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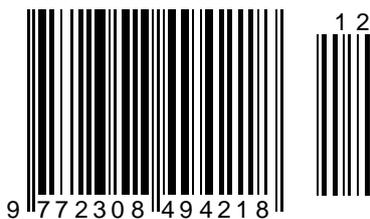
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**Gulrux Solijonovna Jo'raboeva**

Ferghana State University  
Doctor of Philosophy in Philology (PhD)  
Fergana, Uzbekistan

## ON LINGUCULTUROLOGICAL FEATURES OF FERGANA VALLEY TOPONYMY

**Abstract:** The article examines the linguocultural features of the toponymy of the Fergana valley.

**Key words:** toponyms, toponymy, linguoculturology, linguoculturema, mythology, reality, national-cultural color, relative ethnotoponyms.

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### Introduction

One of the currently widely developed areas of anthropocentric theory is lingvoculturology. Linguoculturology is a new field of linguistics formed at the intersection of culturology and linguistics, which studies the relationship between culture and language, the interactions, the manifestations of folk culture reflected in the language. Its main goal is to discover the inner world and culture of the people through language. VN Telia writes about it: "Linguoculturology is a science that studies the human, more precisely, the cultural factor in man. This means that the center of linguoculturology is a set of achievements inherent in the anthropological paradigm of man as a cultural phenomenon. [1; 222]. One of the main concepts of linguoculturology is lingvokulturema, which was first used as a term by VV Vorobev: "Lingvokulturema as an inter-level complex term reflects the dialectical integrity of linguistic and non-linguistic content. This unit has a deeper meaning than the word. The usual sign is added to the meaning the non-linguistic content of culture, that is, the component of cultural understanding. [2; 47, 48]. If a particular word is considered as a linguistic unit and it is explained within the language, lingvokulturema manifests itself in the integral connection of a particular thing-event or action-state with culture. According to V. Krasnykh, the structure of lingvocultures is much more complex than

language units. Lingvocultures combine linguistic, cultural, ethnopsychological and extralinguistic factors [3; 284]. From this point of view, toponyms, which are the product of the people's creativity, can be included in the list of examples of folklore: proverbs, sayings, phrases or mythologies, which are currently being studied as "Be able to provide unpretentious and reliable information about the history, culture and traditions of the people" [4; 108] is correct in its interpretation as a lingvoculturological unit, i.e., lingvokulturema.

### The main

Linguoculturological study of toponyms allows to get acquainted with the specific cultural features of a particular nation, as well as their comparative study allows to identify commonalities or differences of cultures. The toponyms reflect the national and cultural identity of the people who created it, the way of national vision and perception of the world. In particular, in the process of studying toponyms, it is expedient to study the concepts that represent the national culture in the composition of their components. They store national-cultural information in toponyms for centuries and give the name a national-cultural color. A large part of the lexical base of the toponyms of the Fergana Valley reflects the material and spiritual culture of the Uzbek people. culture - related linguocultures. In another layer, one

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can observe mythological hegemony (such as Shaytonkol, Chiltontepa, Jannatbulak, Nanay, Ardakhshan), which reflect the mythological and religious views of the people. Toponyms can also represent a standard, a symbol, participating in the paremiological fund of the language (Ahmoqqa Quva bir tosh; Onangni Uchqo'rg'onda qayerdasi; Qo'qonni shamol buzari, Toshkentni yo'g'ir buzari). In general, the linguistic study of toponyms provides an opportunity to have a holistic view of the national culture and values of the Turkic peoples, including the Uzbek nation, which has a very long history. Our comments on this are based on the following classifications:

**1. Toponyms formed on the basis of linguocultures related to national crafts.** In the past, handicrafts based on manual labor played an important role in the social life of our people, and therefore in some parts of the toponyms the professional vocabulary has been preserved as a historical fact and a national-cultural monument of the people. In the past, 32 occupations and trades were required to achieve city status [5; 29]. In this regard, the Fergana Valley has a high performance, and in the cities of Margilan, Kokand, Rishtan, Chust, Namangan created unique schools of crafts such as blacksmithing, coppersmithing, knife-making, jewelry, ceramics, silk and adras weaving, and these products are still a high example of folk art. recognized as. In particular, in accordance with the Decree of the President of the Republic of Uzbekistan, the International Crafts Festival was held on September 10-15, 2019 in Kokand. According to our calculations, the toponymy of the Fergana Valley, formed on the basis of handicrafts, includes linguistic and cultural units representing about 50 professions, the majority of which are based on the production of metal products and sewing and weaving activities. explained by It is appropriate to classify this type of toponyms by thematic groups as follows:

1. Toponyms associated with the production of metal products: *Misgarlik, Taqachilik, Zargarlik, Rextagarlik, Ketmonchilik (Qo'qon sh.), Degrezlik (Nam. sh.), O'rti O'qchi (Qusht. t.), O'qchi (Marh. t.), Mixchagar (Quva, Buvayda t.), Taqachi (Paxta. t.), Pichokchi (Marg. sh.), Zargaran (Chust t.), O'roqchi (Uchk. t.), O'roqchitepa (Jaloq. t.);*

2. Toponyms related to pottery: *Chinnigarlar (Rishton t.), Kulol (Beshar., Pop t.), Qo'zagarlik (Nam. sh.), Tandirchilar (Pop t.);*

3. Toponyms arising in connection with the weaving profession: *Parpashabop, Bakhmalbof, Adrasbof, Alachabof, Chitgaron, Korpabof (Kokand), Mullakuding, Kigizchilik (Toshl. T.), Chitgarabad (Alt. T.), Chitgar (Kasan. T.), Ipakchi (Marg. T.), Ipakchilik (Khoja. T.), Weaver (Nam., Cotton. T.), Bordonchi (Kosht. T.), Bordon (Baghd. T.);* 4. Toponyms related to sewing: *Po'stindo'z, So'zano'z,*

*Do'ppido'z, Shimchilik (Qo'qon sh.), Yo'mrovoz (Marg. sh.), Do'zanda (Chust t.);*

5. Novvoylik bilan bog'liq holda joylashgan toponimlar: *Such as Novvoylikguzar (Kokand), Somsapaz (Uchk. T.);*

6. Toponyms based on other types of professions: *Kosibchilik, Toshkesar (Marg. T.), Qamchipurush (Toshl. T.), Argamchilik (Turak. T.), Yikchi (Yangiq. T.), Sovungar, Miltiqchi (Uchk. T.), Ko'nchilik (Korg. T.), Naqqoshlik, Karnaychi (Shahr. T.), Qanjirga (Toshl. T).*

Although the meaning of the linguocultural units in the toponyms mentioned above is clear, the meaning of some of them is now forgotten. In particular, the Bordon language culture in the Bordonchi toponym is explained in Explanatory dictionary of the Uzbek language as follows: **BORDON Persian-Tajik. 1 Thick rough bed woven from reeds without bark {EDUL, vol. 1, p. 314}.** This lingvokulturema is directly related to the material culture of the people, that is, the furnishing of the house, and in ancient times the peoples of Central Asia covered the floor with felt, carpets, floor coverings to protect them from dirt and grime. When building a house, vassa and bordon were also installed on the hill. There is also a popular proverb related to this lingvokulturema: "If a weaver is a weaver, his clothes will be burgundy." Bordonchi means "bordon weaver" [6; 11]. *The Persian-Tajik toponym Parpashabop. parpasha lingvokulturema is a thin and durable fabric woven on a loom {EDUL, vol. 3, p. 227}.* Parpasha is used to make clothes such as tunics and paranjis, and toponym means "parpasha weaver". [6; 40]. The linguoculture of kanji (r) ga, which is related to the animal culture of the Turkic peoples in the toponym of kanjirga, is also very ancient (for example, participated in the ethnonym of kanjigali as a unit representing the seal of the seed), it is a cargo and others, used to mean a ribbon, tie, or hook attached to the back of a saddle to tie something {EDUL, vol. 5, p. 237}. {ЎТНЛ, 5-жилд. б. 237}. *The qanjirga means a master who makes a ribbon or a hook.* [20; 85, 86].

According to experts, there are now more than 300 professions in Uzbekistan [5; 30], such lexeme names naturally enrich the toponymy of our country. In general, naming the names of cities, villages, streets, neighborhoods, guzars and markets with the expressions of craftsmanship is one of the ancient values of the nomenclature of Eastern cities.

**2. Toponyms based on linguocultures related to production and labor tools.** The various devices and tools needed for production also played an important role in the material and cultural life of the Uzbek people. For example, in water-rich areas, including the Fergana Valley water mill, in Kashkadarya and Khorezm, animal-driven haros or kash-kash; played an important role in material life [7; 104]. That is why these cultural units were the basis

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for naming some villages and mahallas as important landmarks. For example, in the Uzbek language paremiological fund (*tegirmon navbatdagi bilan, tegirmonga tushsa butun chiqadi, boshida tegirmon toshi yurgizmoq*), as a unit of water measurement (a mill (the water that goes until a hail of grain is threshed in a mill) It can be observed that more than 10 place names in the Fergana Valley have been created with the active use of the milling linguoculture: Koshtegirmon (Baghdad t.), Dasht Tegirmon (Rishtan t.), Uchtegirmon (Korg. t.), Tepakurgan-Tegirmon (Uchk. t.), Tegirmonboshi (Kosht., Yazyov., Toshl. T.), Tegirmon (Uchq., Chartak t.), Tegirmon Rahim (Mingb. T.) And others. It is also possible to observe the presence of objuvoz lingvokulturemasi in the structure of toponyms: Objuvoz (Uychi t., Fargh. T.), Topajuvoz <Topobjuvoz (Pakhta., And. T.).

According to archeological data, most of the agricultural weapons, especially plowing and cultivating weapons, have remained unchanged for thousands of years [7; 99]. For example, from ancient times the most important tools of labor in the Turkic peoples were hammers, hoes, sickles and sickles. A common labor tool in the study area was the ketmon linguoculture, which served as the main tool in economic activities and was later stamped on place names in terms of reflecting the farming culture of the people. Examples of such toponyms are Beshketmon in Kosonsoy district, Jangketmon in Furkat district, Kirkketmon in Uzbekistan district.

**3. Toponyms formed on the basis of trade-related linguocultures.** Trade originated in the most ancient periods of people's lives, and especially in the East, the market was an important part of culture, life, political life. By the Middle Ages, there were crowded markets not only in cities but also in large villages [7; 134]. Later, most of the cultural units related to trade: bozor, rasta, baqqollik, etc., also moved to place names as a mirror of historical and cultural life. In particular, the names of 20 places in the study area are based on the direct market linguoculture, and their names vary: а) савдо-сотиқ қилинадиган жойлар – бозор ва расталар, кўпинча, маълум бир маҳсулотни сотишга ихтисослаштирилган, шу хусусиятига кўра эса улар мазкур маҳсулотнинг, товарнинг номи билан аталган (Yogbozori, Xodabozori, Tuzbozor, Doppiqator bazaar, Tonqator bazaar). Toponyms such as Yogbozori in Kokand, Usta Bazar, Otbozor in Naryn district, Kurbozor in Uchkuprik district <Kurbozor (Arms market. Guns were also produced in Fergana) were formed in this way; б) The toponym Jumabozor in Andijan is based on the attitude of the region to which market day it is; c) Bozorboshi, Joybozor in Koshtepa district, Oqchi Bazarboshi in Uzbekistan district, which are used in more than 10 areas of the Fergana Valley, were nominated in the nomination.

Rasta (Quva t.), Galabakkollik (Kokand), Saribozorcha (Sokh t.), Maidonbozor (And.), Bazarkhidirsha (Bulak t.), Which are included in the toponymy of the studied area, also played an important role in the material life of the people. emerged on the basis of trading activities. In addition, Yangi Chorsu in Kokand, Vaqf Chorsu, Namangan, Pakhtaabad, Chorsu in Chortak districts also belong to this type of place names. According to the toponymist S.Koraev, N.Okhunov [8, 7], chorsu is related to the lexemes "chovrusuk" ("four-sided") found in "Avesto" and or arabic "suk" in both languages "bazaar", "streets". market area at the intersection".

**4. Toponyms that occur in connection with religious beliefs, concepts, and ideas.** The religious views of people also played an important role in the study of the linguocultural features of toponyms. A significant part of them can be studied within the framework of ethnotoponyms and anthropotoponyms. In particular, ethnonyms based on totems are very ancient. Their emergence dates back to the time of the pagans, that is, the fire-worshippers [8; 87]. Accordingly, members of certain clans and tribes were associated with an animal, plant, or object, and sanctified and worshiped these things. Relying on totemic views in naming tribes is an ancient tradition among the Turkic and Mongol peoples. [9, 10]. The scientific literature states that in the past, these peoples mainly believed in *wolves, horses, bears, eagles, snakes, goats, sheep, oxen, fish* and other totems. [11, 12]. For example, the following anthroponyms associated with the horse (asp) totem appear in the sacred religious book of the peoples of Central Asia, the Avesto: *Arjosp* (owner of a valuable horse), *Goshnasp* (owner of a male horse), *Lurhosp* (owner of a racehorse), *Vishtaspa* (owner of a female horse). ), *Garshosp* (horse owner), *Taxmosp* (racehorse owner), *Huvosp* (good horse owner) and others [13; 70]. Most of the Turkic-Mongolian words denoting totem types later became *Munduz* (horse), *Doltali* (hyena), *Baghish* (deer), *Chongbagish*, *Ariqbagish*, *Korkoyly*, *Alakoyly*, *Alkor* (mountain sheep), *Yangi korpa*, *Karakorpa* (korpa-lamb), *Tulkiobod*, *Kungrad*, *Uychi* (domestic cow) Also, in the early days, in connection with the legendary history of local peoples and mythological notions about the world, most temples, mugs, etc., or some water bodies and villages were named after various gods and gods, spirits that help people - mythologems. For example, according to the research of toponymist Sh.Kamoliddin Ardakhshan oykonim of Furkat district of Fergana region is named after the mermaid and goddess Vakhsh (in ethnonyms and later gained the status of place names, thus gaining stagnation in the language. In particular, in the Fergana Valley as more than 40 ethnotoponyms were formed on the basis of units representing the names of animals sanctified as totems: *Bahrin* (a species of falcon), *Karga*, *Hakka*, *Olaqanot*, *Chagali*, *Ayronchi* (bird of prey), *Karakushchi*, *Kushchi*, *Aktovuq*,

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*Shunkar*, *Tuvadoq* (bird of prey), *Qahat* (bird species); *Kaltatoy* (horse type), *Yobu* (horse type), *Tuyachi*, *Tuyalas*, *Takalar*, *Takali*, *Buritopi*, *Boriboshi*, *Noraybori*, *Oqechki*, *Beshechki*, *Akboyra* (bugra-camel), *Katta Turtaygir*, *Kichik Turtaygir*, *Olabaytal*, *Olatoy*, some literature oykonim means healing and holy water), Nanay oykonim of Yangikurgan district of Namangan region is associated with the name of Nanayya, the god of fertility in Zoroastrianism [14, 46]. According to S. Karaev's research, the Kaptarxona (Pigeon House) in Fergana district of this region was formed as a result of magical and mythological views of people. According to the scientist, according to ancient religious beliefs, the pari is often imagined in the form of a dove, and the place where the giant pari "appears" is called the Pigeon House [15, 64]. The origin and etymological interpretation of the name of the district of Sokh (f-t. Suxtan - "burn", "burn"), one of the most ancient regions of the Fergana Valley in the early Middle Ages, Zoroastrianism, can be associated with the concept of "fire" considered sacred in Zoroastrianism. For example, according to several historians, archeologists and ethnographers [12, 16, 17, 18], during excavations in the area were found a lot of material evidence of Zoroastrianism, the most famous of which was the "two-headed cypress snake" found in 1894 in Mugtepa near Tul village. is a tumor - the discovery of mugtepa and mughanas is the basis for our coming to this conclusion.

After the adoption of Islam, naming holy shrines and shrines, some villages and hills after prophets and saints, famous sheikhs and imams, and pirs became the main criterion for naming them. These include *Hizirota*, *Hizir Buva* mausoleum in Buvayda and Rishtan districts, the fourth of which is named after Hazrat Ali, Shohimardon in Fergana, Sokh and

Khojaabad districts, Bilal ibn Rubah Aqbil Habashi, who was of the first to convert to Islam. as well as the names of shrines and villages, such as *Dul ota* in Sokh district and *Kishnogich tora* near Kokand, which originated in connection with Hazrat Ali's famous horse Duldul, are all toponyms formed under the influence of Islam.

In linguistics, the term "relative ethnotoponyms" is used [19; 83, 85] There is a layer of toponyms containing *eshan*, *khoja*, *sufi*, *sheikh*, *tora*, under which the semantics of the Arabs, the four Chaharis, and Islam in general are hidden: *Khojamahalla* (*Uychi t.*), *Eshanqishloq* (*Shahr. T.*), *Shaykhan* (*Pop t.*), *Yumalakshaykhozor* (*Kasan. T.*), *Eshanabad* (*Korg. T.*), *Toratopi* (*Kosh. T.*), *Shaykhislam* (*Oltin. t.*), *Sufiqishloq* (*Jalaq. t.*) and others. In the system of toponymy of the Fergana Valley, another set of names belonging to a number of religious strata has been formed, the lexical basis of which consists of Islamic terms and phrases such as *mosque* // *mosque*, *mazar*, *namaz*, *waqf*, *shahid*, *chilton*, *dervish*, *kalandar*, *zahid*, *muslim*: *Qummozor* (*Uchk. T.*), *Balandmasjid* (*Kosh. T.*), *Vaqf chorsu*, *Qalandarkhona* (*Kokand*), *Vakhim*, *Namazgoh* (*Shahr. T.*), *Darveshobod* (*Uz. T.*), *Zahidon* (*Rishtan t.*), *Musulmonkol* (*Mingb. T.*), *Shohidon* (*Turak. T.*), *Chilontepa* (*Buvayda t.*) etc..

## Conclusion

Thus, toponyms as a historical and cultural unit of the Uzbek language contain important information about the religious and mythological views, customs, values and way of life of the people. Their linguoculturological analysis serves as an important source in illuminating the relationship of language and culture, as well as the cultural views and traditions of the people.

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Parvizjon Maxamadzoda Axmadjonov  
Ferghana State University  
Teacher  
Fergana, Uzbekistan

## SADRIDDIN AYNI «SAMPLE OF TAJIK LITERATURE» AND SOME ISSUES OF ZULLISONAYN IN IT

**Abstract:** This article provides information on some issues of zullisonaini in the description of "Sample of Tajik literature" by Sadriddin Ayni, which is one of the most important sources of the early twentieth century. The summary provides information about the lives and works of several poets of the past centuries, and an example of their poetry is mentioned. At the same time, the "Sample of Tajik literature" also contains poems of zullisonaini poets. The article also analyzes some of the views of literary critics to determine the position of the "Sample of Tajik literature" in the early twentieth century and the issue of zullisonaini, which can be considered a very reliable source for this period.

