by Sanjar Tursun: "When the old woman dies, I will be myself." Connotation is a type of pragmatic information that reflects a certain attitude to the objects and events themselves. Words and phrases consist of additional emotional expressive meanings and their stylistic shades are available. When understood in this sense, realities also express the connotative meanings of things. We have phrases like "Suyagi butun" and "Kampir oldi".

Lacunas are lexemes denoting objects or phenomena of material culture, ethnic-national characteristics, traditions, rituals, as well as historical facts or processes. They usually have no lexical equivalents in other languages. We can find several terms in Sanjar Tursun's work. Let's pay attention to the following words and focus on our national color: ovul, khurjun, otin, kapa, oyna, bolta, qora kuya, qurt, qatiq, sut and eshak are examples of relia.

When it comes to the subject of nationalism and universal humanity in fiction, special attention is paid to the definition of "literature is the mirror of the nation". It is also emphasized that any literature is a reflection of the nation it serves. In this regard, the great thinker Abdulla Avloni said, "The mirror of every nation's presence in the world, its life is its language and literature. "To lose the national language is to lose the soul of the nation," he said. "Any national literature at the same time appears as a literature of universal character. Because every nation cannot imagine its way of life, its aspirations, separated from other nations." In fact, nationalism and universality are considered to be the most important and relevant topics of every nation's literature. What should the writer pay attention to in order to ensure the national spirit. Factors that serve to express the national spirit in fiction:

a) Speech expressing nationality and national character;

b) National psychology;

d) Spiritual and moral rules that ensure nationality;

e) Ethnographic features and customs;

f) Landscape image showing nationality.

In literature, the reflection of people's life is considered as a natural phenomenon compared to the artistic expression of national, universal aspects of social life. T. Boboyev "Adabiyot asoslari" nationality and universal characteristics, social phenomena and concepts form the basis of every literature. He argues that fiction is an aesthetic phenomenon, given that it is imbued with the soul. "Without understanding the essence of nationalism and humanity as an aesthetic category, it is difficult to understand the general laws, uniqueness, socio-aesthetic function of fiction - the dialectical relationship between life and literature." Nationality and universality are concepts in a mutual relationship that complement each other. Nationalism and universalism, regardless of the literature of any nation, must describe the national language, national spirit, and national character of that nation. According to T. Boboyev's book "Adabiyot asoslari", "Language is a national form of fiction". A. Suyun and S. Tursun widely used national speech. The expression of nationalism in the literary language is definitely noticeable. The artist's ability to instill the national spirit in a work of art depends on the strength of the writer's artistic skills, his thorough knowledge of the literary language of the people, and the wise use of dialectal words. It shows that the style of speech, the history of origin, as well as the phonetic, lexical, and stylistic spelling, can effectively use the opportunities available in the national image. Literature is valuable because it reflects people's life, living conditions, socialization, nationalism in their minds, and expresses their national character.

Conclusion

The special features of the literature of each nation that provide nationalism: the unique features of the nation, socio-political, typology, the image of the nation's spirit, the character's speech, appearance, clothing, traditions, customs, social and political life is determined by how well it reflects its socio-economic experience and national interests. In literature, the spiritual experiences that express the nationality appear as a reflection of this nation. The speech of the character in the work of art is expressed in the national ethnic form of the nation, in the rules of etiquette.

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Issue **Article**

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COMPARISON OF THE STRESS AND STRAIN STATE OF LOADED I-BEAMS MANUFACTURED ACCORDING TO EUROPEAN STANDARDS

Abstract: *The results of a computer experiment to determine the stressed and deformed state of steel I-beams loaded statically are presented in the article. Loaded I-beams of the HEA, HEB, HEM, IPE and IPN series are characterized by the occurrence of maximum deformations in the area of the radial interface of flanges and web of the profile. It is noted that with the same height of profiles and the value of load, the I-beam of the IPE series is subjected to the maximum stress, and the I-beam of the HEM series is subjected to the minimum stress.*

Key words: *I-beam, von Mises stress, strain.*

Language: *English*

Citation: Chemezov, D., et al. (2023). Comparison of the stress and strain state of loaded I-beams manufactured according to European standards. *ISJ Theoretical & Applied Science, 02 (118),* 477-480.

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Introduction

The widespread use of I-beams in construction is due to the high strength and rigidity of structural elements. European manufacturers produce I-beams in accordance with DIN 1025 [1-5]. This standard, which includes five parts, prescribes the dimensions and properties of hot-rolled I-beams of the HEA (wide-flange I-beam of light version), HEB (wide-flange I-beam of normal version), HEM (wide-flange I-beam of heavy version), IPE (profile I with parallel flanges) and IPN (profile I with tapered flange) series.

In a number of scientific papers [6-10], the authors considered the stress and strain state of loaded steel I-beams fixed cantilevered or on two supports. In paper [6], based on the static analysis of a loaded cantilever I-beam, the strength characteristics were determined and the calculated safety factor was compared with the maximum permissible coefficient. In paper [7], the stress states of I-beams of the same type were presented when loaded with the concentrated moment, concentrated and distributed forces. It is concluded that cantilever I-beams undergo deformation of greater intensity than I-beams fixed on two supports. In papers [8-10], the critical values of strains and stresses of material under loading conditions of I-beams of the same type were presented according to the schemes proposed in paper [7].

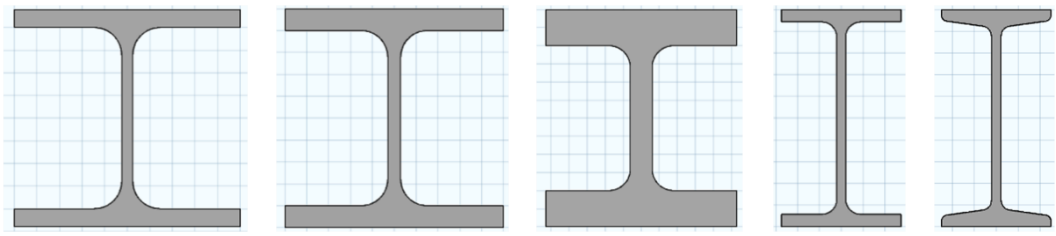
Comparison of the loaded state of material of I-beams of various types, based on the results of computer calculations, will reveal stress and strain gradients and draw a conclusion about the possible strength and rigidity of the configuration of the structural element under the same loading and fixing conditions.

Materials and methods

I-beams of the HEA, HEB, HEM, IPE and IPN series were subject to research. Two-dimensional profile models of the above-mentioned I-beams in the cross section were generated. The profile height of all models of I-beams was adopted 0.1 m. The remaining dimensions of elements of the I-beam models were calculated from the size of the profile height.

The stress and strain state of the I-beam models was calculated in the Comsol Multiphysics computer program. The I-beam models were given the properties of s355j2 steel in accordance with the EN 10025-2 standard [11]. A constant load of 0.5 kN was applied to the upper flange of each I-beam model. The lower flange of the I-beam models was rigidly fixed. The remaining conditions of the computer calculation were: displacement field – quadratic Lagrange, 2D approximation – plane stress, temperature – ambient, solid model – isotropic, geometric nonlinearity – force linear strains, load type – total force, element size – finer, study – stationary, solver – MUMPS, linear solver – direct, nonlinear method – Newton.

The studied profiles of I-beams of various series in the cross section are presented in the Fig. 1.



A ***B*** ***C*** ***D*** ***E***

Figure 1. The profiles of I-beams in the cross section: *A* – HEA; *B* – HEB; *C* – HEM; *D* – IPE; *E* – IPN.

Results and discussion

The simulation results were represented by the color contours of von Mises stress inscribed in the design areas of the I-beam models. The nature of strain of the I-beam models was graphically presented. On the graphs, along the abscissa axis, the values of the heights of the profile models of I-beams were postponed. The strain values were obtained from a slice passing through the middle of the profile web along the ordinate axis. The zero value on the graph along the *X*-axis is the coordinate on the models located in the middle of the outer end surface of the lower flange of each of the profiles. The calculated contours of von Mises stress of material of the I-beam models and the changes in strain of material of the I-beam models along the height of the profiles are presented in the Fig. 2.

On all models of I-beams, the surface layers on the side of the load application and the radii of the interface of flanges with web are subjected to the greatest von Mises stress. At the same time, the volume of distribution of maximum stresses in material of I-beams of the IPE and IPN series is less than in I-beams of other series. Maximum stress of 410000 N/m^2 was determined for the IPE series I-beam. This stress is approximately 5.3 times greater than stress to which the HEM series I-beam is subjected. The intensity of stress on the I-beam web of the HEM series is slightly greater than the intensity of stress on the webs of other I-beams.