**Key words:** tazkira, "Sample of Tajik literature", Sadriddin Ayni, zullisonaini issue, tajik and uzbek literature, presentation.

**Language:** English

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### Introduction

Chief of modern Tajik literature Sadriddin Saidmurodzoda Ayni was born in April 1878 in Sokterei village of Gijduvan district of Bukhara. His father Saidmurodkhoja was a farmer. He was literate and tried to make his children educated. So he sent his son Sadriddin Ayni to the madrasa of their village when he was six years old. Sadriddin Ayni's childhood in the arms of his parents did not last long. The plague that swept Bukhara and its environs in 1889 separated him from both his father and mother in forty days.

### The main part

The dream of science and poetry brought Ayni to Bukhara at the age of 12. It was very difficult for poor scholars like Ayni to enter and study in Bukhara madrassas. However, due to his enthusiasm and quest for knowledge, he overcame all the difficulties of life and education and studied for 16 years in the madrassas of the mayor of Arab, Olimjon, Badalbek, Hoji Zohid and Kukaldosh and graduated in 1908.

Ayni's work dates back to the 90s of the XIX century, and he quickly became one of the leading poets. His literary works are created in the form of poetry and prose. He wrote his first poems under the pseudonyms "Muhtoji", "Jununi" and "Sifli" while studying at the madrasah. In 1895, he adopted the pseudonym "Ayni" and gained worldwide fame under this name. Ustad entered the field of literature or poetry with the poem "Red flower", created in 1895 under the pseudonym Ayni, and the first major literary work of Sadriddin Ayni was "Sample of Tajik literature", written between March 15 and October 12, 1925. It was published in 1926 in Moscow. It begins with an introduction by Abulqasim Lohuti entitled "Sadriddin Ayni" and "Introduction" by Sadriddin Ayni and consists of 3 parts. Part 1 covers the years 912/913 - 1785/86 and includes 80 writers in chronological order from Rudaki to Sayyid Nasafy. The second part covers the years 1785/86 - 1924/25, and contains examples of the works of 132 writers. The author has included in this section the literary examples created before the publication of "Sample of Tajik literature" in the style of the literary traditions of the past. The order of this part is according to the

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arabic alphabet. Part 3 includes works with a new theme that emerged after the 1905 Revolution and the October Revolution. In this section, Sadriiddin Ayni gives examples from the works of 11 writers and provides information about a number of newspapers and magazines. This section is further divided into two parts: the first - 1905-1917 and the second - 1917-25. Due to objective reasons and geographical boundaries, the "Sample of Tajik literature" includes only writers who lived or had an attitude to Movarounnavahr and Turkestan.

The emergence of this work is closely linked with the great changes that took place in the political, social and cultural life of the Tajik people in the 1920s, as well as the intense struggles that continued in all spheres during this period.

"Sample of Tajik literature" is one of the commentaries, which after its writing has been subjected to many debates and criticisms. But in spite of all these contradictions, he introduced Tajik literature to the world. Because that was the point of the article.

It should be noted that the development and publication of "Sample of Tajik literature" was a memorable event in the literary and cultural life of the Tajik people. By writing this work, Sadriiddin Ayni not only proved the existence of the Tajik nation, but also showed that the Tajik people and its literature date back to ancient times and have survived to the present day. This work begins with the presentation and examples of Rudaki's works and ends with the works of poets of Ayni's own time. The publication of the book "Sample of Tajik literature" was a worthy response to the enemies and detractors of the nation, who denied the existence of the Tajik people. In this regard, the well-known linguist M. Shukurov wrote: "Indeed, Sadriiddin Ayni is one of the greatest sons of the nation, who in a crucial period of crisis worked selflessly, showed heroism to ensure the survival of the nation and to help the people to rise again from the ruins of history, the father took care of and sponsored" [9, p-10].

Ustad Sadriiddin Ayni in his famous commentary "Sample of Tajik literature", which, along with many other writers who lived in Transoxiana from the X century to the days of compilation, wrote in the Tajik language, named about 100 writers from Samarkand and examples from their work. is given. Most of them are Zulisonain, and as Ustad Ayni himself served for the literature of the Tajik and Uzbek peoples equally.

Sadriiddin Ayni is one of the brightest stars in the sky of science and education of the peoples of Central Asia. This great man, along with laying the foundation of modern Tajik literature, is also one of the founders of Uzbek literature [10, p-23]. Ustad Ayni had an honest view of the culture and civilization of the Tajik and Uzbek peoples and respected the great spiritual values, as well as the love and friendship of these two peoples. Such a high human attitude was

the reason why Ayni made a unique contribution to Uzbek literature. One of Ayni's unique achievements in this area is research and scientific research on the history of Uzbek literature.

Indeed, Ustad Sadriiddin Ayni is one of the outstanding figures who has made a worthy contribution to the socio-political and literary life of our people. In the twentieth century, when political life was very turbulent, Sadriiddin Ayni proved with his scientific works that the Tajik people have a rich scientific and literary heritage. This far-sighted and talented writer, using his scientific knowledge, has written valuable works about the greats of our literature and culture and our national heroes. In this way, he proved that our people have always been educated and intelligent. Sadriiddin Ayni was one of the first to write monographs about the great men of science and literature of this land and praised their life and scientific and literary activity. The courage of Sadriiddin Ayni was that he chose this topic at a time when it was impossible to talk about the national heritage and classical literature. Among other greats of Tajik literature, he was one of the first to study the life, work and valuable heritage of Alisher Navoi, and provided an opportunity to study it in the future. It should be noted that he has done a lot of research and textual work on Alisher Navoi. In this sense, the Tajik navigator Ali Muhammadi Khurosoni rightly writes in his large article "Sukhanvari Zullisononain (Navoi - Foni)" that "In the study, research and study of life, political, cultural and literary life of Alisher Navoi, especially Sadriiddin Ayni" [8, p-185].

The first research work written by Sadriiddin Ayni on Alisher Navoi was his article "Mir Alisher Navoi" [3, p-199], which was written in 1938 on the occasion of the 500th anniversary of Alisher Navoi. This article was first published on December 29-30, 1938 in the newspaper "Red Tajikistan" and reprinted on January 1-9, 1939 in the "Journal of Teachers".

Sadriiddin Ayni in his "Sample of Tajik literature" gave some examples of Tajik poetry of Alisher Navoi, one of which is as follows:

"Otashin la'le, ki toji xusravonro zavar ast,  
Aygare bahri xayoli xom nuxtan dar sar ast.  
Tuxmi rasvoi dihad bar donai tasbehi zarq,  
Ore, ore, dona jinsi xeshro barovar ast..." [2, p-28].

The book, which is about the advice of thinkers, says about Alisher Navoi: "Alisher Navoi's creative activity began at the age of 10-12. At the age of 15, he was known as a Zulu poet. He wrote poetry in Uzbek under the pseudonym "Navoi" and in Tajik-Persian under the pseudonym "Foni" [7, p-36].

As a scientist, Ayni has also studied a number of well-known and contemporary Uzbek writers who have written in two languages. It should be noted that Ayni's scientific research on Uzbek literature appeared for the first time in the "Sample of Tajik literature", and this work was the author's first step in this

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direction. In the "Sample of Tajik literature" he mentioned important scientific and historical information about the life and work of Akmal Khujandi, Gulshani, Nodira, Mashrab and others. In particular, Ayni's writings about the great writer of Uzbek literature, one of the famous poets of the XVII century Boborahim Mashrab are interesting: "His name is Boborahim. In 1123 AH, he was martyred in Kunduz according to the fatwa of the scholars and the ruling of Mahmudbi Qatagan. He is one of the most respected umars of Subhanqulikhan and Muqimkhan. From the collection of Abdulmutallibkhoja Fahmi, written in 1177:

Balandiho zi xoki faqr shud koshonai moro,  
Falak qolin zi regi dasht basta xonai moro.  
Guli xurshed pindorad saharho zohid az masti,  
Kafi sayyori afloki xumi mayxonai moro.

Gumon sozad haram chun shu'lai imoni xud,  
Mashrab,

G'ubori xoki rohi rohibi butxonai moro" [4, p-126].

In his commentary, Ayni mentioned that Boborahim Mashrab had a Turkish divan and gave examples from his tajik poetry, which proves that Mashrab was a poet of zulisonain.

Another significance of ustad Ayni's scholarly research on this poet is that with such an honest and courageous step he eliminated some of Mashrab's misconceptions and rigidity in the twentieth years of the twentieth century. In his writings, the master spoke about the original personality of Mashrab Namangani and expressed his thoughts on his life and work, which became an example for future mashrab scholars. With such a benevolent activity, he showed the right way to study the personal recognition and judgment of the works of this great poet, which in 1936, the famous Uzbek literary critic Izzat Sulton, in an article dedicated to Mashrab, emphasized this point.

In the "Sample of Tajik literature" Sadridin Ayni quoted from the collection of manuscripts and "Radoif-ul-ash'or" by Mukhtarami Bukhara two ghazals of Amir Umarchan and gave specific and accurate information: was one of the most prominent councils of recent times. " This opinion of Sadridin Ayni suggests that we should pay attention to the role of Amir Umarchon in the development of Tajik literature in the second half of the XIX century. It goes on to say, "Amir Umarchan died at the age of thirty-five. In this short life, despite the scarcity of power, he did a lot in the world of literature. Turkish poetry, which was not popular in Turkestan after Emir Alisher, was revived during the Emir's reign. The

persians also prevailed. There is a Turkish-Persian cabinet" [5, p-140].

In his "Sample of Tajik literature" Sadridin Ayni made the following point about one of the most outstanding selfless tajik educators of the beginning of the XX century Said Ahmadvkhoja Ajzi, who lived an amazing life full of instructive events: "From the works of Siddiqi Ajzi" Turkish poetry, but a few Persian fragments were added at the end "[1, p-126]. Muhammadjon Shakuri of Bukhara also says in his book: "... the fact that the visit to the Caucasus had a strong impact on the mind of Ajzi testifies to the fact that after that he began to write poetry in Ottoman and Azeri Turkish. His collection Ayn-ul-Adab (1915) consists mainly of turkish poetry"[6, p-71].

These efforts of Ayni have been duly appreciated in our country. He was recognized as an Honored Scientist of the Republic of Uzbekistan, an honorary member of the Academy of Sciences of Uzbekistan. Moreover, he is awarded the Order of Merit. In addition, textbooks in universities and the National Encyclopedia of Uzbekistan tell about Ayni's personality and creativity, as well as his greatness and infamy. These social and scientific services of Sadridin Ayni are of great importance, which cannot be denied. The literary activity of this great writer is a great school, the research and analysis of which is entrusted to today's literary critics and literary critics.

### Conclusion

Therefore, it can be concluded:

Sadridin Ayni introduced our literature to the world by writing a summary of "Sample of Tajik literature". For this reason, the development and publication of "Sample of Tajik literature" is a memorable event in the literary and cultural life of the Tajik people.

Most of the poets mentioned in this commentary are zulisonain, who, like Ayni himself, have served equally for the literature of the Tajik, Uzbek and other peoples.

Sadridin Ayni was one of the first great Tajik writers to study the life, work and valuable heritage of the famous Uzbek poet Alisher Navoi and to study it in the future.

Ustad Sadridin Ayni had a sincere view of the culture and civilization of the Tajik and Uzbek peoples and respected the great spiritual values, as well as the love and friendship of the two peoples.

In general, it is worth mentioning that Sadridin Ayni in his commentary mentioned the poets of zulisonain, and with this work, in one sense, strengthened the friendship and brotherhood of peoples.

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E. O'rinboyeva  
Ferghana State University  
Teacher  
Fergana, Uzbekistan

## ON THE STUDY OF LEXOANTONYMS

**Abstract:** The article focuses on the analysis of articles with antonyms. Theoretical information about lexoantonyms is based on examples.

**Key words:** Lexoantonyms, paremiological unity, connotation, oppositional attitude, contextual antonymy, aesthetic function.

**Language:** English

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### Introduction

There are a lot of descriptive means and special lexical possibilities of language. These include synonyms and antonyms, archaisms and neologisms, jargon and professionalism, barbarism.

Contradictory words play an important methodological role in ensuring the effectiveness and expressiveness of a work of art. This possibility of language expression has been widely used in Eastern literature since ancient times. Linguist A. Rustamov comments on this: "One of the most important arts for a poet is tazod. Contradictory words are used in the art of tazod, according to art critics" [1.64]. In the European philological tradition, this art is referred to as "antithesis" in the linguistic literature. [2.49] Antithesis - (Greek antithesis - contrast) consists of a stylistic figure [3.17]. S. Karimov describes this method as follows: "The method of antithesis in the language of fiction (in classical literature this method is called tazod) is based on inference" [4.220].

The antonym is Greek for "anti", "onoma" means "name". Contradictory words, phrases and additional antonyms are called [5.75]. Lexical units in the language of a work of art, such as synonyms, antonyms, homonyms, and polysemous words, are a convenient and effective means of expressing the artistic and aesthetic purpose of the artist. "Antonyms play an important role in the language of a work of art: they serve to reveal the object of the image with its

internal contradictions, to express the event in an exaggerated and vivid way" [6.192].

### The main part

In order to increase the expressiveness of the speech, the content is contrasted with the concepts that contradict each other, and logically contradict each other. The phenomenon of antithesis is observed at all language levels. The role of this phenomenon in the lexical level, in particular in the composition of articles from paremiological units, is of particular importance.

The use of articles involving lexoantonyms in the speech process enhances the perlocution expressed in the context. In this regard, we believe that the replacement of words with opposite meanings in the literary text has an individual character. The artist creatively uses proverbs to describe the inner world of his characters and to describe them verbally. This is especially true of Abdullah Qahhor.

Consider the following passage from the story of the "Patient": "Sotiboldi's wife fell ill. Sotiboldi taught the patient - no, he showed it to the doctor. The doctor took blood. The patient became dizzy and dizzy. Bakhshi read. A woman came and beat him with a piece of string, butchered the chicken and bled. It's all about the money, of course. At such times, *it becomes thicker and thinner*" [Pomegranate, 80]. Here, the artist's goal is summed up by the proverb "*thick stretches, thin breaks*", that is, the financial condition

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of the character is assessed. The words *"thick"* and *"thin"* in the context have a figurative meaning, with the word *"thick"* meaning *"rich"* and the word *"thin"*, the semantics of *"poor"* can be understood. The words *"stretch"* and *"break"* can be seen in the context of the financial situation in social relations. The figurative meaning of the proverb is based on metaphor, and the antonyms (*thick // thin*) serve to increase emotional sensitivity. The proverb *"Heaven is far away, the earth is hard"* taken as an epigraph to the story of the *"Patient"* also reflects the relationship of financial opportunity, as we have seen above, and shows the semaphores such as *"helplessness"*. In this article, the words *"heaven"* and *"earth"* contradict each other in terms of distance and have the meaning of *"need"*. This contradiction can be interpreted as a figurative meaning, which can be explained by the meaning of the word *"earth"* as *"hard"* and the word *"heaven"* as *"long, inaccessible"*. The following is an excerpt from "The Lights of Koshchinor" the protagonist allegedly answers the proverb *"Heaven is far, earth is hard"*:

Although Sidiqjon did not want to get involved, Mallavoy aka's statement about poverty seemed to melt away:

"Was there a time when poverty didn't bother you?" Mallavoy aka put his shoes aside and sat down next to Boltaboy.

- Not at all! Poverty is something that affects everyone. But if man does not know how to get rid of what he has touched, the sky will be far away, the earth will be hard, he will get used to it, he will get used to it so much that he will not even notice that it has touched his soul. Now we know how to get out of poverty. It is He Who makes us masters and makes the heavens close to us and the earth soft. ["The Lights of Koshchinor", 115].

From the story of the "tailed people": "After dinner, the guest went to bed. I went to the office to pour all my poison on my niece. My nephew laughed and said, "Open your heart, uncle. "Besides, this man is a trust to you, and you must hand him over to me in good health, without betraying the trust." I lost my temper ["Pomegranate", 142]. The protagonist's uncle gives a supernatural foreign guest as a deposit to turn the city into an uncle. The lexemes of deposit // betrayal in the article "Do not betray the deposit" can be used as antonyms.

Proverbs are one of the most ancient forms of folklore, in which the various means of artistic expression - the repetition of melodic sounds - are observed. The immortal lines and wise sayings of great masters of words with great life and creative experience often resemble folk sayings. For example, a number of wise sayings of Alisher Navoi in his book "Mahbub ul-qulub" include: Ignore it. " A similar situation can be seen in the work of Abdullah Qahhor.

When a writer uses folklore samples, he does not copy them in this way, but creatively reworks and

polishes them. Creates a number of new articles by analogy based on existing article templates: *ko'p tingla oz so'zla maqoli asosida gapni tonnalab ol, grammlab sot* (listen a lot, buy a sentence based on a few words, sell a ton). This proverb is found in the speech of Kalandarov in the story "Sinchalak".

"I know, Comrade Suleymanov, that I came to you only because it was difficult. You are now humbled that it is difficult. If you hide a donkey, it will be embarrassing. Don't think about it again, for example, because of my openness... If you bury the hood of a chariot on the ground, God forbid, a cucumber will sprout" (Anor, 169). In the speech of the protagonist of this story "Two halves-one whole", the writer used the parema of the proverb "If you hide a sick person, you reveal a fever, if you hide a donkey in the form of a proverb, you will be ashamed." The proverb serves to make the reader laugh at the protagonist, and the antonyms hide / reveal are used to reinforce the meaning. The title of the story also consists of a proverb. But half-and-half // all antonyms here are meant to reflect common, common meanings, not contradictory meanings.

A slightly modified version of the popular saying, "A woman who makes the earth a woman, and a woman who makes the earth black" can be found in the story of Sinchak. Finally, Kalandarov laughed to hide his anger:

"Sir, shall we promise the guest, shall we?" - Huriniso took the advice:

-Speak back and forth! I'm not telling you to be bad... A woman who kills and a woman who kills (Sinchalak, 31). The antonyms were based on the metaphorical meanings of the lexeme to exalt, and the disgrace of the lexeme to kill.

"Someone knows how to behave," Saida said with extreme coldness, "someone doesn't know; someone speaks in a greasy way, someone speaks with a thorn in his side, so it is correct to look at what the person who came to work said, not how he said it" (Sinchalak, 108). Here you can see contextual antonyms such as grease // thorn tie. . In this case, the semantics of the lexeme lubrication, such as smooth, thorn-binding, such as bitterness, pain, were the basis for antonyms. If we look at the history of our classical literature, we can see that the idea put forward by the proverb used in the hero's speech was expressed centuries ago by the great thinker Alisher Navoi in his poem in the qit'a genre:

Chun gharaz sozdin erur mani ango,  
If the cable dies, either the wife or the husband.  
Don't look at the speaker, look at the word,  
Don't see who says what, see what she says.  
(From Mahbub ul-Qulub)

Let's look at the next example.

Then came Tillabuvam, who was lazy and said, "Value is not foolishness, it is not cheap beillat, there is a flaw under it, let us be patient" (Koshchinor Lights, 40). Here, too, a modified version of the

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proverb "cheap soup does not taste" is used, which creates an antonymous relationship between the lexemes of value // cheap, wisdom // evil.

"If I tell you, the one who doesn't see the big will see the small, the one who doesn't see the big will see the big, and if they look at each other, nothing will be overlooked," said the people. I wanted to say (Koshchinor Lights, 153). The exemplary thought given in the text corresponds to the content of the article at the beginning, not to the age of reason. While the large // small antonyms in it expressed a denotative meaning, the young and main lexemes in the proverb expressed a time-related contradiction in the process of connotation, i.e., they formed a contextual antonym. From our observations, it is clear that the author used this article effectively in several places:

Kambarali jumped to his feet. -Kemol top, brother. Don't worry, Botaboy, the man who said he was not old, was in the beginning.

Zakir shook his head.

- Blessings on the past... I'm not against science anymore, but I want to be against this Ibragimov... Yes, he has knowledge, he has good knowledge! Sometimes he says things that are unimaginable, but young! He's bigger than he is, and Allanechuk doesn't seem to mind. If this science is old, if these words come out of the mouth of an old man...

Botaboy laughed and froze.

"The mind is not old, it is in the head," he said, wiping the tears of laughter.

Well-known literary scholar O.Sharafiddinov noted that the stories "The Thief", "The Sick", "Pomegranate", "The Old Women Wired", the story "Sinchalak" created by A. Qahhor in the 30s and 40s of the XX century and other works have been read with great interest by readers. One of the factors that ensured the national spirit in the works of the writer was his skillful use of folk proverbs and sayings. The fact that the proverbs use opposite meanings indicates that they are highly effective. The same can be said of The Twin Lights. Literary critic Tokhta Boboyev says: "The skillful use of folk proverbs, sayings, aphorisms, phrases increases the popularity of the language of the work" [6.470].

Let's focus on the texts.

His mother would blow his nose from time to time, and his father would yell at him! "Don't teach me wisdom! I've come to my senses, and I will continue to do so. I didn't find it, I didn't find it, I found it in my mind. Siddiqjon bezot, Sidiqjon gadovachcha... That's right, but what if the time is theirs? They set foot on your chest yesterday, they set foot on your chest today, they set foot on your throat tomorrow. You're going to die, do you need John? Seek death, if you must. If time does not look at you, you look at time!" (The Twin Lights, 6). This proverb, used in Zunnunhoja's speech, served to express the protagonist's philosophy of life. She does not want to give up her "now-time" poor groom in order to keep

her land in her hands, but she wants to seduce him with her sweet words. But if time does not look at you, then the lexemes in the proverb you look at are not antonyms, but only two different forms of the same lexeme.

While drawing the character of Zunnunhoja, the writer also evaluates his character through a folk proverb:

Aunt Khadija, Sidiqjon's mother, is an old woman who has grown old as fast as anyone who has lived a life of humiliation, but who, like all village elders, does not promise old age. He lived with his youngest son, Abidjan, in his native village of Bakhraabad (Koshchinor Lights, 8). If the lexoantimony of gratitude // beminnat in the proverb enters the oppositional relationship in a denotative way (in which case the lexeme-forming affixes are mutually antonyms), this attitude of osh // musht lexoantonyms is formed by connotation.

We refer to the next text.

But now, even though he had gone to see Aunt Khadija on the way, he sat down and saw Siddiqjon, and for some reason, as if annoyed, he asked her sarcastically, "There is no ax to be rich, no bag to be beggar" ("Koshchinor lights", 8). Through the rich // simple antonymic units in the proverb, one can clearly imagine the current social situation of the protagonist Sidiqjon.

"Look at me, Tolagan aka," Safarov said politely. Think, think, act. It is said to be one of the seven dimensions. The next regret will not help ("Koshchinor Lights", 57). The seven lexemes in the proverb have more than one semantics, but one lexeme forms a quantitative contextual antonym.

The same situation can be seen in the following text:

Obidjon: Tell Captain Navruz everything you know!

Hojar: Wow.

Obidjon: Yes.

Hajar said, "Greet the place where you drank salt for forty days."

"Let me tell you," said Ruzimat with a smile. When the wind blows the camel, see the goat in the sky. The kolkhoz was not built by people who looked on as if it was going to be destroyed, but by people who hoped to fix it. This person says, "I need to explain," but it's true, You can't say that, because his mother gave birth prematurely!" (Koshchinor Lights, 60) Two folk proverbs are used in this text. The proverb "If a camel is blown by the wind, the one who supports the goat in the sky among the blind people will be harmed even more when those who support him are punished" is used here. which is the basis for expressive contextual antonyms.

The units in the next proverb that read // the mother gave birth prematurely are the product of the shooting event. Given that the lexeme read has a context-driven affective semaphore, it can be assessed

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that the mother has formed a contextual antonym with the affected semaphore represented by the speech unit that was born prematurely. Because lexical usage does not create an antonym. When there is a contradiction between the linguistic meaning and the verbal meaning, it is called contextual antonymy. Antonyms occur between language units [11.81]. The following individual proverb created by A. Qahhor also served to express the beta effect of the unity of the mother, who was born prematurely:

If you're talking to a cow while you're talking, does it affect the person who is looking after the cow, not you ?! (The Twin Lights, 60)

We'll see in the next text.

"You've learned to smoke nasvai, haven't you?" Botaboy said in a thicker voice than usual. Safarov motioned for him not to speak.

He sat on the ground for a long time without raising his head, then raised his head and said:

"When he is angry, he loses his mind," he said.

- Well, if Boltaboy is ruining your reputation, you know, if the work is done by removing him from the brigade. But Botaboy aka, it is necessary to look at the issue more broadly, without giving in to greed. You may not have heard much in a meeting, and you may not have grasped much of what you heard. When you are angry, you lose your mind. " In the sentences in the given text, one can see the phenomenon of antonymy between the main meanings (to come // to flee, to leave) and the derived meanings (anger // mind).

As they pass through the ruins and descend into the abyss, from the edge of the cliff opposite:

"Ahmadjan, you've caught a lot of grills," said a voice.

The officer immediately raised his hand and looked at Ahmadjan. Ahmadjon laughed.

-Yes, if you drink milk, you can puff yogurt! Go, do not be afraid! "(Golden Star, 31). The hot sema of the milk lexeme and the cold sema of the yoghurt lexeme are antonyms using the proverbs of mouth burning // puffing. This proverb was used to describe the mental state of a captured German officer.

"True," said Kifayatkhan in silence. -Sometimes Huriniso misses a lot. I'll pick it up because we're married...

- It is good that you are honored because you are God. They will bite in the distance and bite in the distance (Sinchalak, 133). The main and derivative meanings of lexoantonyms (long // close, kishnashar // tishlashar) were the basis of the article in the text.

Antonyms do not exist at all in some categories (for example, numbers, rhymes) [11.79].

I have to say that over the years, as I've climbed from the bottom up (I'm sorry, no one needs to laugh),

this guy has been rolling down the career ladder. I have always regretted it, and I still regret it. I'm not talking about a career here, even without a great deed, this man's career is great, his reputation is in place, no one says his name: Sherमतjon aka-chi Sherमतjon aka, Sherमत ota-chi Sherमत ota! .. I'm sorry for another thing, this man was playing and laughing at big things, he was struggling with low things, first of all, he has a long hand in big things, he says everything to everyone, like, "Only from you, only from me", which office? whatever they asked for their boss would not remain on the ground... ("Extinct Volcano (sketch)", 136). Although the words ugina // bugina in the article of the text belong to the category of rhymes, here to take // to give the meaning of the product and became the basis for contextual antonyms.

Let's look at the next example.

Reksullahi Ansari... When I was a child, I heard the name Rexbuva. I was a little worried: if there was a nobleman named Reksullahi Ansari, a tourist from a distant land would know that we had unknowingly demolished the mausoleum. I tried to find a way out of this predicament by using some tricks, but after thinking about it, I decided that it was "the best trick" and said that I knew about Ansari:

"What place did he have in the history of our city?"

The guest could not answer my question ("People with tails", 141).

The lexemes of deceit and correctness in the proverb used in the speech fragment interacted with the false // true semaphores to produce oxymorone.

This phenomenon can be observed in the following article:

- The wisdom of Stakhanovism is that Haji Baba has a saying: "Someone's work is given to cancer" ("Years", 194).

In a literary text, the author's goal is to make an aesthetic impression on the reader or reader, while in a non-literary text, the author's main goal is to have a communicative effect on the reader or reader [11.83]. Thus, in a non-literary text, the communicative function is to convey information, while the primary function of the literary text is to increase the aesthetic value of the information conveyed. The role of words in the antonymous relationship is very important.

### Conclusion

In conclusion, the art of using proverbs in artistic speech is a unique artistic and aesthetic phenomenon. Lexoantonyms in proverbs play an important aesthetic role in the semantic expression of an expression.

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Dilfuza Muminovna Teshabaeva  
USUWL  
Professor

## THE NATIONAL SCENE OF THE WORLD IN THE MEDIA

**Abstract:** *The activities of the media are essentially axiological, they are based on the distribution of a system of views on the world, which is structured according to a certain set of values. From the media space, the vital content of culture, the layer of deep values of culture as the creative basis of its human linguistic ability, reflects the national landscape of the journalistic text. The technical means of disseminating and assimilating values can include various genres of journalism, professional styles, images, technology of processing and interpreting facts, writing and influencing the audience. The collective background knowledge that complements and organizes the media text is based on mental perceptions, the psychological principles of information processing specific to the local producer and recipient of mass communication begin with the semantics of folk spirituality.*

**Key words:** *journalism, national world, worldview, media text, addressee, language, speech activity.*

**Language:** English

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### Introduction

The media office embodies a virtual spiritual being, a unique laboratory for the synthesis and dissemination of the values of the media office, aimed at immanent axiological representation. As a result, journalism becomes a social and political institution that forms a consumer axiology. The rapid development of the «fourth force» in this direction has placed journalism on a par with communicative factors such as religion and art. Journalists, like other authors of the situation with mass communications, form an attitude towards important categories of human life in the media (power, homeland, family, love, friendship, etc.). That is, the process that directly forms public consciousness is reflected in the ideas, principles, norms, moods and habits, through which the nation understands itself and its way of life as a whole.

The interaction between addressee and addressee is based on the fact that in the semantic field of the middle text there is a single knowledge, which is a specific information base, common for the subject making up the text (author) and the subject interpreting the text (consumer). A.A. Zalevskaya asserts: «It is collective knowledge that forms the

goals, in accordance with which the author of the text gives the text a certain structure» [1].

«Language cannot exist outside of culture, that is, it consists of a set of practical views and ideas that define our socially inherited way of life». Humboldt has repeatedly emphasized this [1]. Just as language, speech and culture do not exist without a person, it is impossible to imagine a person without them.

In this sense, in particular, V. Humboldt's point of view is remarkable. According to him, «language is a self-developing, self-created reality ... a living organism. language is a continuous spiritual creation, the source and basis of the spiritual activity of people. Culture and language feed on the spirit of the people» [2]. The famous scientist developed the rules for the expression of language as a concrete reality with features of self-education and development. He interpreted the language as a «living organism» and the incessant spiritual creativity of people, in which he saw the source and basis of spiritual activity. Both phenomena – culture and language – are characterized by the corresponding «spirit» of the people and the corresponding ethnos [2]. These views of Humboldt developed in accordance with the idealistic dialectics of Hegel. Hegel emphasizes the important role of language in the development of society and man.

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Language is the most important tool for cognition and thinking. Language is a necessary condition and means of socialization of individuals, it arises in the process of coexistence of individuals, without which it is impossible to assimilate culture, social norms and rules, without which it is impossible to imagine a person. The sociality of a language determines its functions, such as communication, cognition, information content and pragmatism [3].

Thus, V. Humboldt, G. V. Hegel, N. A. Boduen de Kurtene, F. Following in the footsteps of scholars who have evaluated language from a socio-historical point of view, such as de Saussure, it can be argued that language and culture are autonomous, but at the same time define systems that interact with each other. If a society consists of people who cannot live without communication, who express their thoughts through language, the initial conditions for the emergence and use of languages can arise only in a social group of people united by a common activity.

Vocabulary is important (even from a cultural point of view) at the levels of the language system. He expresses, describes and describes the creatures around a person and his inner world, and can also motivate them, determining the behavior of the owner of the language. The lexical structure of the national language preserves the peculiarities of ethnosocial and cultural norms and transfers them from generation to generation, ensuring the stability and consistency of the ethnic mentality. Studying the peculiarities of the use of words, we can obtain information about the spiritual health of a nation: accurately assessing the facts, keeping their sequence, fixing, determining the direction of dynamics, we can predict the stages of development of this nation.

Psychology is a key factor in writing text while communicating. Communication is understood as a type of human integration, in which there is a two-way exchange of information to solve certain urgent cognitive-practical problems using the means of language or the means of a known system as a whole [4].

Communication in the media is a complex cognitive process. The process of cognitive processing, which serves to understand the text, has its own characteristics and requires special attention. The formation of interethnic qualities in national languages through the media is associated with different cultural traditions of different countries, national worldview, cultural roots and national mentality. These functions include preparation (collection, preparation, processing) and transmission of media.

Language as a virtual structure realizes the potential of speech behavior of these native speakers, determined (based) on the collective consciousness of a particular community. In recent years, it has become clear that there is a growing interest in the interdependence of language and culture, the

relationship between different cultures. But culture is a very broad concept. It includes many factors such as language and thinking, acceptance, appreciation, and attitude. If we accept the principle that «mentality is the ethnic and cultural identity of a society», then the very concept of mentality should become the subject of in-depth scientific research for practical purposes to determine the national identity of the mentality of a particular people [5]. Therefore, it is appropriate to consider the national mentality on the example of the language of the media.

When creating information, that is, text, each country has its own cultural traditions, lifestyle, national mentality. It is no coincidence that more and more attention has been paid to the problem of national mentality recently, and a lot of scientific research is being carried out in this direction. In this regard, A. Sedix defines the concept of mentality as «...a way of perceiving and understanding reality, which is determined by the unity of cognitive stereotypes (stereotypes) of consciousness inherent in a particular linguocultural society» [5]. A.F. Valeeva said «National mentality is a national way of accepting and understanding reality, which is determined by a set of cognitive stereotypes of the nation», [6]. Researchers are increasingly paying attention to the relationship between mentality and culture, the relationship of the paradigm of national thinking with a certain way of life of an ethnic society. Recently, it was experimentally confirmed that «the national language is the main factor of thinking, in other words, the native language gives its owners the opportunity to use a certain way of expressing ideas through certain language habits» [7].

Apparently, by learning a language, you can learn a mentality. Mentality is a look at a national way of thinking based on cultural traditions. In our daily life, we are faced with such habits, such forms of language that we are faced with the peculiarities of other peoples, with the way other peoples perceive the world in different ways. It is often only when we compare our mental habits with those of other people that we realize that other nations are different from us.

Each nation lives in a specific geographic area and differs from others in terms of climate, landscape and other characteristics. It is this unity of factors that creates a mentality that shapes a different worldview than others. Language also participates in this process, on the one hand, is influenced, on the other hand, forms a linguistic reaction to events that take place outside the usual environment.

Speaking about the relationship between linguistic behavior and the mentality of Uzbeks, it should be noted that this section is based on the principles of cultural linguistics, which investigate the communication processes in the media and the relationship of the language expressions used in them with the mentality of people. people.

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Each nation uses its own language. Language is a means of communication when naming things. On this basis, it reflects nationality.

In different peoples, in accordance with the mentality and cultural traditions, words and phrases are used and understood in different ways depending on the purpose and state of communication, and the communicative orientation towards the goal is understood in a non-traditional way. It is also important to consider the audience depending on a specific country, geographic region. In dealing with people of different nationalities, there are features of proof and persuasion.

Every culture has more or less human experience. The movement and acceptance of a nation is due to its cultural abilities. It should be noted that the national style of communication, that is, thinking, acceptance, must take into account the specific, more general, more convincing features of the movement. The use of language in the media reflects the unity of behavior and attitudes in public activities.

The mentality of a nation is manifested in the speech of its representatives through the use of linguistic means, specific techniques.

Summarizing the above, we can conclude that specific aspects of verbal behavior are unique nationally and culturally. The requirements for historically formed verbal behavior in a particular society reflect the value system of that society.

National values are an important and significant feature of a nation, the sum of their material and spiritual wealth. National values are inextricably linked with history, lifestyle, future, generation, social stratum, national consciousness, language, spirituality and culture of the nation.

Our national values are also characterized by respect for the place of birth and Motherland, devotion to the memory of generations, respect for the elderly, courtesy in handling, and modesty. This, in turn, is reflected in the language of the media.

In today's changing world, in a world that is losing its spiritual outlook and cultural image, the media are responsible for assimilating the concept of nationality and national values.

When analyzing speech trends in the media through the national mentality, it is also recognized that the stereotype of Uzbek behavior implies strict control over the use of obscene words, jargons and taboo words in the language. It is appropriate here to talk about the norms of communicative behavior. Speaking about the norms of communicative behavior, I.A. Sternin identifies three aspects: general, situational and individual norms. Considering the verbal behavior of the Uzbeks through the national mentality, we use this classification as a basis. In this context, common cultural norms are especially important.

Determining the general cultural norms of speech behavior, I.A. Sternin said: «they reflect the

rules of etiquette that are inherent in the entire linguocultural community and are largely accepted; they will be unique nationally» [8].

Words and phrases reflecting the national identity of Uzbek culture are very important for clearly showing the connection between the speech behavior of people and their mentality. The so-called linguistic forms of «nonequivalent vocabulary» are well-known nouns and nouns that are known to other linguists, but have a very national character: national toponyms, lexical units characteristic of each language, denoting objects and events, and so on. The way of life, worldview, values, peculiarities of naming things and objects among peoples differ from each other. Such features stem from history, national values, customs and beliefs of each nation. As a result, words are formed that express only different concepts that belong only to a certain people - such concepts are alien to other peoples.

Thus, it is the linguistic behavior of the ethnos that serves as a kind of mirror of the nation's mentality. It vividly reflects the cultural, historical traditions and national experience of the people. The ability of a journalist to process, interpret and express information is an integral part of both national culture and universal information culture.

The national landscape, typical of the author of Mediamatn, selects the signs of reality according to its internal laws and principles, integrates and transforms all the information received. Random characters are allocated, only the most characteristic, most informative characters for a certain mentality are recorded. Mediamatn acquires supertext strings that reflect the linguistic (social) consciousness of the social community.