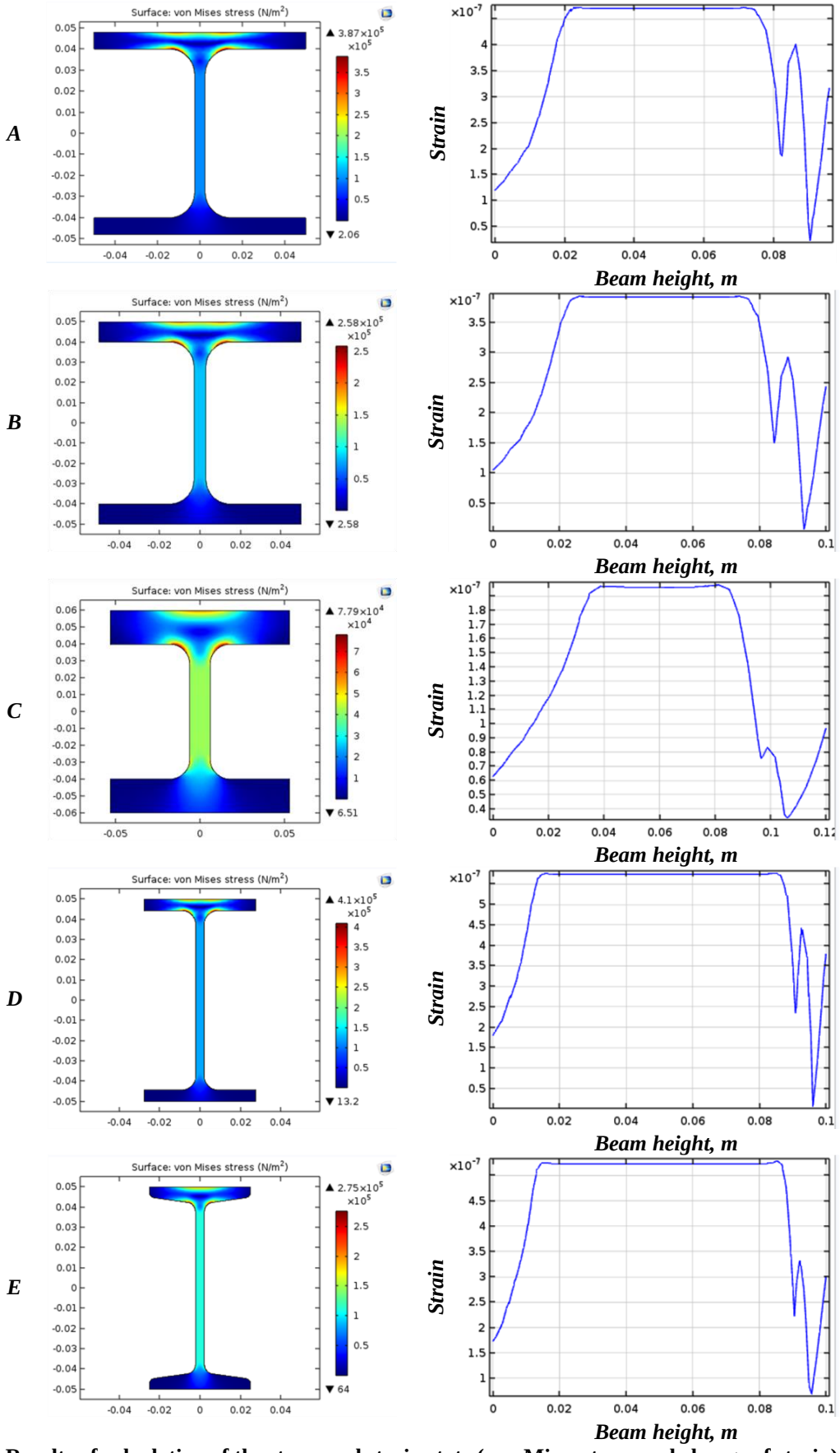


Figure 2. Results of calculation of the stress and strain state (von Mises stress and change of strain) of loaded I-beams: *A* – HEA; *B* – HEB; *C* – HEM; *D* – IPE; *E* – IPN.

Local zones where there is no strain exist for loaded I-beams of the HEB and IPE series. The value of strain of the web material of I-beams of the IPE and IPN series is the largest. Due to the lower web height and the greater thickness of the flanges of I-beam of the HEM series, strain of material occurs more evenly. The nature of strain of the webs and flanges is approximately the same for the other I-beams.

Conclusion

The wide-flange I-beam of the HEM series has the greatest strength and rigidity. At the same time, it is noted that for all the considered wide-flange I-beams, an increase in the size of the flanges and webs leads to a smaller difference in the stress values in material. On the other hand, the profile with tapered flanges of the IPN series showed better strength characteristics than the profile with parallel flanges of the IPE series. The best strength characteristics of I-beams were determined in descending order: HEM, HEB, IPN, HEA and IPE.

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Issue Article

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ORGANIZATIONAL AND INSTITUTIONAL MECHANISMS FOR THE IMPLEMENTATION OF THE MY ROAD PROJECT IN THE LOCAL BUDGETS OF THE REPUBLIC OF UZBEKISTAN

Abstract: *the article considers the procedure for directing funds to local budgets allocated for the repair of territorial on-farm roads, determined on the basis of public opinion and the results of the implementation of the My Road program.*

Key words: *roads, initiative budgeting, My Road program, local budgets, Civil Initiatives Development Fund*
Language: *Russian*
Citation: Yuldasheva, N. V. (2023). Organizational and institutional mechanisms for the implementation of the My Road project in the local budgets of the Republic of Uzbekistan. *ISJ Theoretical & Applied Science, 02 (118),* 481-486.
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ОРГАНИЗАЦИОННЫЕ И ИНСТИТУЦИОНАЛЬНЫЕ МЕХАНИЗМЫ РЕАЛИЗАЦИИ ПРОЕКТА «МОЯ ДОРОГА» В МЕСТНЫХ БЮДЖЕТАХ РЕСПУБЛИКИ УЗБЕКИСТАН

Аннотация: *в статье рассмотрен порядок направления в местные бюджеты средств, выделяемых на ремонт территориальных внутрихозяйственных дорог, определяемый на основе общественного мнения и результаты реализации программы «Моя дорога».*

Ключевые слова: *автомобильные дороги, инициативное бюджетирование, программа «Моя дорога», местные бюджеты, Фонд развития гражданских инициатив.*

Введение

Практика инициативного голосования показывает, что среди основных и стратегических проблем, выдвигаемых гражданами в сфере инициативного бюджетирования выступают дороги. Состояние дорог играет важное значение как элемента экономической инфраструктуры тем самым влияя на экономический рост.

Так, в соответствии со Законом Республики Узбекистан от 2 октября 2007 г., № ЗРУ-117. «Об автомобильных дорогах» автомобильные дороги республики классифицируются на:

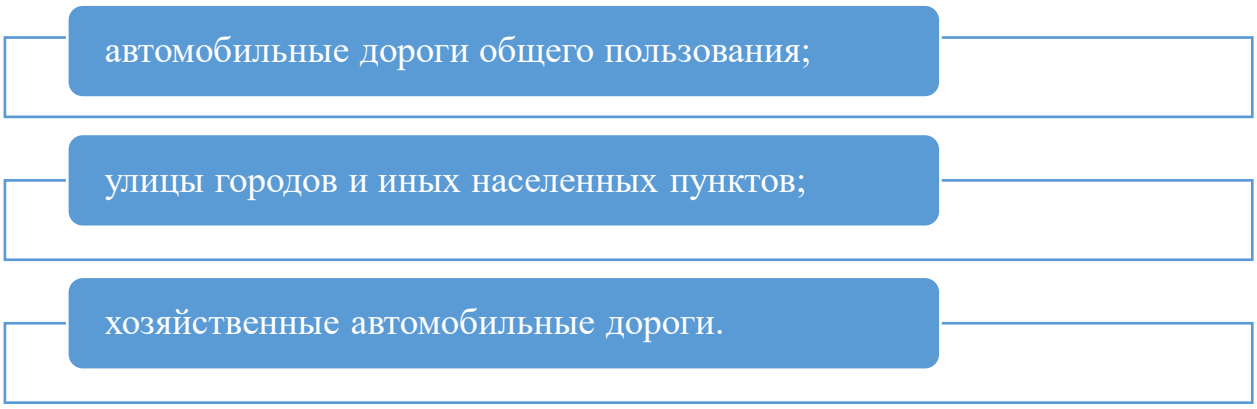

Рис.1. Классификация автомобильных дорог

В тоже время автомобильные дороги общего пользования классифицируются следующим образом:

Рис. 2. Классификация автомобильных дорог общего пользования

Большая часть дорог местного значения нуждается в капитальном ремонте, реконструкции. Средств, выделяемые из местных бюджетов на реконструкцию местных дорог не

всегда хватает для их финансирования. В этом случае одним из актуальных методов решения данной проблемы выступает инициативное бюджетирование.