Collecting the national values of the text and considering them as a means of transferring them from the author of the media product to the consumer, we distinguish discourse as an object of research, that is, a text arising from reality and at the same time creating reality. A certain linguistic entity is involved in discursive relations - the author and addressee of the media work, which demonstrates their status in terms of national and social roles.

A linguistic personality – a personality expressed in language (texts) and language - is a subject of a national community, consisting of «human speech works – a set of abilities and descriptions that justify the creation and adoption of texts». A linguistic personality is a generalized image of the owner of cultural-linguistic and communicative-activity values, knowledge, goals and behavioral reactions. The main feature of a linguistic personality is the presence of linguistic consciousness, synthesizing the collective and individual experience of a person. The linguistic personality is based on the characteristics of the system of human behavior, lifestyle, values of both the individual and as a representative of a certain social community.

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Some types of media text are characterized by a different ratio of relevant, effective, axiological and thematic components, which are associated with different «specific weight» of expressive language means at different levels. Taking into account the diachronic dimension in the analysis of a media text of the same type, a certain dynamics can be noted in the lexical groups mentioned above. The corresponding type of this text is explained by its importance in the media space, the needs of the addressee and addressee. In this case, the choice of

appropriate linguistic means is determined by the need to draw the attention of the addressee to the text, the desire to give his own interpretation of the event, including the expression of an evaluative attitude towards the event.

The media space contains information about the values that are priority in the corresponding linguistic culture, the connection with them justifies the concept of the media text and its semantic interpretation. Internal and external factors related to the media make adjustments to the corresponding processes.

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**Nigora Olimovna Safarova**

Navoi State Pedagogical Institute  
D.Sc, prof., Head of the Department of Social Sciences,  
Uzbekistan

## PHILOSOPHY OF THE ALGORITHM OF ABU RAIKHAN BERUNIY

**Abstract:** For the first time in the history of science, the algorithm was used by Muhammad al-Khwarizmi to solve algebraic problems. Although the elements of algebra were known in ancient Egypt, Babylon, and Greece, it was al-Khwarizmi who made algebra a separate branch of science. Its name is associated with a set of rules of sequence, according to which one of the four arithmetic operations on the decimal number system is supposed to be performed.

**Key words:** Algorithm, algebra, arithmetic, knowledge, structure of society, technique, technology, determination, module, category, homology, differentiation, integral.

**Language:** English

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### Introduction

As a rule, the algorithm can be described as the passage of natural and artificial processes in nature, [1] society and human thinking. The principles of the algorithm will be the basis of algorithms that have penetrated into all areas of science and require precise calculations. Today, technology, manufacturing, agriculture and many other fields are based on it. In the structure of society belonging to each stage of development, the present has a space of opportunities determined by the past. Our task is to show the space of possibilities of the subject's cognitive activity and its impact on the further development of society.

It is well known that cognition is the process by which the human mind is enriched with new information. And knowledge is the result of thinking activity, the regulator of human activity. It finds its practical expression in technique and technology, harnesses the potential of the source, and has so far surpassed all the natural resources used by man and all the productive forces of the past. Knowledge as an ideal is materialized throughout human activity. At the same time, the intellect of the subject, the forms of existence of knowledge, the close access to information - are the main factors in the transformation of information into knowledge.

There is al-Khwarizmi's scientific ideas will be the basis for illuminating the space of information possibilities in this research. The concepts of cybernetization, computerization, informatization of modern science form the basis of algorithms. The word "algorithm" means "Al-Khwarizmi" in Latin transcription. Al-Khwarizmi's analysis of the results of four arithmetic operations (addition and multiplication, division, division, and infinite periodic fractions) justifies the introduction of negative fundamental numbers, new boundary concepts such as "boundary" and "boundary transition" into the scientific apparatus of science.

These concepts are the fundamental ideas of mathematical analysis, from which Leibniz and Newton began differential and integral calculus. Although there are different classifications of knowledge, it should be noted that it is free and "open". [2]

On the basis of these features of knowledge, new fields of knowledge will be opened, differentiation and integration of sciences will take place. In this sense, modern algebra is an infinite field of mathematics.

We have not yet come across modules, categories, homology theories. Many partial theories are now placed in the general scheme of general

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algebra. At the intersection of algebra and mathematical logic, the theory of modules emerged. Today we can talk about modern algebraic geometry, algebraic typology, algebraic theories. "The development of these theories continues, and Uzbek mathematicians are making a significant contribution to this development." [3] That is, the expansion of the possibilities of applying knowledge and all its forms in various combinations of knowledge has become the basis for the development of modern society.

The organized interaction of explicit and implicit knowledge is the basis for the creation of new knowledge. The realization of knowledge by researchers is the result of personal activity and cannot be transmitted to others through formalized structures. When explicit knowledge could be transferred to non-explicit knowledge and vice versa to what was not explicit, there would be more knowledge that "information is obtained through the senses" [4] than that which occurs through the mind.

In general, knowledge and information are important for all modes of development of society, because the production process always depends on the level of processing of knowledge and information. Knowledge is used to activate devices that process information and communicate between areas of innovation.

An algorithm is a specific rule that performs actions or operations in a specific order that are used to solve problems in a particular category. The problem found in the algorithm is solved. It becomes a natural human goal to find algorithms in the process of solving various problems and tasks. Knowledge is a tool of value and activity of the subject, but knowledge is its value in its objectivity.

The subject's attitude to the world around him, the knowledge gained as a result of intellectual activity is positively used due to the presence of a socio-cultural space in which the methods of developing skills are intertwined. The area of the socio-cultural space is different in each period. The scientific idea does not always correspond to the possibilities of space and time.

So how can one define what space is and its historical and social significance from the point of view of social practice? In social reality, space is

fundamental. Today, the information space is sweeping the globe. It is a leading factor in social unity, a set of rules and codes that people develop to understand each other, on the basis of which, of course, the boundaries of a cultural community are defined.

In short, the concept of "algorithm" is gradually evolving, and as science progresses, its field of activity is constantly expanding. This process is related not only to human cognition and labor activity, but also to the computers that form the foundation of modern information society. Uzbek scientists are also making a significant contribution to the expansion of the "space of possibilities" of knowledge, enriching the concept of "algorithm" with scientific concepts.

It is known that in social practice, space consists of a set of elements that maintain the flow of knowledge, information, and the division of time can be thought of as the material basis of social practices. The space of possibilities is based on the interaction of the pieces in the formation of the structure as a whole. In the space of possibilities there is an "contact" environment of activity, in which knowledge of different levels and different specific sciences can be connected. The purpose of the analysis here is to identify the logic underlying the information space of possibilities. Let's look at this in the case of "Algorithm".

It is known that al-Khwarizmi is at the head of many algebraists today. Al-Khwarizmi's treatise is the first in a long series of mathematicians' research on algebra. "Al-Khwarizmi's creative activity was focused on the study of nature, the application of scientific methods of knowledge. His work helped to shape the natural-scientific and progressive philosophical ideas of the Middle East". [5]

It should also be noted that, unlike other stages of development of science, "Muhammad al-Khwarizmi also applied the methods of quantitative research he invented to the realities of social life. He studied the four aspects of human relations of his time: the treaty, the pledge, the will, and the slave trade (jallobliq)". [6] Positive knowledge was gained in a purely scientific way. This knowledge became the basis for establishing legal relations between people and establishing interpersonal relations in society.

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Evgeniya Viktorovna Yugay  
Navoi State Pedagogical Institute  
a teacher,  
Uzbekistan

## DIGITAL CULTURE AND ITS INFLUENCE ON VALUE ASPECTS OF HUMAN BEING

**Abstract:** This article analyzes digital culture and its influence on value aspects of human being. Moral values are essential in the life of a person and society. Values form the core of both individuals and organizations, and affect the social activity of young people, their behavior, social relations and perception itself. Today, the role of digital culture in the formation of spiritual and moral values of Uzbek youth is determined in the system of such values as: technological adaptability, digital thinking, communication, data, ethics, security. the influence of digital culture on the value aspects of human existence is not the last place and requires more attention in its development and understanding.

**Key words:** value system, digital culture, digitalization, digital thinking, technological adaptability, communication, data, ethics, safety.

**Language:** English

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### Introduction

Moral values are essential in the life of a person and society. Values form the core of both individuals and organizations, and affect the social activity of young people, their behavior, social relations and perception itself. Under the influence of technology, cultural shifts and economic shocks, the human environment is changing, it also changes the purpose of human existence. The individual value system is always associated with the values inherent in society. Values serve as a common denominator connecting individual interests and social needs. What happens when some of the elements of this relationship are transformed? Does digital culture change the meaning of human values, or does it form a completely new value system?

Today we are moving towards the spiritual and moral education of the younger generation as a priority, where the essence is to sow in the souls of our youth the seeds of love for their home, family, history, culture and spiritual wealth of the people of Uzbekistan. But without knowing your roots, the traditions of your people, you cannot bring up a full-

fledged personality. Our first president, I.A. Karimov, foreseeing the prospects of independent Uzbekistan, mentioned: "The revival of spiritual values also means their adaptation to the values of the modern world and information civilization." [1] Presidential Decree No. 6017 on radical reform and raising the state youth policy to a new level speaks of the need for effective solutions to the problems faced by young people. And on the basis of this decree, the Agency for Youth Affairs was created with the aim of developing a universal youth strategy, monitoring its implementation and protecting the rights and interests of youth. The main tasks and directions of the agency's work include: [2]

- sending gifted young people to study in foreign universities, ensuring their participation in international competitions, coordinating work to attract young people to culture, art, physical culture and sports, increasing their literacy in IT, promoting reading, ensuring the employment of women;
- attracting young people to small business and private entrepreneurship, creating additional

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conditions for mastering modern professions and skills of the digital economy, assisting in employment.

These areas require not only an analysis of the development of digital culture in Uzbekistan, where there is widespread digitalization of all social spheres of public life, but also its consideration of the role of integration in the formation of moral values of youth.

Today, the role of digital culture in the formation of the spiritual and moral values of Uzbek youth is determined in the system of values that are necessary for: technological adaptability (knowledge and application of modern digital technologies), digital thinking (priority of using digital technologies in solving problems), communication (widespread use of digital channels for interaction), data (decision making based on the analysis of digital data), ethics (understanding the principles of behavior in the digital environment), security (knowledge of the principles of information security).

The process of developing national self-awareness is very difficult, contradictory and sometimes leads to opposite results. In particular, on the one hand, to the assimilation of national, cultural heritage by young people, the revival of national traditions, customs and values, which strongly affects the growth of national self-awareness of young people, which in turn stimulates national development in general. On the other hand, this process is one-sided. Young people are not actively raising their cultural heritage to the level of modern requirements. Digital culture is able to radically affect the meanings and values of being, change the relationship between the specialized and everyday levels of youth culture, and make significant adjustments to its image and style. And based on this, when characterizing the spiritual and moral sphere of modern youth in digital content, it is advisable to note how they spend their leisure time and what they do in their main time.

*The sphere of education.* Events occur in education that are not fully explored and comprehended by society - the real and virtual life of students from schools or universities into the online space, the transformation of teaching methods, familiarization with gadgets, saturation of the education sector with electronic tools and resources, all these digitalization processes seriously effect on the formation of moral values of youth in the education system. [3] It is necessary to note the changes in the relationship between teacher and student. The traditional education system implied that the teacher, as a rule, is an older person, is, first of all, the one who possesses information that in most cases the student does not possess. Today a young person has access to information without an intermediary. That is, the function of a teacher cannot be reduced to the role of a relay of information. The older generation does not always understand the "informational advancement" of the current trainees and their ability to use technical means. The younger generation,

which is quite natural, is sure that knowledge is reducible to information that can be easily gleaned on the Internet. Previously, education was a blessing, a diploma was an annex to education, now the learning process is focused on acquiring competence; acquiring knowledge is getting navigation at sea, and the teacher, as a guide to where you can get information. Associated with this is a different understanding of the educational function. This is no longer just the imposition of the dominant value system, but teaching the ability to choose value priorities and the ability to substantiate the advantage of a particular system.

Today in modern society one can observe a gap between generations; the problem of intergenerational interaction is acute. If the youth before the digital period was more focused on the opinion of the elders, their norms and values, then the digital young generation - on the values and norms of their peers. The experience of the older generation cannot be fully used in the new, changed conditions of existence, therefore, the gap between generations is increasingly aggravated by the conflict in their value interaction. Our local researchers see the advantages and disadvantages of digitalization in the educational sphere for both youth and teachers: The advantages of digitalization of education are clearly visible during a pandemic, when the entire population of the world is forced to spend most of the time at home, and at the same time continue to work and study thanks to Internet and telecommunications. In these conditions, online resources were created for self-development. [4] But there are also disadvantages of online education, which is based on conducting short-term online classes ... The role of the teacher is also being transformed, where mastering new competencies (such as "flexible" skills) becomes an integral part of his work.

The quality of teaching and the necessary skills for the formation of moral values among youth in Uzbekistan can be called a complex issue and a common problem for the whole society. There is universal enrollment in high school, where the majority of students do not achieve expected results by academic standards in being able to "apply" their knowledge and use it for reasoning. Employers are dissatisfied with the skills of their employees, especially non-cognitive skills such as "taking responsibility for their actions", "self-motivation" and "creativity".

Digital reality has a direct impact on the physiology of today's youth. Most students cannot answer the questions posed for more than one and a half minutes. They need to pause and reload. They cannot memorize large topics or retell a literary work. The way information is transmitted and perceived changes consciousness. The absence of detailed speech is striking: chopped phrases in the "Tiktok" performance. Memory does not develop. The

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emotional life of a young man is built on tactility. However, in front of the computer, tactile sensations are deprived. In signs (emoticons), a lively smile is not given. "My photo was liked ten times." "We met on the Internet. And love came from the first site." For young people, personal assessment from the community is extremely important. But what kind of society? Which we have not even seen and do not know who is sitting on the other side of the screen. The authors of the posts express their position in order to receive likes. Recognition is becoming a main thing in life.

Local educational institutions do not prepare young people for how to behave in a digital environment and cope with the stresses of professional life. In this regard, "agility" ("nimbleness") will become a decisive soft skill for promoting Digital Uzbekistan in the current labor market. And it is worth noting that personal values such as mobility, intelligence and self-confidence are more common among urban dwellers than among rural dwellers.

The mastery of the digital culture value system by young people is formed not only by professional knowledge, but also by moral and cultural values in the field of online communications. So, for example, young people complain that today they have to go to tutors for additional self-education, and this takes a lot of money and effort. So why not apply one of the basic values of digital culture, like communication (the widespread use of digital channels for interaction). Today, there are enough online programs where a student can register and study without leaving home and without spending energy and money on the road.

Thus, a large project that influenced the development of digital skills in Uzbekistan was the creation of an IT techno park within the framework of the decree of the Cabinet of Ministers "On measures to create a Technological park of software products and information technologies" dated January 10, 2019. The successful experience of the IT park created in the capital has become an example for scaling in other regions of the Republic. Currently, 3 branches of IT Park have been opened, equipped with all the necessary conditions for the work of IT specialists. It is planned that in 2020-2024, techno parks will be opened in all regions of Uzbekistan, primarily in Nukus, Bukhara, Namangan, Samarkand, Gulistan and Urgench, as well as at the school named after Muhammad al-Khorazmiy in Tashkent.

Our state already today sees the need for the development of digital culture in the field of education and management. On a national scale, there is a staff shortage of specialists in the field of digital technologies, in connection with which there is an increasing need to create a matrix educational environment, where universities (both state and corporate) should become an experimental platform

for various forms of education using advanced technologies and taking into account the specifics digital culture of youth.

*Internet and digital leisure.* According to our research, every third young person checks their mobile phone every 5-10 minutes. If not so long ago we could say that this study does not correspond to the interests of the youth of Uzbekistan, then today it is already in the interests of the West. For example, a 2016 American study found that the average American looks into his phone every 5-6 minutes, about 150 times a day; 53% of respondents aged 15 to 30 are ready to give up the ability to recognize taste rather than a smartphone; 79% of people pick up a smartphone 15 minutes after waking up; 68% sleep with him; 67% check it even when there is no call; 46% say they cannot live without a smartphone. The future of Uzbekistan depends on what values will be a priority for young people today. If our country does not start producing and cultivating its own spiritual values, then it will have to be content with imported "products", which is happening now. "Educated youth are the foundation of the future. With your today's efforts, you are laying the foundation for further development"- noted Sh. Mirziyoyev at the youth forum.

For young people in Uzbekistan, the Internet is equally seen as a "useful" tool for maintaining social contact, study or work, and as a potentially dangerous place where "time wasted" or "badly influenced". Social development of modern Uzbek youth is taking place due to powerful informational pressure, which carries the expansion of "Western" values. The most significant part of the information environment today is the media. Their sphere of influence today includes various areas of the life of young people, including the sphere of leisure. The media is becoming an important factor in the pastime and the formation of a system of value orientations of young people.

As we can see, the influence of digital culture on the value aspects of human existence is not the last place and requires more attention in its development and understanding. Digital culture can be traced at several levels: material (things, gadgets, technological systems), symbolic (signs, languages, forms of communication), social (institutions, functions, associations), mental (cognitive schemes, identity, stereotypes) and values, [5] and emphasizes the fact of the formation of the information society, which requires new skills in mastering digital realities, is digital literacy. Today digital literacy is a necessary skill for educating intellectual youth in Uzbekistan. And the current development of the digital culture of youth in terms of digitalization requirements includes concepts such as digital culture, digital skills, digital literacy, digital competencies.

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**Dildora Bakirovna Mirzalieva**

Tashkent State Agrarian University

Russian language teacher

Department of Uzbek Language and Literature

## LEARNING SPEAKING IN THE CLASSES IN RUSSIAN LANGUAGE AS NONGENE

**Abstract:** The study of the Russian language by students of national groups contributes, in our opinion, to the formation of an educated, comprehensively and harmoniously developed personality. For in our time, knowledge of several languages is necessary for every educated person.

**Key words:** colloquial speech, method, technique, sphere of communication, types of speech activity.

**Language:** Russian

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### ОБУЧЕНИЕ РАЗГОВОРНОЙ РЕЧИ НА ЗАНЯТИЯХ ПО РУССКОМУ ЯЗЫКУ КАК НЕРОДНОМУ

**Аннотация:** Изучение русского языка студентами национальных групп способствует, на наш взгляд, формированию образованной, всесторонне и гармонично развитой личности. Ибо в наше время знание нескольких языков необходимо для каждого образованного человека.

**Ключевые слова:** разговорная речь, метод, приём, сфера общения, виды речевой деятельности.

#### Введение

Главной целью изучения любого иностранного языка являются коммуникативные умения и навыки, практическое владение им.

Одной из актуальных проблем преподавания русского языка в не языковых вузах является обучение различным видам речевой деятельности в сфере научного и профессионального общения.