Обращаясь к статистике следовало бы отметить, что по итогам инициативного бюджетирования в 2021 году от граждан поступило в общей сложности 13 853 предложения по ремонту внутренних дорог, что составило 34% от общего числа предложений. За ремонт дорог проголосовало около 265 000 граждан или 23% от общего числа голосов. Около 300 км внутренних дорог и тротуаров в регионах были отремонтированы в рамках предложений, которые были признаны победителями на этих мероприятиях по итогам года. В частности, только в одной Кашкадарьинской области в рамках 46 предложений было направлено более 13,1 млрд сумов, в результате чего на 37,8 км дорог был проведен ремонт. Из них около 28 км дороги покрыты асфальтом, а около 10 км грунтовых дорог засыпаны гравием.

В течение 1 сезона инициативного бюджетирования на 2022 год поступило 17 268 предложений по ремонту внутренних дорог, что составило 25% от общего количества заявленных предложений.

Программа «Моя дорога»
[04.04.2022- 29.04.2022]

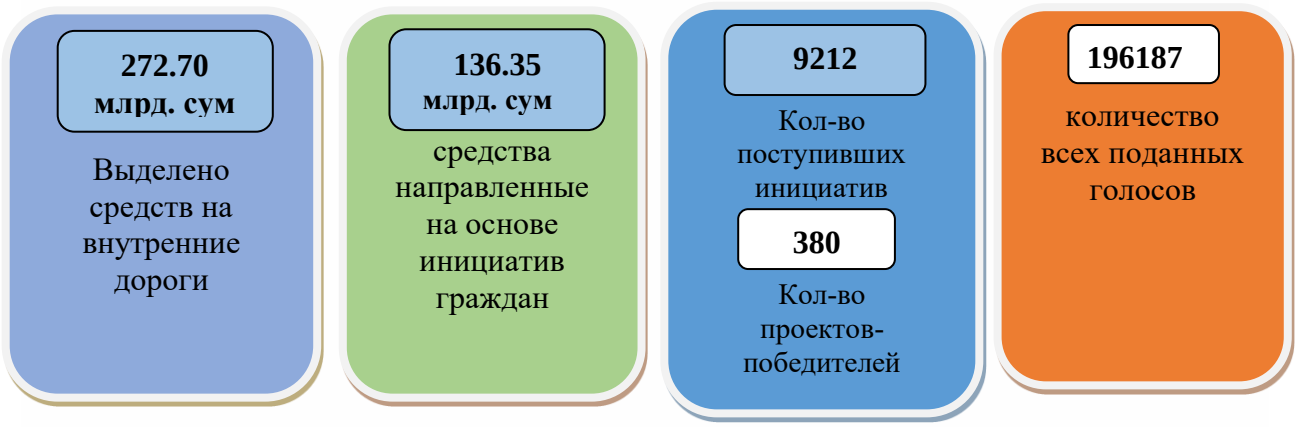

Рис. 3. Объёмы средств, выделенных на ремонт внутренних дорог в рамках программы «Моя дорога»

Одним из первых активных шагов по дальнейшему внедрению механизмов инициативного бюджетирования для совершенствования дорожной отрасли республики послужило принятое постановление Президента Республики Узбекистан от 22 сентября 2021 года № ПП-5250 «О мерах по дальнейшему расширению финансирования мероприятий, сформированных на основе общественного мнения посредством информационного портала «Открытый бюджет»». В соответствии с данным нормативно-правовым актом установлено введение нового порядка, предусматривающего начиная с 1 января 2022 года 50 процентов средств, выделяемых на ремонт местных внутренних дорог в параметрах бюджетов районов и городов, направляется на ремонт внутренних дорог, определенных на основе общественного мнения посредством информационного портала «Открытый бюджет».

Дальнейшим шагом по осуществлению инициативного бюджетирования в сфере автомобильных дорог было принятие Постановления Кабинета Министров Республики Узбекистан № 49 от 2 февраля 2022 года «О мерах по внедрению стандартов открытости в сфере автомобильных дорог и усилению общественного контроля в этой сфере»

В целях внедрения совершенно новых стандартов открытости и обеспечения прозрачности, а также усиления общественного контроля в сфере строительства, реконструкции и ремонта автомобильных дорог Комитетом по автомобильным дорогам при Министерстве транспорта разработана онлайн-информационная платформа «прозрачная дорога».

С 1 июля 2022 года в тестовом режиме Комитетом по автомобильным дорогам при Министерстве транспорта совместно с Министерством финансов и Министерством по развитию информационных технологий и коммуникаций, Советом Министров Республики Каракалпакстан, хокимиятами областей и города Ташкента была запущена платформа «прозрачная дорога», содержащая базу данных, относящуюся к сфере автомобильных дорог.

В качестве основных субъектов, участвующих в формировании информации, подлежащей размещению в виде открытой информации в области автомобильных дорог на

онлайн-информационной платформе «прозрачная дорога» были определены:

Министерство финансов → данные о движении средств, направляемых на строительство, реконструкцию, ремонт и содержание автомобильных дорог

Комитет по автомобильным дорогам → информация о дорожно — строительных работах, проводимых на объектах строительства, реконструкции и ремонта автомобильных дорог, в том числе связанных с автомобильными дорогами общего пользования

Совет Министров Республики Каракалпакстан, хокимияты областей и города Ташкента → информация о внутрихозяйственных дорогах по заказу местных хокимиятов, улицах в городах и других населенных пунктах

Рис.4.Участники формирования базы данных информационной платформы «Прозрачная дорога»

Комитет по автомобильным дорогам совместно с кадастровым агенством при Государственном налоговом комитете разработали интерактивную онлайн-карту-схему объектов строительства, реконструкции и ремонта автомобильных дорог. С 2023 года и далее ежегодно Совет министров Республики Каракалпакстан, хокимияты областей, районов (городов) будут наносить на карту участки дорог всех категорий, строительство, реконструкция, ремонт которых предусматриваются в следующем году. Также по каждому объекту на карте будут вестись и отражаться техпаспорта, фото-и видеоматериалы. Министерством по развитию информационных технологий и коммуникаций, Министерством финансов совместно с Советом Министров Республики Каракалпакстан, хокимиятами областей и города Ташкента, комитетом по автомобильным дорогам будет сформирован реестр внутрихозяйственных дорог, содержащий адрес (геопозицию), полное наименование, протяженность, состояние (асфальтированные, ремонтируемые) и другие данные.

Ежегодно до 15 декабря Министерством финансов Республики Каракалпакстан, главными финансовыми управлениями областей и хокимията города Ташкента формируется средняя цена на основе средств, затраченных на ремонт внутренних дорог, проведенный в течение отчетного года, и заносится на информационный портал.

В каждом районе (городе) в параметрах районного(городского) местного бюджета сумма средств, выделяемых на ремонт внутригородских дорог, а также средняя цена, определяемая по регионам, публикуются хокимиятами районов (городов) на информационном портале. Информационный портал автоматически определяет общий объем внутренних дорог,

подлежащих ремонту в каждом районе (городе), исходя из средней цены и параметров местного бюджета района (города).

Предложения по ремонту внутренних дорог формируются на основе мнений, высказанных широкой общественностью и непосредственно гражданами через информационный портал.

Принятие предложений по ремонту внутренних дорог на основе общественного мнения осуществляется до 10 января каждого года, определение путем голосования предложений-победителей из числа заявленных предложений-до 31 января текущего года.

Через информационный портал в процессе подачи предложений и голосования могут участвовать совершеннолетние граждане.

Направление средств районного (городского) бюджета на ремонт внутригородских автомобильных дорог на основе общественного мнения осуществляется по следующей схеме.

Граждане могут вносить только одно предложение о ремонте внутренних дорог каждый год, а также голосовать за одно предложение. Гражданам запрещается голосовать по внесенному ими предложению.

Внесение предложений по ремонту внутренних дорог осуществляется гражданами путем выбора одной из соответствующих внутренних дорог в реестре внутренних дорог, представленном на информационном портале.

Внесение предложения через информационный портал осуществляется путем регистрации непосредственно на портале.

Внутренние дороги, выбранные гражданами, автоматически формируются на информационном портале в виде предложений и предоставляются для голосования другим гражданам.

Он сортируется сверху вниз на основе наибольшего количества голосов, поданных за предложения, поданные в каждом районе и городе.

В случае, если стоимость реализации предложений, признанных победителями в порядке преемственности, составляет менее 50% средств, выделенных на ремонт внутрирайонных дорог в параметрах местного бюджета соответствующего района (города), победителем признается также очередное предложение в порядке преемственности, не превышающее величину средств, выделенных на ремонт внутрирайонных дорог в параметрах местного бюджета соответствующего района (города).

Для каждого выигрышного предложения открывается отдельный казначейский счет и переводятся соответствующие средства.

Расчет стоимости выделяемых средств по предложениям-победителям уточняется на основании проектно-сметной документации. При этом стоимость, уточненная на основании проектно-сметной документации, не может превышать 5% от первоначальной стоимости предложения, признанного победителем. На основании уточненной проектно-сметной документации проектно-сметная документация пересматривается в случаях, когда стоимость реализации предложения превышает 5% от первоначальной стоимости предложения.

В случае, если ремонт внутренних дорог, указанных в признанном победителем предложении, предусматривается в текущем году за счет других источников в рамках соответствующих решений Президента Республики Узбекистан, правительства или программ развития, на информационный портал загружаются документы Министерства финансов Республики Каракалпакстан, главных финансовых управлений областей и хокимията города Ташкента, дающие основание для финансирования данного предложения за счет других источников, а также данные предложения. автоматически выводятся из списка победителей на информационном портале.

В таких случаях на информационном портале происходит переформатирование списка победителей по порядку.

Заявки, признанные победителями, регистрируются в реестре внутренихозяйственных дорог без возможности повторного предложения в течение следующих трех лет.

Проектно-сметная документация по предложениям, признанным победителями, разрабатывается с привлечением граждан, выдвинувших эти предложения, за исключением случаев отказа граждан от участия.

В целях обеспечения эффективного использования средств, выделенных на ремонт внутрихозяйственных дорог в параметрах местных бюджетов районов (городов), а также установления общественного контроля, казначейские счета, открытые для финансирования предложений, признанных победителями, прикрепляются к информационному порталу и предоставляют пользователям возможность в режиме реального времени ознакомиться с информацией о выделенных средствах и их расходовании.

На основании общественного мнения, выраженного посредством информационного портала, районные (городские) управления благоустройства в обязательном порядке устанавливают выставочные таблички по выполненным работам на отремонтированных внутренних дорогах. На планшетах отображается веб-адрес со штрих-кодом «QR», который указывает на соответствующее предложение по ремонту внутренней дороги, поступившее через информационный портал.