Вопросы лингводидактического описания подязыка специальности и организации его изучения с точки зрения коммуникативной направленности занимают все большее место в научно-методических исследованиях.

Тем не менее, проблема формирования навыков языковой и коммуникативной компетенции в сфере научной и профессиональной деятельности остается одной из сложных, недостаточно разработанных и неоднозначно решаемых вопросов методики преподавания языка [1. с. 18].

В некотором смысле речь – это самый трудный для освоения навык при изучении языка. Каждый раз, при разговоре, за короткое время нужно успеть подумать много информации. Представьте, например, что учитель задал вопрос, что вам предстоит сделать, чтобы на него ответить.

Студенту придется:

- понять вопрос
- подумать как на него ответить
- найти слова, которые ему понадобятся
- убедиться, что он правильно использует грамматические правила
- попытаться правильно поставить интонацию и произношение

Все это студенту предстоит сделать в то время, когда весь класс, или все собеседники, смотрят и слушают его [2. с. 129]. Поэтому некоторые изучающие русского языка вообще не говорят первое время, когда начинают изучать язык в группе.

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Обучая студентов русскому языку в неязыковых вузах, мы учим их общаться на данном языке. А научить этому можно только в условиях общения, т. е. обучение иностранному языку должно быть организовано так, чтобы оно было подобно процессу естественной коммуникации.

Основная цель занятий по русскому языку - обеспечение практической языковой подготовки студентов национальных групп; свободного владения студентами нормами русского литературного языка; расширение и углубление их знаний по современному русскому языку [3. с. 97].

Основу коммуникативной компетенции студентов составляют речевые и языковые навыки, которые формируются в процессе усвоения учащимися фонетического, грамматического и лексического материала. Учащиеся должны не только знать правила, но и уметь применить их в речи. Для этого в процессе обучения используются специальные упражнения с коммуникативной направленностью. При этом важнейшей составляющей педагогического процесса является личностно-ориентированное взаимодействие учителя с учениками.

Как работу по развитию разговорных навыков сделать интересной?

Бытует мнение, что развить разговорные навыки можно только в «живом» общении с партнером [4. с. 133]. Практика показывает, что это не так. На начальном этапе развития разговорных навыков партнер будет лишь мешать вам, а вы ему. Партнер понадобится позднее для применения и поддержания наработанных навыков.

Для развития разговорных навыков достаточно просто заниматься проговариванием вслух за дикторами и персонажами диалогов. Начинать проговаривать нужно тогда, когда вы сможете четко улавливать звучание и понимать то, что собирается произносить, иначе велика вероятность того, что вы будете учиться говорить с ошибками [5. с. 57].

Не секрет, что обучать языку начинающих намного легче: сразу виден результат. Но когда человек находится ступенью выше, когда от повторений и упражнений надо переходить к связной речи, совершенствовать навыки намного сложнее.

Отличное знание грамматики и даже университетский диплом не способствуют качественному переходу от понимания к самостоятельной речи.

Не бойтесь совершать ошибок! Любой кто говорит, совершает ошибки. Даже носители языка совершают ошибки во время разговора, ведь речь – это такой сложный навык.

Цель речи - получение или сообщение интересной информации, а не выработка скорости, избавление от ошибок и т.д. необходимо сконцентрироваться в первую очередь на том, о чем вы собираетесь говорить, что будет интересно вам и собеседнику, а не на том как говорить, первое - важнее. Ошибки в речи простительны, а вот если будет не интересно, с вами точно никто разговаривать не будет [6. с. 84].

Подумать, на какие темы вам действительно интересно разговаривать. На какие темы вы любите говорить по-русски? Где и в какие моменты можно поднять разговор на языке на эту тему? Кто будет с вами об этом говорить с удовольствием?

Говоря о работе над грамматическим материалом, методисты отмечают, что он должен быть рационально организован и введен в учебный процесс [7. с. 233]. Все грамматические формы необходимо вводить на синтаксической основе и предъявлять в виде предложения. Использование новых педагогических технологий, интерактивных методов - это один из самых эффективных способов обучения иностранному языку (в том числе русскому как неродному) на сегодняшний день.

Суть интерактивного обучения состоит в том, что учебный процесс в условиях активного взаимодействия всех учащихся базируется на сотрудничестве: преподаватель — учащийся, учащийся — учащийся. Интерактивные методы обучения позволяют сделать занятия занимательными, интересными, что поможет учащимся легче и эффективнее усваивать учебный материал [8. с. 25].

Грамматическая тема «Глаголы движения» - одна из трудных для усвоения студентами, изучающими русский язык. Это обусловлено многими причинами.

Во-первых, изучая глаголы движения русского языка, необходимо разграничивать обозначение движения с помощью транспорта и без него: идти – ходить («двигаться пешком»); ехать – ездить («двигаться с помощью транспорта»).

Во-вторых, необходимо разграничивать однонаправленное и неоднаправленное, однократное и повторяющееся движение.

Наличие бесприставочных и приставочных глаголов движения также представляет определенную трудность для усвоения учащимися. Глаголы движения также характеризуются богатством разнообразных значений, о чём свидетельствуют данные словарей.

Таким образом, глаголы движения наряду с другими важными грамматическими темами находятся в центре внимания преподавателя в течение всего периода обучения. При работе над

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данной темой необходимо четко отбирать лексический материал и проходить тему поэтапно.

На первом этапе студентам предлагаются элементарные примеры употребления глаголов движения с разграничением движения пешком и на транспорте: идти – ехать. Примеры предложений могут быть введены в процессе изучения винительного падежа направления – куда? Например: Я иду в университет. Я еду в центр. Мой друг идет на выставку. Он едет на вокзал.

На этом этапе занятие можно организовать с помощью интерактивного метода «Работа в малых группах». Преподаватель раздает группам картинки с изображением движения людей пешком и с помощью транспорта к определенным целям. Участники каждой группы должны по цепочке описать картинки, составляя предложения с глаголами идти – ехать. Как вариант можно предложить участникам одной группы задавать вопросы соседней группе, показывая имеющиеся картинки.

Данный вид заданий целесообразно проводить по методу «Работа в парах». Учащиеся группы разбиваются на пары и согласно предлагаемым речевым ситуациям составляют короткие диалоги с глаголами движения.

В данных примерах отрабатываются темы «Глаголы движения» и «Винительный падеж существительных».

По такому же принципу можно построить работу по теме «Глаголы движения с обстоятельствами в родительном падеже».

Например: - Откуда ты едешь?  
- Из университета. Ты тоже?  
- Нет. Я из библиотеки.

Таким образом отработав функционирование глаголов движения идти и ехать в настоящем времени, переходим к формам прошедшего времени данных глаголов. При этом необходимо учитывать, как отмечает методист Остапенко В.И., особенности этой формы глаголов идти и ехать – шёл, шла, шло, шли; ехал, ехала, ехало, ехали. Изолированные предложения типа Сегодня

я шёл на занятие не всегда выражают законченную мысль. Напрашивается еще дополнительная информация: Сегодня я шел на занятие с другом (быстро). Также необходимо помнить, что форма прошедшего времени этих глаголов может сочетаться с другим глаголом действия, определяя момент совершения главного действия. Например: Когда я шёл домой, я встретил друга.

Задания по интерактивному методу «Работа в парах», считаем, способствуют отработке навыка употребления в речи таких глаголов. Один из студентов начинает предложение, другой в паре должен завершить его.

В заданиях с формой будущего времени данных глаголов необходимо помнить, что бесприставочные глаголы идти, ехать обычно не используются в своем прямом значении. Для выражения будущего времени вводятся глаголы с приставкой по- пойти, поехать. Отработка данной формы проводится по той же схеме, что и формы настоящего и прошедшего времени.

На завершающем этапе работы над темой считаем целесообразным использовать метод «Десятиминутное эссе». Учащимся предлагается составить небольшой рассказ из 6-8 предложений с использованием изученных глаголов движения. После завершения работы можно зачитать несколько наиболее удачных сочинений.

Закрепив тему на примере двух глаголов движения, вводятся глаголы идти- ходить, ехать – ездить, бежать – бегать, лететь – летать, работа над которыми проводится аналогичными методами.

Интерактивные методы обучения, использованные в процессе изучения студентами национальных групп глаголов движения, позволяют, на наш взгляд, решать одновременно несколько задач. Эти методы развивают коммуникативные умения и навыки, помогают установлению эмоциональных контактов между студентами, приучают работать в команде.

“Мал язык – да горами качает!” – говорит пословица. Так будем же с уважением относиться к этому гиганту.

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Nargiza Abdikhamedovna Salamova  
TerSU

Lecturer at the Faculty of Russian and Related Languages,  
Department of Russian and World Literature

## IMAGES AND THEMES OF THE LITERATURE OF ANCIENT RUSSIA IN THE WORKS OF N.S. LESKOV

**Abstract:** *The similarities and differences in the interpretations of some ancient Russian images and themes by Leskov and medieval scribes somewhat change their views on the writer's work. In the future, it is necessary to consider more specifically the connection between Leskov's style and the style of different eras, to clarify the sources of borrowing quotes, images, plots, themes. These observations should prepare the ground for clarifying the ongoing evolution of the writer's creative attitude to the literature of Ancient Rus. But already now it is possible to draw a conclusion about the special quality of the presence of the Old Russian literary tradition in the writer's heritage.*

**Key words:** *creativity Leskov, Old Russian literature, image, works, Russian poetry, chronicle, traditions, images of literature*

**Language:** English

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### Introduction

In the second half of the 19th century, when the systematic study and publication of monuments of Old Russian literature began, a huge creative interest in the legacy of ancient book literature arose among writers. It is difficult to name a writer who has not been touched by a wave of interest in ancient Russian writing.

The moral potential of the literature of Ancient Rus, its artistic means and other features of poetics were noted and used by the writers of the New Age.

Turning to writing "books for the people", the writers used traditional artistic techniques of Old Russian literature and folklore.

Lev Nikolaevich Tolstoy "created" a new genre - the genre of "folk story", in which such writers as M.E. Saltykov-Shchedrin, N.S. Leskov, V.G. Korolenko, V.M. Garshin and others. Literary critics and historians refer this genre to the phenomena of literature of the 1880s.

Folk stories have rediscovered for novelistic practice the rich possibilities hidden in the genres of ancient literature and prose folklore. [1] Diligence,

high honesty, unselfishness - these are the qualities that distinguish many of Leskov's heroes.

At the turn of the 60s and 70s of the 19th century, the author's realism borders on romance: his artistic world is inhabited by eccentrics, originals, possessing genuine philanthropy, doing good disinterestedly, for the sake of goodness itself. Leskov deeply believes in the spiritual strength of the people and sees in it the salvation of Russia.

Leskov belonged to those writers of the second half of the 19th century who, not having a clear advanced worldview, possessed a kind of spontaneous democracy, believed in the forces of the people.

The period of Leskov's work is characterized by the writer's desire to find positive ideals in Russian life and oppose them to all forms of personal suppression. Brevity, clarity, concentration of content, sense of purpose - these are the qualities that, above all, attracted Russian writers to them. "

The writers began to strive to use "the forms most familiar to the popular reader" in order "through these forms to convey the content corresponding to their beliefs." Therefore, an appeal to the poetics of oral folk.[2]

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A deep knowledge of Old Russian literature makes it possible for NS Leskov to creatively use themes, plots, motives and images that refer both to well-known monuments ("The Life of the Equal-to-the-Apostles and Glorious in Wisdom of the Grand Duchess Olga", "The Life of Euphrosina of Suzdal", "The Life of Euphrosyne of Polotsk", "Life of Archpriest Avvakum", "Kiev-Pechersk Patericon", etc.), and to less studied texts ("Memory of Blessed Taisiy", "Life of John Kolov)," Life of Solomon the Demoniak ", " Life of Ephraim the Syrian ", " Life Mary of Egypt "and others).

The system of images and methods of their creation (the principle of assimilation, allusive onyms), thematic and motivational complexes (motives of asceticism, detachment from the family, silence, prayer solitude) in the prose of N.S. Leskov are genetically related to the traditions of Old Russian literature. [3]

The variety of forms of S. Leskov's appeal to medieval Russian literature (genre allusions, plot borrowings, reminiscences, figurative parallels, etc.), types of interaction of N.S. Leskov and literature of the XI-XVII centuries. (stylization, reconstruction, modification, transformation), as well as the levels of manifestation of the Old Russian literary tradition, corresponds to the conceptual principle of artistic world modeling, within which the author's idea of the interaction of man and the Universe is formed.

In particular, N.S. Leskov reproduces the structural principles of hagiography ("The Life of a Woman", "Midnights", etc.) and the patericus legend ("Pechersk Antiques"), genre features of the chronicle ("A weary family"). [4]

A complex interweaving of chronotopic plans, a combination of various temporal (event and historical, linear and cyclic) and spatial (point and plane, closed and open) forms, creating the image of a multidimensional, hierarchically organized chronotope with a dominant concentric movement of time, activates the motive of historical memory, where fixation "Big" ontological time performs a structure-forming function.

Spatial and temporal images in the works of N. S. Leskov acquire a symbolic and archetypal sound in correlation with the texts of Old Russian bookishness and folklore (the image of Starorod, the hotel "Azhidatsiya", the otherworldly space of Masha's sleep in the story "The Life of a Woman").

The author's model of the world in the works of N. S. Leskov is characterized, on the one hand, by the "contraction" of the chronotope, which is due to attention to the human character, on the other, by the expansion of the space-time background against which historical events unfold.

The creative rethinking and transformation of plot schemes, motives and images dating back to the literature of Ancient Rus testifies somewhat to the rejection of N.S. Leskov from the Old Russian model,

how much about the intentions of this peculiar dialogue within the framework of artistic synthesis both of a generic (interaction of folklore and literary traditions) and of a specific nature (in particular, the author's appeal to the hagiographic and chronicle genre canon, and others.). [5]

The images of the "righteous" in the chronicles of NS Leskov become a projection of role forms of personal manifestation and behavior that developed in the literature of Ancient Rus. The writer gives an original interpretation of the rich symbolism of the Old Russian bookishness.

In the works of N.S. Leskov, as in the aesthetics of Ancient Russia, systems of symbolic images and individual 6 symbols are identified, which are distinguished by a special semantic capacity and artistic expressiveness. The attributes of Christ and the Mother of God, the images of a garden, a wreath, a city, the tree of life and water, a path, a bridge, a house, center and periphery, books, clothing and human food - all these and many other traditional symbols acquire in the texts of N.S. Leskov's archetypal and author's connotations.

Symbols help the writer to show the path from the earthly state of man to the universal, eternal. Images-symbols are often key in the structure of a literary text, defining the character's vocation in life, his desire for spiritual feat, moral revival.

It should be noted that the influence of the Old Russian literary tradition on Leskov is much deeper than it was previously thought. Leskov's artistic world is so closely connected with ancient Russian literature that in order to understand the writer's works, one must have knowledge of genres, plots, artistic techniques, images and themes of old Russian book literature. [6]

Leskov boldly uses the artistic achievements of the literature of Ancient Rus: he introduces ekphrasis (artistic plot), numerical symbolism, clearly built syntactic constructions, etc. into his texts.

This work is the first to analyze the connection between Leskov's symbolism of number and the artistic numerology of the Russian Middle Ages, as well as the dependence of the style of some Leskov's works on the style of Russian hagiography of the 14th century (the style of "weaving words").

Leskov's vision of man was based on the principles of Christian anthropology, which underlay the image of man in the bookishness of Ancient Rus. The writer tried to show that, despite the change in time, environment, social structure, human vices and virtues remain the same as they were under grandfathers and fathers. [7]

Various ancient Russian genres (lives, visions, stories, teachings, icon-painting originals, etc.), reflecting the life and image of a person, ideas about his needs, spiritual needs, relationships between people, gave the writer a basis for thinking about the reality of his day. Therefore, the writer used images,

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themes, motives of ancient Russian works in his work. The creations of many ancient scribes, their ideas about man and the world influenced Leskov's portrayal of his heroes. [8]

In many of the writer's works, as in a mirror, various images of the literature of Ancient Russia were reflected and became part of the artistic world.

In modern literary criticism, the deep connections of Leskov's work with the image and works of Archpriest Avvakum have not been taken into account. The work shows a broader and deeper influence of the personality and writings of the Old Believer on Leskov, starting with the spiritual kinship and behavioral similarity of writers and ending with the citation of works.

Meanwhile, the question of the functioning of motives, images, plot schemes dating back to ancient Russian literature, their modification and

transformation in the prose of N.S. Leskov is one of the most promising today. [9]

The possibility of involving N.S. Leskov's literature of spiritual content, works of ancient Russian bookishness and an increased interest in his heritage produce the need to study and comprehend the ancient Russian literary sources of the writer's work.[10]

Multilevel analysis of intertextual links in the prose of N. S. Leskov's works of literature of Ancient Russia expands the semantisation of both individual author's texts and the artistic space as a whole. A similar systematic approach to the heritage of N.S. Leskov makes it possible to determine new possibilities for its interpretation, contributes to the disclosure of deep layers of content, which determines the relevance of the topic under study.

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Otabek Allajonovich Abduganiev  
TerSU

Doctor of Philosophy in Economics (PhD)  
Uzbekistan, Dean of the Faculty of Information Technology  
[genius7722@mail.ru](mailto:genius7722@mail.ru)

## METHODS OF ASSESSING THE CONSUMPTION INDEX OF AGRICULTURAL PRODUCTS INCLUDING THE CONSUMER BASKET AND COMPARING THEM

**Abstract:** The article compares methods for assessing the consumption index of agricultural products included in the consumer basket. The number of products corresponding to one year for the population of the Republic of Uzbekistan in relation to the consumer basket has also been determined.

**Key words:** food products, consumer basket, food security, agriculture.

**Language:** English

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### Introduction

The development of the country's economy and its integration into the world economy depends, first of all, on improving the welfare of the population. This, in turn, requires the provision of the population with the necessary caloric foods. Therefore, they try to use the "consumer basket" to assess the level of availability of products necessary for the survival of the population in the global economy. The "consumer basket" is the minimum set of products, goods and services necessary for the maintenance of human life and health for a certain period of time. The minimum standards in this regard will be the basis for determining the minimum cost amount required for subsistence.

Typically, the cost scheme changes gradually, and this is done in response to changes in prices, income levels, demographic changes, evolving habits, and the availability of new technologies. New products and services are introduced to the market and existing ones are replaced or obsolete. As a result, the basket will need to be reviewed periodically to reflect changes in consumer spending. The consumer price index is used in this regard. The consumer price index shows the change in the price of a particular good or service in a regular shopping cart over a period of time

and is used to index the wages or contract of a particular group. In any case, the consumer price index should cover the relevant group.

$$\text{CPI} = \frac{\text{Market basket price in the main}}{\text{Market basket price in a given year}} \quad (1)$$

This means that the consumer price index used to index pensions may use weights appropriate for retired households, and this may exclude educational products that do not belong to the household group. Similarly, for domestic indexation, the consumer price index should only cover the costs of the permanent population. In general, a decision must be made as to whether the consumer price index should be primarily a cost of living index (GPI) or a commodity cost index. When using indexation, of course, everyone may prefer to use the index out of self-interest (seller high, buyer low). In such cases, the sub-index should have sufficient statistical quality for this purpose.