В целях установления общественного контроля за правильностью утверждения проектной документации, перечня работ по внутренним дорогам, включенным в адресный перечень на основании предложений, признанных победителями, целевого расходования бюджетных средств, объемов и качества ремонтных работ, проводимых на основании утвержденной проектной документации, привлекаются граждане, выдвинувшие эти предложения, за исключением случаев отказа граждан от участия.

При этом на информационном портале публикуются результаты общественного контроля по каждому проекту и оставляются мотивированные ответы местных органов власти и заказчиков на каждое предложение и возражение.

Проведённое выше исследование показывает, что реализация проекта «Моя дорога» даёт свои результаты и будет в дальнейшем способствовать улучшению качества дорог и иной дорожной инфраструктуры.

Также в рамках реализации Дорожной карты по дальнейшему совершенствованию процесса инициативного бюджетирования предусматривается внесение на основе предложений и мнений граждан изменений и дополнений в нормативно-правовые акты по регулированию процесса выдвижения предложений и отбора мероприятий, сформированных на основе общественного мнения, организация и проведение конкурса «Инициатива года» среди проектов, реализованных за счет средств Фонда гражданских инициатив, внедрение порядка оценки деятельности органов государственной власти по уровню привлечения граждан к бюджетному процессу, а также эффективности и результативности реализации мероприятий инициативного бюджетирования.

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Issue Article

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BIOLOGICAL EFFECTIVENESS OF PREPARATIONS AGAINST ROOT RODENTS IN GROUNDNUT CROPS IN DRY CONDITIONS OF JIZZAK REGION

Abstract: *This article describes the results of studies on determining the biological effectiveness of seeding preparations against the main pests of the groundnut crop. The results of the study showed that Gaucho 70% n.cuk., 5 kg per ton, Kruizer Ekstra 362, sus.k., 3 l of the recommended insecticide seed treatment preparations for use against pests of agricultural crops, were planted at least 15 days before planting groundnut seeds. The root is protected from rodents for 25-30 days after germination.*

Key words: *Groundnut, pest, autumn nightshade, fertilizing agent, biological efficiency.*
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Introduction

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Belonging to the family of legumes, groundnuts are grown in more than 100 countries (tropical and subtropical countries). China is the world's largest producer of groundnuts, accounting for 40% of the world's groundnut production, followed by India at 23%, sub-Saharan Africa (SSA) at 8.4%, and the United States at 5.6%. The average yield is only 9-12 tons/ha. Low productivity of groundnuts is associated with a number of limitations [4,5,6].

To plant groundnuts, first, the seed is sorted. For this, whole-grain, well-ripened groundnuts with 2-3 kernels are separated. Then it is prepared for planting by hand. Shelled groundnuts are cleaned of cracked, small and immature seeds. Prepared seeds are covered in special fabric bags of 15-20 kg and stored in dry and cool rooms until the time of planting. Storage in synthetic fiber bags is not suitable, as they do not allow air to flow well.

It is not recommended to plant the seed on low moisture, bumpy and uneven land. The seeds sown in such lands may not germinate evenly and simultaneously, but may remain one after the other.

Depending on the size of the seed, 70-80 kg to 100-120 kg are used per hectare. When planting, the distance between the seeds should be 10-15 cm. After the seeds have fully germinated, the plant turns dark green. The rows are loosened, pre-treated and watered. 250-300 kg of ammafos and 100-150 kg of nitrogen fertilizers per hectare are given before irrigation. Even before the second treatment, it is cleaned of weeds, the rows are softened, and nitrogen fertilizers are applied at the rate of 200-300 kg per hectare during the period when the plant is in full bloom.

Groundnuts do not require a lot of water. It is watered 4-5 times during the growing season, and 6-7 times in gravelly soils. Blackening of groundnut pods before ripening is observed. This disease is caused by a violation of the irrigation procedure, that is,

overwatering and excessive watering. Therefore, it is better to take the egates higher.

Groundnuts ripen in late September and early October. This can be detected by the yellowing of the pods and the netting of the shell of the groundnut. Or you can tell by the darkening of the inside of the shell when bitten into the shell. Harvesting is done by hand. For this purpose, on good weather days, the pods are pulled and separated from the nuts in the field itself. If the harvested pods are bundled and separated from the stems after a few days, the moisture in the pods will be greatly reduced and the drying of a large crop will be reduced. At the time of harvest, the moisture content of the nuts is around 35-60%, and to dry them, it is recommended to spread them out to a thickness of 8-10 centimeters in buildings with good air circulation, and periodically turn and mix them in place.

Groundnuts stalks are a high-quality and strong feed for livestock. Before the bales are completely dry, they are tied, pressed or silage is made. In addition, the leaves are ground and dried, and then soaked in water and mixed with bran, they are good fodder for cattle.

The area where groundnuts are planted is fertilized with phosphorus and potash fertilizers in autumn and plowed to a depth of 25-30 cm. In the spring, plowed land is chiseled, leveled and furrows 60-70 cm wide are made.

Today, it is possible to meet several types of pests that damage the underground and surface parts of the groundnut crop. According to the results of the conducted research, it was found that one of the most harmful pests belonging to the family of tunlams is the autumn tunmal. According to the information given in the literature, the autumn nightshade (Agrotis segetum Schiff) is one of the common pests in irrigated fields. Its worms damage hundreds of plants belonging to 34 families. Autumn nightworms damage the seeds of germinating leguminous crops, pierce the seed pods, gnaw the roots or the stem near the root neck, and sometimes damage the above-ground part of the lawn [1,2,3].

It is important to protect groundnuts from dangerous pests in order to obtain a high and quality harvest. Therefore, researches were carried out in order to carry out effective control measures against the root rodents, which kill groundnuts in young sprouts and damage the root part.

Due to insufficient spring and summer rainfall in the areas where groundnuts are grown in Uzbekistan, irrigation is definitely needed. Providing the plants with the required amount of moisture during irrigation leads to an increase in productivity. Mainly during the filling of the kernel inside the pod, moisture should always be present in the root part. Because, in order for gynaphora to enter the soil easily, the amount of moisture in the soil should be sufficient. When groundnuts are planted as a main crop, soil moisture is harvested in the spring. In some cases, the spring is dry and if the soil moisture is not enough, the rice fields are watered by dividing the rows.However, it is important not to let the pond get flooded.

One of the main factors for obtaining a good yield of groundnuts is to provide them with sufficient water according to the water demand of the crop. When the groundnut plant is not supplied with enough water, the physiological processes in it are disturbed. As a result, the growth and development of the plant slows down and productivity decreases. If there is an excess of water supply before and after the period also the leaves of the plant turn yellow, the process of fruiting is delayed, as a result, it has a negative effect on productivity. In order to obtain a high and quality product from the groundnut plant, it is very important to correctly determine the amount of irrigation and its duration. In most cases, farmers determine the irrigation periods of groundnuts based on their condition or calendar days. As a result, it leads to the deterioration of the quality of the crop obtained from plants.

Research has shown that groundnuts are severely damaged by root-rotting beetles.

Taking into account the above, in the course of our research, research was carried out against root-gnawing insects at the experimental farm of the Scientific Research Institute of Plant Genetic Resources in Qibrai district of Tashkent region.

In the studies, 5 kg per ton of Gaucho 70% n.kuk, Kruizer Ekstra 362, 3 l of sus.k drug were treated 15 days before planting groundnut seeds.

Experimentation and performance evaluation were carried out on the basis of the generally accepted method. And biological efficiency was done using Abbot's formula (1925).

In the conducted studies, after germination of groundnut seeds in the control option, on average, 0.9 pieces on the 3rd day, 2.7 pieces on the 7th day, 3.1 pieces on the 14th day, 3.6 pieces on the 21st day and On the 28th day, 3.9 worms were counted. In the variant where the seeds were planted with medicated seeds, i.e., in the variant treated with Gaucho drug at the rate of 5 kg, no root gnawing insects were found until the 21st day of the calculation. On the 28th day of the calculation, 0.6 pests were found in an area of 2.5 m2. In the following options, 0.8-0.3 pieces of root gnawing larvae were found on the 28th day of the calculation (Table 1).

Based on the results of the conducted researches, Gaucho 70% n.kuk., 5kg per ton, Kruizer Ekstra 362, sus.k., preparation of 3 l of consumption rates of groundnut seeds at least 15 days after sowing of groundnut seeds from the insecticide seed dressing preparations recommended for use against pests of agricultural crops when planted in advance, crops are protected from rodents until 25-30 days after germination.

Table 1. Biological effectiveness of seed treatment of leguminous crops with seed-drugs against root rotting beetles.

(Experimental farm of the Research Institute of Plant Genetic Resources in Kibrai District, Tashkent Region).

№	Options	Drug consumption kg, l/t	Average number of worms per 2.5 m2, by days after emergence					Biological efficiency, %				
			3	7	14	21	28	3	7	14	21	28
1.	Avalanche 70% w.pow.	5,0	0	0	0	0	0,6	100	100	100	100	84,6
2.	Cruiser 35% sus.c.	4,0	0	0	0	0	0,8	100	100	100	100	79,4
3.	Cruiser Extra 362, sus.c.	3,0	0	0	0	0	0,3	100	100	100	100	92,3
4.	Control (untreated)	-	0,9	2,7	3,1	3,6	3,9	-	-	-	-	-

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Issue Article

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THE ISSUE OF «WAY» IN CHOLPON'S POETRY

Abstract: *This article discusses the image of the road in the work of Cholpon. The researcher analyzed the artistic expression of mental and psychological processes in the poet's lyrics. There were made certain generalizations about Cholpon's ability to create an image through the analysis of many lyrical poems in the article.*

Key words: *lyrics, genre, spiritual experience, image, symbol, lyrical «I», poetic skill.*

Language: *English*

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Introduction

As a talented poet, skillful writer, mature translator and publicist, one of the creators who made a great contribution to the development of Uzbek literature is Abdulhamid Sulayman's son Cholpon. Along with many poetic images, the image of the road is widely used in Cholpon's prose and poetry. His creative legacy includes publicist works such as "Among the Ruins", "Letters from Shymkent" and the travelogue "Memories of the Road" [Cholpon. Works. 3 volumes. J.2] belonging to the genre of road memoirs. Since these works are not only educationally valuable, but are directed to feelings and experiences, they "inform the reader about the spiritual and psychological experiences of the creator in a certain period" [Yakubov I. 90 pp.].

In his travelogue "Memories of the Road" consisting of eight sections, prose and poetry are harmoniously combined. The writer's information and comments - the sincere pains of the creator are expressed in a lyric-epic way in the travelogue,.

Literary critic D. Kuronov, while thinking about the writer's travelogue "Yol esdaligii" (Memories of the Road), dwells on the images of the road and the traveler in it, and says: "Of course, spatial and periodic changes have a certain impact on the traveler's mentality and outlook. The proverb of our sages “Walking is a river, sitting is a mat” is not in vain named. Perhaps because of this, characters who are shown growing up and changing in oral and written literature often go on a journey. In Cholpon's creativity, the image of the road often serves to make similar internal comparisons. [Kuronov D. About the meaning layer in "Memories of the Road". 159 pp.].

In this travelogue, Cholpon describes how the mountains, which look beautiful from afar, become more and more beautiful as they get closer, and says that they are as "beautiful as his love", "as big as his fear". It was not in vain. Cholpon urges us to focus on the fact that his pain can only be understood by getting closer to his soul, and that in the process his sense of fear has grown.