When a food product is put on the market, a buyer is found for it and the price of the product is determined by agreement of both parties. Of course, the value of this product fluctuates with respect to inflation over time. It can be said that central banks need a general inflation index, not consumer inflation.

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However, nonprofits are often unable to compile such indices due to problems in measuring government indices. In the absence of such an index, most central banks rely on the consumer price index using an internal concept, but are measured on a comprehensive basis as much as possible in terms of product and geography.

It should be noted that some countries use the cost of living index instead of the consumer price index in production. But such an index is actually a type of high index, which, as mentioned above, is not devoid of specific practical shortcomings and cannot be compiled in real time. Many states report that they use the Laspeyres index for the national consumer price index in published metadata, which is not the case in practice. The Laspeyres index is determined by weighing prices in two periods based on the consumption volume of the base period and reflects the change in the value of the consumer basket of the base period that occurred in the current period.

Purchase the same set of consumer goods at current prices -  $\sum_{i=1}^n (Q_i^t P_i^{t-1})$ .

Costs of purchasing a consumer basket during the base period -  $\sum_{i=1}^n (Q_i^{t-1} P_i^{t-1})$

The index is calculated as the ratio of the cost of purchasing the same consumer goods at current prices to the cost of purchasing a consumer basket in the base period:

$$I_L = \frac{\sum_{i=1}^n (Q_i^t P_i^{t-1})}{\sum_{i=1}^n (Q_i^{t-1} P_i^{t-1})} \quad (2)$$

The Laspeyres index is determined by weighing prices in two periods based on the consumption volume of the base period and reflects the change in the value of the consumer basket of the base period that occurred in the current period. The index is calculated as the ratio of the cost of purchasing the same consumer goods at current prices to the cost of purchasing a consumer basket in the base period.

The actual Laspeyres index uses quantitative data whose prices correspond to the same period as the reference period, but is difficult to obtain in practice. In this regard, the geometric Laspeyres index formula is recommended to calculate the Laspeyres index:

$$I_L = \prod_{i=1}^n \left( \frac{p_i^t}{p_i^{t-1}} \right)^{s_i^{t-1}} \quad (3)$$

Here:  $s_i^t = \frac{p_i^t q_i^t}{\sum_{i=1}^n p_i^t q_i^t}$  - n is the share of t costs in a good period.

Most nonprofits receive quantitative data or weights later than the relevant period for prices. Also,

weights usually last a year, not a month (or a quarter). This is because one of the main sources of weight data is a study of the household budget, which is ideally conducted for 12 consecutive months.

The first step in calculating the consumer price index is to calculate the elemental price indices, which are then aggregated to obtain higher price indices. The weight of the costs is usually not lower than the initial level. Elementary aggregate (Primary aggregates) is the smallest and relatively homogeneous set of goods or services for which data on costs are determined (used) for the purpose of calculating the consumer price index. This index is the only aggregate whose value is calculated at no specific cost, although other types of weights may be explicitly or implicitly included in the accounts.

The three most common elemental index formulas for calculating elemental indices are Carly, Dutot, and Jevons. All of this is based on average prices, and each of them is associated with a number of assumptions that will affect inflation. The Carly formula is a non-arithmetic mean of individual price indices:

$$I_C = \frac{1}{n} \sum_{i=1}^n \left( \frac{p_i^t}{p_i^{t-1}} \right); \quad (4)$$

The Dutot formula is the ratio of the arithmetic mean prices of the representative goods selected for the corresponding elementary aggregate.

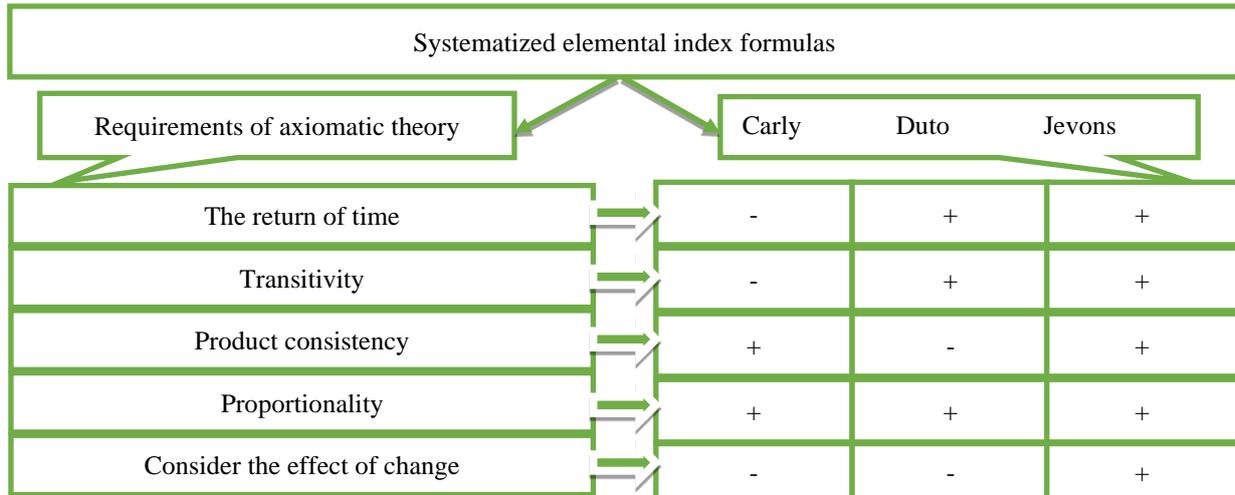
$$I_D = \frac{\sum_{i=1}^n p_i^t}{\sum_{i=1}^n p_i^{t-1}} \quad (5)$$

These formulas have relative advantages and disadvantages in terms of axiomatic theory tests, and the choice of this or that formula affects the accuracy of the elemental aggregate index and ultimately the overall consumer price index. The Jevons formula (simple geometric averages or relative geometric averages) is increasingly being used because it avoids many of the problems associated with arithmetic versions. The Jevons formula is an unmeasured geometric mean of individual indices for a corresponding elementary aggregate:

$$I_J = \prod_{i=1}^n \left( \frac{p_i^t}{p_i^{t-1}} \right)^{1/n} = \frac{\prod_{i=1}^n (p_i^t)^{1/n}}{\prod_{i=1}^n (p_i^{t-1})^{1/n}} \quad (6)$$

This consumer price index has its drawbacks, along with the inherent advantages of the Carly, Dutot, and Jevon formulas, and the values of the three formulas in the table below are structured taking into account the requirements of axiomatic theory (Figure 1).

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**Figure 1. Systematization of formulas taking into account the requirements of axiomatic theory**

As can be seen from the picture, the Jevons formula is the most preferred. Compared to this formula, the Carly and Dutot indices have a number of significant shortcomings. However, they are used in practice in different countries. As a common drawback of the above formulas (including the Jevons formula) can be seen as not paying attention to their weight by paying equal attention to all price ratios. The lack of weight is, in practice, due, as a rule, to the lack of information on the weight of the goods represented separately in the elemental set.

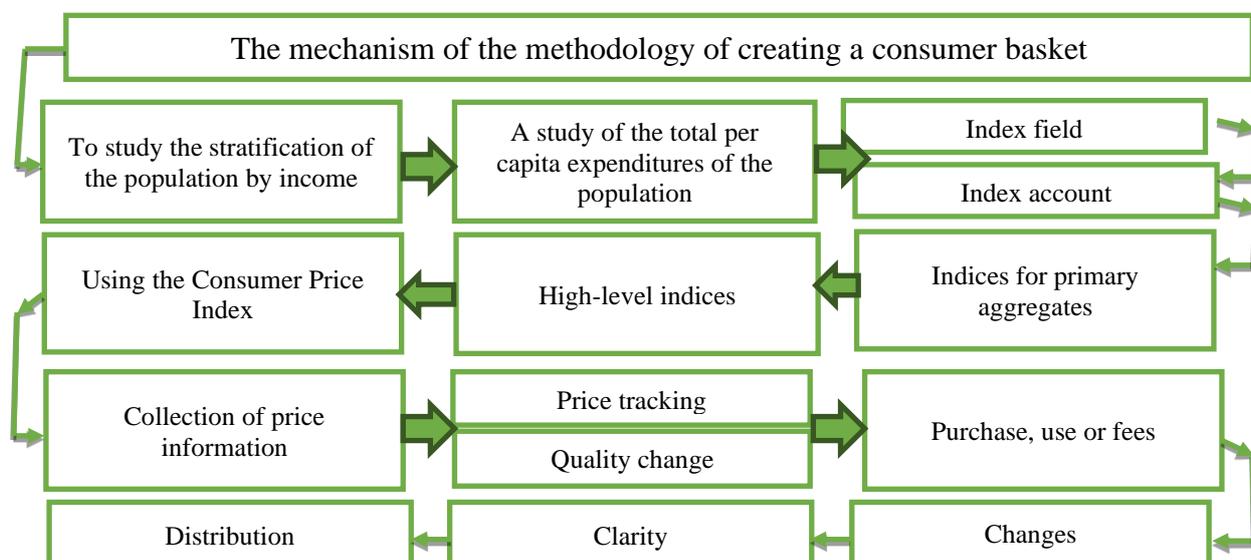
Consumer price index theory requires scientific research to limit these issues, which can have a significant impact not only on how the consumer price index is structured, but also on results. Three different approaches can be identified:

the purchasing approach depends on when the product or service was purchased, regardless of when it was used. Time of possession of the goods - the right of legal possession of the goods passes to the consumer. Usually the buyer is obligated to pay for

this. On the other hand, there is no change in ownership with the service and it is “purchased” at the time it is provided by the manufacturer. Based on this approach, the Consumer Price Index measures the change in the cost of purchasing a product. The time of recorded prices should correspond to the method of recording the value in the cost data used for Consumer Price Index weights.

The method of use depends on the period in which the product was consumed or used. Based on this approach, the consumer price index measures the change in the cost of using a product over time; in other words, the value of a commodity is distributed over its service life. Costs for long-term goods and services may vary depending on their expected lifespan.

In general, in order to achieve the accuracy of the consumer price index, it is necessary to follow the mechanism of creating a consumer basket, and this process should be carried out as shown in Fig. (Figure 2).



**Figure 2. The mechanism of the methodology of creating a consumer basket**

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According to the figure, the classification of the population by income, wage level, as well as changes in social insurance payments and other benefits in part or in full in the cost of living or consumption, as a macroeconomic indicator for all households, as well as in national accounts. it is advisable to study in depth the components of the final consumption costs and retail value of households, changes in their size.

When it comes to the index sector, its scope depends on the purpose for which it is used and should be determined by the categories of households, geographical areas and consumer goods and services purchased, used or paid by the target population. in which case it is appropriate to take into account domestic consumption expenditures rather than the costs of resident households.

Compilation of a consumer price index is the collection and processing of price and cost data in accordance with a defined concept, definition, method, and practice, and the application of certain procedures depends on the circumstances. The above-mentioned step-by-step index of the consumer price index is calculated: in the first stage the indices of elementary aggregates are calculated (formulas 3-5), in the next stages the higher level indices are calculated by summing the indices for elementary aggregates.

High-level indices are calculated as the average weight of the indices of elemental aggregates. Several types of formulas can be used to average the indices of primary aggregates. A practical option for calculating the index in a timely manner is to use a formula based on the weights associated with the previous period.

It will be necessary to replace the product when production is stopped or lost. Changes must be made within the first three months after the product is gone. This may also be required in cases where the product is not in stock or is not sold in bulk or under normal conditions. Clear rules for selecting a replacement product need to be developed. Depending on the frequency of selection and the ability to fine-tune the quality, the following are the most common alternatives:

- 1) a product very similar to the type being replaced;
- 2) the most popular variety among the goods registered in the same elemental aggregate;

3) a variety that may be available in the future. Such rules should be consistent with the purpose of the index and the method of selection of points of sale.

If we look at the accuracy of the data, as in all statistics, the estimates of the consumer price index are also prone to errors from various sources. the compilers of the consumer price index should be aware of these sources of error and take steps during the design, construction, and calculation of the index to minimize their impact. For this, sufficient resources must be allocated.

Calculations of the consumer price index should be calculated and published (distributed) after the end of the relevant period and in accordance with a previously published schedule. It should be made available to the public at the same time in a form that is convenient to all users and with brief methodological explanations, and the rules of indexing should be communicated to the public and strictly followed.

The total consumer price index should be compiled and published monthly. If consumer demand for monthly series is not strong or countries do not have the necessary resources, the consumer price index can be prepared and released on a quarterly basis. Depending on country conditions, sub-indices can be output at a frequency that meets the needs of users.

If serious inaccuracies are identified in the price of published indices due to errors in their compilation, corrections should be made and published. Such corrections should be made as soon as possible after errors have been identified and in accordance with the formal procedure for making corrections. When the consumer price index is widely used to change wages and contract amounts, retrospective adjustments should be avoided as much as possible.

In general, in modeling the efficiency of agricultural products included in the consumer basket, it is expedient, first of all, to determine the level of consumption of these products by the population and then to improve the volume of production. It should be noted that the results of the forecast, made using the values of the indicators determined by the results of the analysis, will allow to determine the future production volume and make forward-looking plans to achieve it.

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**Sobirjon Pardabaevich Mavlanov**

University of the Uzbek language and literature named after A. Navoi

Senior Lecturer

Republic of Uzbekistan, Tashkent

**Zuxriddin G'iyosiddin o'g'li Turayev**

Tashkent State University of Economics

Master

Republic of Uzbekistan, Tashkent

## PROSPECTS FOR THE DEVELOPMENT OF BANKING INFORMATION TECHNOLOGIES IN THE REPUBLIC OF UZBEKISTAN

**Abstract:** This article is devoted to the prospects for the development of banking information systems in the Republic of Uzbekistan and highlights such issues as the processing of significant flows of information in the banking information system using advanced information processing tools.

**Key words:** information system, speed of information processing, computer networks, network technologies, optimization of bank operations.

**Language:** English

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### Introduction

Currently, the banking system of Uzbekistan is entering a new stage of development. Modern modernization of banking activities is impossible without the introduction of the latest achievements of scientific and technological progress in banking, the development of electronic computers, the use of economic and mathematical modeling.

Fast and continuous processing of significant information flows is one of the main tasks of any large financial institution. In accordance with this, it becomes necessary to use information banking technologies that allow to process an ever increasing amount of information. It is also important that on the basis of information technologies, numerous banking services are created, as well as implemented, which are updated every year. Therefore, most modern banks set the task of introducing new information technologies.

The process of financial globalization and the formation of the global "banking industry" over the past decade has led to the widespread standardization

of banking products and technologies, making them "recognizable", understandable and accessible to customers in any corner of the globe.

An important factor that effectively affects the business of a modern organization is the new network architecture of the information system, created on the basis of integration technology - intranet.

This approach makes it possible to effectively combine software solutions developed earlier, currently being created and designed on the basis of heterogeneous hardware into a common information environment of the bank - an intranet with uniform rules for creating and consuming information, with a single unified access to information.

In practice, it is the intranet that makes it possible to create a bank information system based on the existing technical infrastructure. The reason lies both in the most generalized approach of the intranet to information consumption, and in the most flexible technical methods and approaches that underlie the intranet.

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The advantage of network technology lies in the evolutionary nature of its implementation, which makes it possible to achieve almost one hundred percent preservation of previously made investments. All complex and expensive economy - networks, computers, databases, application systems - everything is preserved and actively used. The key features of the intranet that are directly related to the economic aspects of the activities of a modern organization are:

- simplicity and naturalness of technology;
- low risk and quick return on investment;
- the integration and "catalytic" nature of the technology;
- effective management and communication in the organization.

The information systems of the new intranet architecture are distinguished by the following features:

- on the server of the information system, the final product is generated - information in the form intended for presentation to the user (and not a semi-finished product in the form of data);
- an open standard protocol is used to exchange information between a client and a server;
- information is transmitted to clients in a form suitable for human perception;

the application system is concentrated on the server (there is nothing on the clients, except for the navigator programs).

The workplace is a simple universal device.

In fact, this is a graphical terminal for information consumption - a networked computer equipped with specialized software - a navigation program. All consumed information is generated on the bank's server. Information is accessed through the same program that does not require local data.

Here are just a few of the open standards that are leading today and have actually become de facto standards for information systems:

- management of network devices;
- Email;
- teleconferences;
- information service;
- help desk;
- programming.

The concept of a universal client naturally leads to the appearance in the bank's information system of such a tool as a network computer. In fact, this is a new version of the terminal of the traditional centralized information system, a computer that will provide access to the information system according to a small set of standard protocols typical for the Internet. It runs only one program - the browser-navigator program.

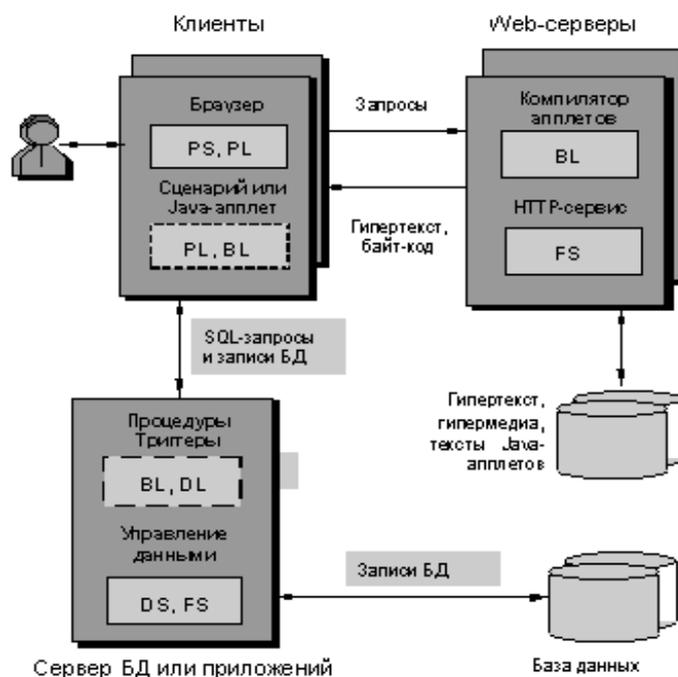


Fig 1. Interpretation diagram of downloaded Intranet applications<sup>1</sup>

<sup>1</sup> Developed by the automation department of OJSCB "Agrobank" of the Republic of Uzbekistan

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The navigator interface has become a new universal means of human-computer interaction, a new interface of the workplace, regardless of what software the user is dealing with - an operating system, database management systems (DBMS) or documents executed in office applications.