Cholpon realized that his dreams were blocked by real facts. He hesitates, not knowing what is the force blocking the rise of the mountain. In our opinion, special attention should be paid to this situation. Cholpon, who could not find an answer to the rise of the mountain, sought the answer to his question from nature, although intuitively, he sought to know finite objects, thereby understanding the secrets of infinity. Because when you want to climb to imaginary heights, and climb to the point where the eyes are playing, the mountains also stop growing.

In this travelogue, the writer describes the surroundings while walking on the road, but at the same time the road comes as both an image and a poetic device. After all, as the literary critic G. Ernazarova said: "... the concept of a road in fiction has always carried a symbolic and metaphorical meaning as a person's "life path", "entering a new

path", "historical path" [Ernazarova G.74 p.] Also, the scientist observes the meeting of different poetic interpretations of the "road" both in the prose and poetry of Cholpon. "For example, in the lyrical digressions in the travelogue "Memory of the Road", the poet achieves a unique poetic goal by combining symbolic lyrics with Eastern Sufi literature to illuminate the process of finding his goals, mental anguish, and identity."

In Cholpon's poems "My Ways", "My musical instrument", "Way of love", "Way of motherland", "On great way", "Leave me alone", "The Desire to Take Comfort", "Love of Eremite" and "Beautiful" the image of the road is written with a different purpose.

The image of the road used in Cholpan's poems is "interpreted as a symbol of the struggle for national liberation and development." [Kuronov D. About the meaning layer in "Memory of the Road". 159 pp.].

We can cite many examples of this from the poet's lyrics. Cholpon reacts to the scenes of the period with his poetic heart in his poem "Leave me alone".

Эски дўстлар йўл адашиб ўлдилар,
Янги дўстлар бунинг учун кулдилар.
Янги йўлга оёқ босмай тўхтасам,
Бу йўлларда қутулишлик йўқ десам,
Сен ул чоқда қайси йўлга солардинг,
Фалокатдан қандай тортиб олардинг? [Чўлпон. Асарлар. Ж.1 47 б.]

Old friends lost their way and died,
And new friends laughed at this.
If I stop without stepping on a new path,
If I say that there is no way to escape,
What path did you take back then?
How would you recover from a disaster? [Cholpon. Works. C.1 47 p.]

The hesitations in the heart of the lyrical hero are penned in this poem,. The lyrical hero in it does not want to believe the literary-ideological lies of "new friends" who claimed to be a supporter of innovation. Because the lyrical "I" in the poem has a deep sense of the disaster that can happen, with a deep understanding that there is no salvation on this path. The real-life basis of the ideas in the poem is that the lyrical hero is looking for his own way in life, sometimes he hesitates about which way to go.

Чарчаган йўловчи йўлдан адашса,
Текис йўл қолса-да, тоғларни ошса,
Йўлни кўрсаткучи юлдуз-да қочса,
Шунда юпатгайми яланғоч чўллар?
Эркин далаларнинг эркин султони,
Сонсиз подаларнинг ёлғиз чўпони,
Най чолиб, тоғлардан истаса ёрни,
Балки юпатгуси “ёр” деган куйлар? [Чўлпон. Асарлар. Ж.1. 18 б.]

If a weary traveler goes astray,
Even if the road remains level, will he climb the mountains?
If the guiding star runs away,
Should bare deserts comfort him?
Free sultan of free fields,
Lonely shepherd of countless flocks,
He plays the flute and sings from the mountains,
Are songs about "beloved" soothing? [Cholpon. Works. C.1. 18 p.]

Tired of fighting for the future, lost on the way, to a wayfarer unable to find even a guiding star, the deserts and fields of his country seem comforting. The poet thinks that the songs about his "beloved" were comforting to the one who was looking for his beloved among the mountains and rocks, turning into a shepherd in his love and playing the flute. In this case, the desire for freedom, the dream of freedom does not leave the lyrical hero, and without losing hope, he can find comfort and hope in every corner of the mother earth. In this, the images of the road and the traveler are directed to the expression of feelings related to a free and free life. The poem also poetically expresses the boundless feelings of patriotism. It seems that the poet's thoughts are logically continued in the poem "Way of Motherland":

Узоқ… оғир йўлга чиққан йўлчимен,
Бу йўлларда қилоғузим юлдуздир;
Мен юртимнинг пок истакли кучимен,
У юлдузнинг тугалиши кундуздир.

Томирларим олов каби қайнаган
Қонларини кечмишлардан олмишдир,
Билагимда ирғиб, чопиб ўйнаган,
Унутмаким, оёқларинг толмишдир.

Узоқ йўлнинг йўлчисимен, борамен,
Истагимни бу йўллардан оламен! [Чўлпон. Асарлар. Ж..1 23 б.]

I am a traveler on a long... difficult journey,
My brain is a star on these roads;
I am the pure desire of my country,
The end of this star is day.
My veins are boiling like fire
They took their blood from the past
jumping up and running on the wrist,
Forgetting that legs are tired.
I am a traveler of a long way, I will go,
I get what I want from these ways! [Cholpon. Works. C.1. 23 p.]

The lyrical hero calls himself the pure desire force of the country. Pure desire is undoubtedly the dream of freedom. The lyrical hero deeply feels that this path is difficult and long, but he never gives up and takes a step forward. On this way, his veins are boiling like fire, and even if his legs are tired, he will not give up his desire. The mental anguish he is suffering from causes him to be steadfast in his chosen path.

In general, the image of the road is used in Cholpon's poetry in a symbolic sense, expressing the poet's views on freedom and freedom. Undoubtedly, understanding the essence of this image will help us to understand the poet's spiritual feelings more deeply.

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