In such systems, the issue of information security is also easier to solve. First, much of the resources are centralized. Centralized resources are not only easier to manage but also easier to protect. Secondly, the external interfaces are unified and standard. There are very few ways of interaction between a remote workplace and a central server. You no longer need to worry about dozens or even hundreds of applications on client computers and for each of them solve the problem of protecting the client-server interaction. It is enough to provide a standard solution for one workplace, which will be standard for everyone.

After centralizing data, it becomes possible to replicate them to different points of an industrial enterprise in order to solve additional tasks that arise in a large information system in order to increase productivity and reliability, in the first place. The information replication technology makes it possible to radically resolve the issue of the reliability of the information system due to the duplication and separate storage of important information. All information generated in a given organization can become available to the manager (of course, in a concentrated and compressed form). To do this, you only need to

correctly design and prepare the content of the information server of the computer network of an industrial enterprise.

The intranet tends to destroy communication barriers in the bank associated with the structure, with the ways of its work, which lead to the fact that information is distributed very poorly or slowly and with great distortions. The destruction of communication barriers is a real business factor that undoubtedly affects the efficiency of a bank.

In general, the trends in the development of intranet systems are as follows:

- intelligent network search in the process of document flow in the bank;
- high interactivity of navigators due to the use of advanced computer technologies, which greatly facilitates the receipt of information;
- transformation of the navigator interface into a universal interface of the bank information system.

Automated banking system (ABS): hardware, software, software, information support, functional support, technological support. All ABS components are interconnected, and it is impossible to accurately define a clear boundary between them.

In the context of corporate governance, the social orientation of innovation policy is of great importance. But such a relationship can also be negative, when innovation policy begins to "adjust" to a number of marketing campaigns and dubious innovations are introduced.

**Table 1. The main functions performed at different levels of the LSI<sup>2</sup>**

Function	Accommodation levels
1. Storage and processing of all banking information 2. Marketing analysis, development and promotion of services 3. Internal control and audit 4. Planning and design of departments	Centre
1. Management of risks, costs, capital 2. Marketing markets and customers 3. Analysis of competitors 4. Electronic banking services (client bank, Internet banking, e-banking, SMS - banking)	Branches
Customer service  Foreign exchange and investment operations  Lending	Departments

Examples of such innovations are various accelerated lending schemes, raising funds from the population through intermediary structures using

poorly tested financial instruments; creation of "pseudo-innovations" based on rebranding. Risk management in this situation is of great importance.

<sup>2</sup> Compiled by the author on the basis of the Charter of the Open Joint-Stock Commercial Bank "Agrobank"

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Ignoring the principles of corporate governance ultimately leads to a decline in economic performance. The data of empirical studies of the activities of a number of banks show a direct relationship between the level of corporate

governance and its market value. Thus, an efficiently functioning corporate governance system gives a powerful impetus to the development of innovative activities in the bank.

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D.A. Ergashbaeva

Andijan State Medical Institute  
Faculty of the Department of Advanced Training and  
Retraining of Doctors, Neonatalogs

## INDICATORS OF IRON METABOLISM IN HEALTHY CHILDREN AND ADOLESCENTS

**Abstract:** According to the World Health Organization (WHO), iron deficiency (J) is in first place among the 38 most common human diseases - it affects more than 3 billion people on Earth. The highest risk of developing DF, both latent (LV), and manifest (iron deficiency anemia - IDA) in children (especially the first two years of life) and women of reproductive age. According to S. Osendarp et al., in the world about 50% of preschool children and pregnant women have anemia. It has been established that at anemia rate of 20%, DJ exists in 50% of the population. With an anemia rate of 40% and higher, the entire population has different types of GI. According to studies by D. Subramanian et al., 9% of children in their first two years of life have IDA.

**Key words:** gland, metabolism, adolescence, anemia.

**Language:** English

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### Introduction

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Iron deficiency conditions (IDC) still remain one of the most urgent health problems around the world due to their widespread prevalence, especially among infants, adolescents, menstruating women, who are high-risk groups for the development of iron deficiency (J). According to WHO data, every 5-6 inhabitants of our planet have a JV of one or another degree of severity [2,3,7].

In young children, the development of J is mainly associated with the alimentary factor[1,3,5], and in adolescents - with puberty spurt, reduced diets, chronic diseases, against the background of which menarche occurs in girls, menstrual function disorders are registered[2,7,8], while in young men there is a rapid increase in muscle mass .

Iron deficiency occurs as a result of a long-term negative balance of iron, the reasons for which are either its insufficient intake into the body, or its increased consumption, sometimes a combination of both reasons. Iron is an essential trace element inherent in all living things on earth, it participates in

the implementation of the basic functions of life support. These are, first of all, the production of iron-containing molecules (hemoglobin, myoglobin, etc.) and the normal functioning of iron-dependent reactions (involved in the production of interleukins, T-killers, T-suppressors, metalloenzymes, maintaining the pro-oxidant-antioxidant balance, etc.). Iron reserves are a buffer that protects the body from the development of J in various adverse situations.

It becomes obvious that J has a systemic effect on the vital functions of the body, especially during critical periods of growth and mental development. In young children, this is manifested by a delay in psychomotor development (delayed speech skills, impaired movement coordination, changes in behavioral reactions, etc.), in adolescents; - impaired cognitive functions and mental abilities (decrease. memory, concentration of attention and motivation for learning, emotional lability, increased anxiety, etc.), in adults-a deterioration in the quality of life (insufficient vital activity and apathy, lack of motivation to achieve goals, low self-esteem, etc. It should be noted that in many even highly developed

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countries, where the diet of nursing women contains a sufficient amount of iron, " 4-6% of infants still develop JD, among adolescent girls the frequency of IDD reaches 13-14%, among young men-3-4%. After treatment with ferropreparations (AF) and replenishment of the iron depot, the impaired functions are quickly restored, but in some children the consequences of J can persist for a long time and even for life. WHO attaches global importance to this problem and requires universal attention" and actions aimed at combating iron deficiency[2,6,8].

At the same time, in our country, despite the medical examination of the children's population and the widespread introduction of laboratory tests that assess the indicators of iron metabolism, many aspects of the pathogenesis, diagnosis, consequences and treatment possibilities of IDD remain insufficiently studied from the standpoint of modern science and practice. The role of iron metabolism disorders in infectious and inflammatory diseases (IVD) is not always clearly understood. From a clinical point of view, this seriously hinders the understanding of the essence of pathophysiological processes in IDA and anemia associated with IVD, hinders the development and implementation of evidence-based laboratory markers of J, hinders the development of modern protocols for the diagnosis, treatment and prevention of IDD.

**The purpose of the study.** The purpose of this work was to establish the age-related features of iron metabolism and the state of hematopoiesis factors in normal and pathological conditions, including the antenatal period, and to improve the laboratory and clinical diagnosis of its disorders to justify effective treatment methods and develop optimal schemes for the prevention of IDC at the present stage.

**Materials and methods of research:** A large clinical material was used to study the parameters of iron metabolism in more than 105 children and adolescents from different societies and it was confirmed that in infants, iron is primarily associated with the alimentary factor and the social status of the family.

**Results of the study:** In accordance with this goal, during the early human ontogenesis, the values were determined and the interaction of iron-containing and iron-regulating proteins and a number of other compounds reflecting iron metabolism was studied (alkaline and acidic isoforms of ferritin, iron, Tf, EPO, rTfR, vit. B12, folates, hepcidin); the levels of cytokines (TNF-a, IL-6) involved in the regulation of iron metabolism were measured.

The examined fetuses and newborn children, depending on the gestational age (GW), were divided into groups, in each of which the values of the studied indicators were determined: in fetuses 5-10 weeks (groups 1 and 2) - in total in all tissues, in fetuses 11-15 weeks (group 3) -separately in liver and spleen tissues, in developing fetuses 26-35 weeks (groups 4 and 5), as well as in newborn children 35-41 weeks (groups 6 and 7) - in umbilical cord blood. The regularities of the formation of iron metabolism in early human ontogenesis associated with the gestational age of the fetus are established, as evidenced by a significant correlation of GW with the level of iron ( $g=0.9398$ ,  $p<0.001$ ), alkaline phosphatase ( $g=0.9597$ ,  $p<0.0001$ ), rTfR ( $g=0.9293$ ,  $p<0.0001$ ), hepcidin ( $g=0.8183$ ,  $p<0.001$ ), EPO ( $g=0.8889$ ,  $p<0.0001$ ), FE ( $g=0.8889$ ,  $p<0.0001$ ),  $0.9297$ ,  $p < 0.0001$ ).

The participation of iron - containing and iron-regulating proteins in maintaining high activity of proliferative and plastic processes is confirmed by close relationships between the content of iron and alkaline phosphatase ( $g= -0.894$ ,  $p<0.0001$ ), alkaline phosphatase and rTfR ( $1=0.8399$ ,  $p<0.0001$ ), alkaline phosphatase and EPO ( $g=0.9193$ ,  $p<0.0001$ ), iron and hepcidin ( $g=0.8897$ ,  $p<0.001$ ), PE and EPO ( $g=0.9067$ ,  $p<0.0001$ ), which makes it possible to use the indicators of alkaline phosphatase, rTfR and hepcidin as important prognostic markers of intrauterine development disorders, and EPO and EF- to assess the degree of hypoxia.

It was found that the highest pro-inflammatory pattern of cytokines (IL-6 and TNF-a) is characteristic only for early embryogenesis (before the formation of the placenta), the further dynamics of their content during intrauterine development reflects a clear balance of the processes of alteration and apoptosis, as indicated by a reliable correlation between TNF-a and alkaline phosphatase ( $g=0.9197$ ,  $p=0.00001$ ), TNF-a and rTfR ( $g=0.8789$ ,  $p<0.0001$ ).

**Conclusions:** It was found that even simple dietary measures (exclusion of whole milk from the diet, inclusion of products rich in iron, their separate use with products that inhibit iron absorption) can reduce the incidence of IDA in young children by 1638%, the rehabilitation period of children and adolescents with IDA - in 80.7% of cases.

Reducing the frequency of IDD in children and adolescents is possible only with the joint work and efforts of pediatricians, parents, social services workers, which will allow timely prevention of JD in high-risk groups.

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	<b>GIF (Australia)</b> = <b>0.564</b>	<b>ESJI (KZ)</b> = <b>9.035</b>	<b>IBI (India)</b> = <b>4.260</b>
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I. I. Khodjiboev

Tashkent State Pedagogical University  
Independent researcher  
Termez city, Republic of Uzbekistan

## SOME QUESTIONS OF PSYCHOLOGICAL COMPETENCE OF THE TEACHER

**Abstract:** The article reflects the development of the psychological competence of a teacher in the process of his professional activity. The author notes the problems of forming the quality of teachers in educational institutions.

**Key words:** competence, psychological competence, communication, teacher, pedagogical activity, object, subject, pedagogical practice, concept.

**Language:** English

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### Introduction

Today, within the framework of a change in the educational paradigm, a new approach to the design of educational standards, the formation of professional requirements for a specialist (A.G. Bermus, N.F. Efremova, I.A. as the psychological competence of a professional teacher.

Competence and the concept of competence associated with it are traditionally widely used in the context of assessing the powers of an official or the professional characteristics of a specialist, but their significance in pedagogical sciences is not always interpreted unambiguously. However, before moving on to discussing the issue of professional competence of a teacher, we will try to give a general definition of professional competence in general.

Research by L.S.Vygotsky, S.L. Rubinshtein, A.N. Leontiev show that professionalism, the formation of a professional personality includes not only the assimilation of a certain amount of knowledge, skills and abilities, but also the formation of complex mental systems for regulating the social behavior of a person. characteristic of representatives of this profession, the accumulation of professional experience and the formation of the ability to further deepen and develop.

This psychological process is somewhat similar to the dichotomy of language and speech defined by

F. de Saussure: on the one hand, professional competence is an emerging and developing personality trait, but on the other hand, the development of professional fitness invariably affects the development of the personality. [1]

The main component of the professional readiness of a modern teacher is his competence. A special role in the effective implementation of the teacher's activities belongs to psychological competence, which allows you to effectively interact and manage in the pedagogical space.

Competence as a unity of the teacher's theoretical and practical readiness to perform professional functions characterizes not only the activity, but also the teacher himself as its subject in his independent, responsible, proactive interaction with the world. [2]

Thanks to this property, competence integrates the professional and personal qualities of a teacher, directs them to mastering knowledge and purposeful use in forecasting, planning and implementing activities, activates the teacher in developing his own abilities, in striving for self-realization in socially useful activities, and ensures his professional development.

The question of the psychological competence of specialists has recently become more and more urgent. The diversity of views and opinions on this issue does

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not allow creating a unified systemic conceptual model of this problem.

Of course, the understanding of psychological competence is defined as an analysis of various aspects of human activity, so we want to address this problem through the example of studying the activities of a teacher.

Professional and pedagogical activity of a teacher is carried out on the basis of interaction "teacher-student", in the process of which educational, pedagogical, correctional, developmental and formative goals are realized. Therefore, when studying the professional and psychological competence of a teacher, it is advisable to pay attention, first of all, to communicative competence.[3]

It should be noted that in modern psychology there are several approaches to the study of communicative competence, conditions and factors of its formation. For example, representatives of the behavioral direction define communicative competence by the fact that a person has the skills to demonstrate appropriate behavior in certain situations, rationally assess the situation and act accordingly.

In psychological science, supporters of cognitive psychology believe that communicative competence is formed in direct proportion to the cognitive level of the subject, his knowledge in the field of human psychology, as well as social thinking, imagination and perception.

Representatives of humanistic psychology emphasize the peculiarities of the human value system and emphasize that communicative competence depends, first of all, on the sincerity, openness of the interlocutors, the acquisition of communication skills that allow the personality to develop. It is aimed at improving the psychological well-being of a person through the use of various positive psychological practices.

Some representatives of modern psychology consider communication as a place for approbation, testing and presentation of subjective models of personal behavior management in the process of activity. At the same time, it should be noted that communicative competence is manifested in the development of subjective control skills, the formation of a positive form of worldview, the desire for success, the formation of attitudes, the ability to purposefully conduct relationships.

Internal psychological well-being of a person and the well-being of a dog are considered as a guarantee of communicative competence.

Communicative competence is associated with the correct understanding of human behavior by others. The fact that the content of human behavior is transmitted to others in the process of communication makes a person feel like a subject of social partnership. Ultimately, a high level of communicative competence ensures success in

society, which in turn affects the level of a person's self-esteem. A low level of communicative competence leads to the appearance of such as stress, anxiety, fear. [4]

Communicative competence is manifested in the support of communication and respect for one's "I". Psychological support, encouragement and support of the student as a communicative partner in the teacher's professional activity is one of the important factors of pedagogical success in the classroom and outside the classroom.

It should be noted that serious attention should be paid to ensuring the effectiveness of practical exercises aimed at the formation of communicative competence in educational institutions specializing in training, retraining and advanced training.

Pedagogical practice has shown that in the process of work, teachers are faced with communication problems of the following nature:

- difficulties in the formation of behavioral goals and attitudes of swimmers in the organization of spiritual and educational activities;
- insufficient social and perceptual skills and competencies;
- lack of development of the ability to quickly adapt to various situations that arise in the process of pedagogical dialogue;
- the person has problems controlling his communicative behavior;
- lack of competence to solve problems in conflict situations;
- lack of cognitive skills in teaching swimming.

Another important component of the general structure of professional psychological competence in pedagogical activity is social competence, since a modern teacher not only transfers knowledge and information, but also acts as an intermediary between a developing individual and society. The purposefulness of the child-society relationship depends on how competent and effective the teacher is in life. [5]

The main functions of social competence include concepts such as adaptation, social orientation, and the integration of personal and social experiences. The level of social competence of a person is important in the process of communication and activity. At the same time, according to the results of studies carried out by psychologists, the formation of the level of social competence in people in the process of adaptation of citizens to the new social conditions of globalization plays a special role.

Environmental, political, ideological, social. These changes not only determine the development of social thinking, but also affect the identity of people, life values and personal problems. This puts before the psychological science the task of creating programs aimed at increasing the level of a person's competence in solving problems related to socialization. In our opinion, this task is associated not only with him, but

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also with the activities of teachers who are responsible for the formation of a versatile person in their students.[6]

Social competence is one of the most important forms of psychological competence studied in modern psychology. It reflects the creative characteristics of a person as a subject of social interaction.

The mechanisms of formation of competent social behavior of the subject, tendencies of manifestation, motivation, interest in the content are characterized, first of all, by the influence of the nature of the interaction "person-society" on social development. Since competence is a specific structural characteristic of a person, psychologists emphasize another component of this structure - autocompetence.

In modern psychology, autocompetence is a category that determines the subject's readiness to purposefully change personality traits and behavioral skills, to reasonably use the resources of his mental abilities and be able to do so. [7]

Autocompetence includes new knowledge, information, effective communication of information, a high level of self-control skills and abilities, independent formation of willpower to achieve success. At the same time, during the life of an individual x, in the case of an extreme, unpredictable x, internal x of the penis, the modification of the penis is a comfortable, acceptable situation, the ability to

create conditions x, am is an example of autocompetence.

Thus, autocompetence is a quality of a person, which is formed at certain periods of a person's life and allows you to work effectively with a specific type of activity. The results of the analysis of psychological competence show that this is a complex psychological structure consisting of a system and interdependent properties. [8]

The concept of psychological competence refers to professional and personal qualities that help a person to positively solve problems that may arise in his professional activity and life.

The psychological competence of a teacher has semantic and technological features and develops in the process of transferring information in various specialties and specialties. [9]

The problem of developing a person's psychological competence is analyzed from different points of view in psychology (cause and effect; directions and trends in the development of competence in achieving professional skills; the relationship between internal and external conditions for achieving high competence; criteria and measurements of psychological competence).

Studies have shown that the psychological readiness of the teacher to form competence, as well as the long-term content of the present, lead to faster and more effective compilation.

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A.R. Axmedjonov

Samarkand branch of Tashkent University of Information Technologies  
Samarkand, Uzbekistan

[maxis032@mail.ru](mailto:maxis032@mail.ru)

## FACTORS FOR IMPROVING THE QUALITY OF SERVICE IN SERVICE ENTERPRISES

**Abstract:** Criteria and indicators that represent the quality of services in service enterprises are determined by their consumer characteristics. Accordingly, the criteria and indicators for ensuring the efficiency of services in the service sector, increasing staff competence, full customer satisfaction, reducing the duration of services, improving quality control methods, service safety, reliability of service results, classification of indicators have been developed.

**Key words:** quality, indicators, classification.

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### Introduction

Modernization of the economy, development of modern sectors of economic activity based on information and communication technologies and the level of competitiveness, mainly its natural resource potential, quantity and quality of labor resources, technical and technological level of production (services), ease of doing business, enterprises is determined by a number of factors, such as the volume of demand for the products produced.

At present, the stage of industrial development of the world economy is coming to an end. The subsequent stage of development of the world economy will be under the influence of cognitive factors (lat. "Cognito" - "knowledge", "thinking"), as well as production based on economical economy, nano and biotechnology. This leads to a sharp increase in the amount of information required to develop and make management decisions in macroeconomics. As a result, the knowledge of the staff and the level of development of information and communication technologies in each country determine its development and accountability [1].

Today, the development of the digital economy in the world is taking place at a rapid pace. The development of the digital economy will allow to fully meet consumer demand and increase labor

productivity in industries and sectors of the economy. E-commerce allows to prevent crises by accelerating the sale of goods and services. At the same time, the virtual payment system accelerates the turnover. Internet advertising, in turn, allows you to expand your advertising audience around the world.

Also, in the current situation, an innovative approach to increasing the level of competitiveness in service enterprises is required. It is necessary to create a competitive environment that allows to expand their specialization and diversify service processes through the rapid introduction of innovative technologies, modern scientific advances in the service sector. This is one of the urgent tasks to improve the quality of service by optimizing service processes in the industry.

### Materials, methods and results:

Improving the quality of resources in service enterprises will increase labor potential and the quality of services provided to consumers, as well as improve service processes. Potential reflects the sum of the quality indicators of a resource, i.e. it consists in activating the human factor and ensuring its practical application in the form of realizing the potential of an employee. Therefore, in service enterprises, great

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attention is paid to improving the quality of services by increasing the work capacity.

Many factors affect the quality of work capacity, and they are expressed as follows [1]:

$$f(c) = c(c_1, c_2, c_3, c_4, c_5, c_6, \dots, c_n), \quad (1)$$

where:  $f(c)$  is a qualitative indicator of labor potential;  $c_1$  - physical condition and level of health;  $c_2$  - level of education and knowledge;  $c_3$  - qualifications and professional skills;  $c_4$  - entrepreneurial ability;  $c_5$  - life experience and skill;  $c_6$  - worldview and consciousness;  $c_7$  - manners and manners;  $c_7$  - spiritual maturity.

At present, the effective use of labor resources in service enterprises depends mainly on the competitiveness of employees working in the industry. Therefore, it is especially important to increase the competitiveness of workers in the industry. The competitiveness of service personnel is determined on the basis of many characteristics.

The methodology of complex assessment of competitiveness of employees working in service enterprises should express the fact that their professional quality and skills correspond to the level of functional requirements of the division of labor in the field. In our opinion, the description of this method includes:

- classification of employees of the enterprise into groups of employees, management staff and specialists in the process of main and auxiliary work in the areas of service activities;
- identification of signs and elements of labor potential of employees (education, age, length of service, etc.);
- stratification of employees on the basis of labor potential;
- Expert assessment of employees on the basis of a 10-point scale, classifying employees into specific groups;
- determination of the total number of points on the optimal model of the number of employees of the analyzed professional group;

- calculation of points earned by individual employees;

- calculation of the level of individual labor potential of an individual employee;

- calculation of the level of competitiveness of the enterprise, industry labor resources.

The competitiveness of a product in service enterprises is determined by its superiority over the products of other similar manufacturers (service providers) in terms of its quality and price.

A number of factors determine the competitive advantage of service enterprises. These can be divided into two groups [2]:

- 1) level of development of national companies;
- 2) quality of macroeconomic business environment.

The reports of the participants of the annual World Economic Forum in Davos, Switzerland, emphasize that competition at the firm level is associated with four main factors: resources (availability, quantity and quality of resources for an enterprise to launch production in the country); external competition; demand; interconnection.

The quality of services provided is determined by their consumer characteristics and is a much more complex concept than the quality of tangible goods. Because consumers not only assimilate the results of the services provided, but in some cases are also involved in the process of providing it. In addition, most goods with a material description will be focused on the standard and standard conditions of consumption, while services will be provided individually or individually, taking into account the individual characteristics of consumers. In the field of services, the characteristics of services have an objective description, which is mainly reflected in their presentation and consumption.

In our opinion, a similar definition can be generalized to the competitiveness of service enterprises (Figure 1).

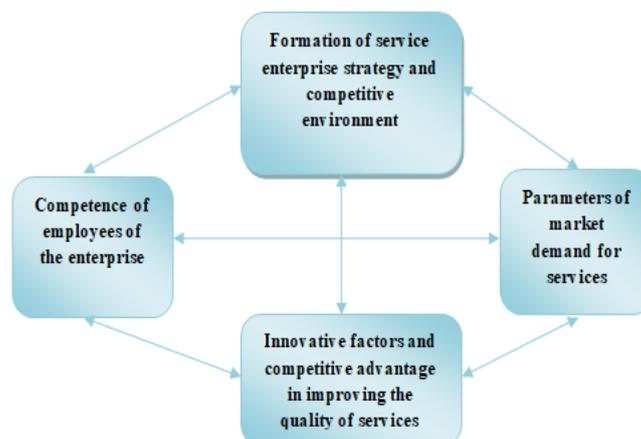


Figure 1. Elements that make up the competitive advantage of the service enterprise

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Psychological characteristics of consumers also play an important role in improving the quality of services provided. Some groups of consumers will not be able to receive the necessary information from them and follow the instructions of the staff. They behave aggressively in some cases. Employees of the service enterprise are required to study the psychological characteristics of consumers and to make changes and additions to the service, taking into account the psychological characteristics of each consumer. The behavior of employees is a key element of service quality.

What a service employee says should be meaningful, clear, understandable, and informative. Communication of the service employee with the consumer should be carried out without haste. Customer service should be carried out in strict compliance with the rules of business etiquette.

The behavior of employees of the enterprise should be in accordance with the service scenario and the services provided. The service technician must have a good memory, the ability to accurately convey the information needed to serve a specific customer in a timely and accurate manner. He must be able to control himself in an operational manner and analyze the results of activities, work process deficiencies, and the causes of quality decline.

A service company must have a style of service that meets its reputation. The service style occurs in the contact zone and includes practical methods of service specific to employees.

The contact area of the service company should correspond to the description and nature of the activity. For example, the contact area of the enterprise providing equipment repair services should be equipped with technical means and equipment that allow diagnosing the product for repair, personal computers with the necessary information, information and communication facilities. The time of the consumer's stay in the contact zone and the relationship between them and the service specialist depends on the description of the services and their form and methods. The behavior of employees working with customers is based on the rules of service, the corporate culture of the enterprise, personal culture and work experience.

In our opinion, many factors affect the quality of services. These factors include: the quality of employee labor; their qualifications and professional skills; location of the service enterprise, their work schedule, availability of modern equipment and technology, level of equipment, etc.

Improving the quality and efficiency of the service enterprise: diversification of services; full consideration of consumer needs; elimination of negative situations in the field; increase the social significance of services; development of

entrepreneurship in the service sector; leads to the development of service sector infrastructure.

The importance of organizational support of the employee in the field of services is determined by the development of infrastructure aimed at improving the quality of services provided. Organizational support of the service enterprise is carried out in two directions: on the basis of the organization of material and personal elements of labor.

In our opinion, the elements of the organization of the service process are:

- operational and functional division of labor by types of services in the departments of the enterprise;
- ensuring social and economic compatibility of workplaces;
- development and improvement of service standards;
- creation of working conditions;
- selection, training and advanced training of personnel in the field;
- Improving the system of financial incentives;
- formation of high professional skills and cultural level in service;
- follow the rules of discipline in the process of service.

The staffing of the service enterprise is based on the development of its quality structure. The analysis of personnel quality indicators is carried out together with the determination of the number of employees on the basis of each quality requirement criterion.

Analysis of the qualitative composition of the staff to anticipate the quantitative and qualitative needs of the staff and identify measures to meet the existing structural requirements (selection, recruitment, training, adaptation, training, horizontal and vertical placement, dismissal, etc.), staff training and need to develop a training program.

Optimization of the labor process in service enterprises is based on a number of general principles of employee performance. In our opinion, these principles include:

- The principle of science - the practical implementation of the latest achievements of science in the organization of service processes;
- The principle of comprehensiveness - comprehensive development of the organization of service processes;
- The principle of continuity - the use of innovative development methods in the organization of economic activity and ensuring compliance with the transformation of the service process;
- The principle of normality - the implementation of economic activity on a regulatory basis;
- The principle of economy - to achieve high results based on the optimization of service costs.

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### III. Conclusions

The main goal of organizational development of service enterprises in the context of modernization of the economy is to actively influence the interrelated socio-economic goals: improving the quality of competitive services and the ability and results of the enterprise to select staff.

While the quality of services in service enterprises is determined by their consumer characteristics, the quality of services is determined by the criteria and indicators that represent it.

In our opinion, the quality of services is characterized by the following criteria:

- efficiency (effectiveness) of services provided;
- increase the competence of employees of the enterprise;
- full satisfaction of consumer demand for services;
- reducing the duration of consumer services and increasing the profitability of the enterprise;
- Improving the methods and techniques of quality control in the service process.

Criteria for determining the quality of service are determined with the help of complex indicator groups shown in Figure 2.

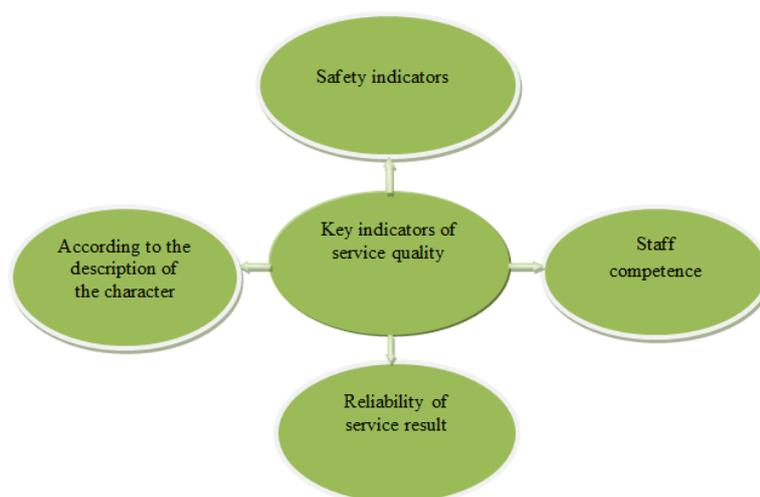


Figure 2. Complex indicator groups

Service quality indicators can be used in the following areas:

- in the formation of the nomenclature of indicators of exactly the same groups of services, service processes, service activities, personnel and quality management in the established standards and technical procedures;
- development of rules and recommendations for the management of measurement (control) parameters related to services;
- in the development of rules for packaging, wrapping, loading and storage of the results of services;
- in the development of procedures for the operation and advertising of the service process.

The main functions of quality indicators in the service process are the quality of services, control over the results of the activities of employees in the service. Quality control and evaluation is carried out on the basis of quality indicators.

The materials used in the implementation of the quality of the service result will depend on the raw materials, techniques and technologies, the professionalism and professionalism of the customer service staff.

When assessing the level of quality of services, economic indicators such as their cost, cost of creation and provision should also be taken into account.

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**Xamra Xaydaraliyevich Nuraliyev**  
Tashkent State Agrarian University  
Professor

**Gulasal Nurillovovna Sulaymonova**  
Tashkent State Agrarian University  
Assistant

**Baxrullo Fayzulloyevich Goibov**  
Tashkent State Agrarian University  
Master

**Muxlisa Shuxrat qizi Yusupova**  
Tashkent State Agrarian University  
Master student, Tashkent, Uzbekistan

## PREVENTION AND CONTROL OF TOMATO DISEASES AND PESTS

**Abstract:** In the article Foliar illnesses, soil-borne diseases, seed-borne diseases, stem diseases, and tomato viruses are the several types of tomato diseases. Untreated seeds are the source of seedborne illness. Preventive seed treatment measures can be used to manage them. Seed-borne illness can be avoided by purchasing types from reliable seed providers. These small white winged insects feed on plant liquids, leaving a sticky residue called honeydew behind that serves as a home for sooty mould. Abiotic elements include ambient circumstances, temperature, climatic conditions, and soil ph can all contribute to tomato plant difficulties. As a result, know what works best for your particular plant.

**Key words:** tomato diseases, viruses, leaves, types, control, temperatures.

**Language:** English

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### Introduction

Tomatoes are quite simple to cultivate if given the right circumstances and care. They are, however, not without flaws. Because prevention is better than cure, it's a good idea to learn about the most frequent pests and diseases that might transform your otherwise fruitful farm into a sterile one.

Naturally, the extent of insect infestations and disease infections on your farm will be influenced by your location, cultural practices, and environmental circumstances. Our mission is to assist you in growing healthier tomatoes.

Foliar illnesses, soil-borne diseases, seed-borne diseases, stem diseases, and tomato viruses are the several types of tomato diseases. Because many

tomato problems look same, it may take a trained eye to figure out which organism is causing your condition.

Foliar infections of tomatoes develop on the leaves. Fungi are the primary cause of foliar diseases. Environmental variables that facilitate the spread of the disease include high humidity, a lack of appropriate air circulation, and high temperatures [1].

Early blight (*Alternaria tomatophila* and *A. solani*) Early blight causes a black spot on the plant to grow larger, producing a yellow halo-like ring that resembles a bull's eye target. They begin on the elder leaves and spread upwards to the top leaves, stem, and fruits. As the illness progresses, severe blight kills the leaves, reducing the overall yield [2].

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Late blight (*Phytophthora infestans*) Due to its pervasive nature, late blight disease has the potential to be quite damaging to your farm. The fungus can damage any plant component, starting with a tiny

black lesion that grows into a white mould at the edge [3,4].

Within 14 days of the initial symptom, the fruit is completely defoliated, and deep, sunken dark-colored lesions appear (Eseoh Gift Asuelimen).



Picture-1. (Early Blight on leaves)



Picture-2. (Early blight on fruits)

Powdery mildew (*Oidium neolycopersici* and *Leveillula taurica*) Circular clumps of white powdery fungal spores are the most obvious indications of this illness. A faint yellow speck on the leaves marks the

start of the illness. The pale section gets dark, dry, and brittle as the condition advances. Infections spread quickly, causing affected plants to perish.



Picture-3. (Late blight on leaves)



Picture-4. (Late blight on fruits)

Tomato Pests. These small white winged insects feed on plant liquids and leave a sticky residue known as honeydew, which serves as a home for sooty mould. They eat the tomatoes' fruit and foliage. Diseases like tomato yellow leaf curl virus can be transmitted.

Aphids. Green peach aphids and potato aphids are the two types of aphids that attack tomato plants (*Macrosiphum euphorbiae*). The thin and striped dark

green insect's activity might cause wilting and a delay in maturity. Virus vectors are well-known [5,6]. When large populations of potato aphids are present, they inflict serious harm. Malformed leaves, stunted plants, necrosis, or dead plant tissue are examples of plant damage. Their excrement (honeydew) also generates an atmosphere conducive to mold growth. Tomato yields are reduced as a result of infestations [7,8].

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Picture 5-6. Aphids (Eseohe Gift Asuelimen)

Flea Beetles. On the top and bottom edges of tomato plants, the potentially destructive bug assaults. Adults consume the leaves, leaving many tiny holes,

while the larvae eat the roots. Damages can be controlled using preventative approaches unless they are present in large quantities [9,10].



Picture 7-8. Flea Beetle (Eseohe Gift Asuelimen)

Pest control. and disease prevention. When it comes to preventing disease infections on your farm, prevention is key. Here are some pointers to help you get started on your path to a disease-free farm.

- Rotation of crops.
- Seeds that are disease-resistant should be chosen.
- To minimize the spread of fungal spores, maintain appropriate hygiene and drainage.
- At the end of the growing season, burn any disease-infected plant detritus.
- Frequently weed.
- Your tomatoes should be mulched.
- Keep your plants dry.
- Maintain adequate spacing.

Controlling pests. There are pest resistant/tolerant variations as well, so figure out

which insect pest is creating problems and choose a decent seed type.

- Natural enemies are used.
- Cropping with non-host species in a rotation.
- Insecticides such horticultural oils and insecticidal soaps can be used.
- Whiteflies and aphids can be deterred by using silver or aluminum mulch.
- Maintain a clean environment.

**Conclusion.** Abiotic elements such as ambient conditions, temperature, climatic conditions, and soil pH all contribute to tomato plant difficulties. As a result, learn what works best for your plant. Make it a point to find resistant or tolerant seed kinds; this will go a long way toward preventing future difficulties.

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Feruzha Matchanova

Tashkent State Technical University named after Islam Karimov

Senior Researcher, Uzbekistan

[matchanovafa@gmail.com](mailto:matchanovafa@gmail.com)

## ANALYSIS OF FINANCIAL INDICATORS OF LLC AMUDARYOTEX AND ZARAFSHAN TEXTILE

**Abstract:** This paper studies the theories about determining the financial indicators, ratios of the enterprises, using the approaches it will estimate and analyze the financial indicators of LLC AMUDARYOTEX and ZARAFSHAN TEXTILE in Uzbekistan, some conclusions are drawn according to the analysis

**Key words:** finance, financial indicators, textile companies, financial analysis.

**Language:** English

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### Introduction

LLC “AMUDARYOTEX” is registered by the Ministry of Justice of the Republic of Karakalpakstan. This company is a foreign company. The company is 100% owned by TEXTILE TECHNOLOGIES GROUP LIMITED. Its charter is 59,008,022,799 soums. The main activity of the LLC is the production of textiles and raw materials. This chapter analyzes the activities of an LLC based on a mechanism for assessing the competitiveness of a textile enterprise.

The globalization of the economy has opened up markets so that companies can freely offer goods and services or buy them from any supplier around the world. In an effort to improve their competitiveness, many companies have sought to source their supplies from locations in the world that offer the best combination of value and value, manufacturing their products in countries with cheap labor and selling them in markets where they can obtain the highest selling price possible. This need has led to the creation of an export-oriented assembly industry in which a multinational corporation opens up industrial plants in developing countries to produce goods and offer services at affordable prices, which are then sold in developed countries.

This globalization, along with a slowdown in the global economy, presents major challenges for most companies, which are forced to rethink their

strategies, processes and procedures in order to be more competitive and stay in business. Cozzarin and Awwad are of the opinion that one of the fundamental elements in developing a manufacturing system that can provide lasting competitive advantage is to define a set of competitive priorities that a company can pursue. Consequently, any company that wants to develop strategies that will allow it to position itself better than its competitors must know what competitive priorities or factors and their respective components the market demands.

An important and ongoing challenge facing manufacturing enterprises is that there is no clear way of measuring manufacturing competitiveness that administrators can use to help them direct their improvement efforts.

Thus, the purpose of this study is to propose a comprehensive method for assessing the competitiveness of the manufacturing industry in developing countries using a comprehensive analytical model based on expert analysis, collection of empirical data and factor analysis in a specific surveyed sector.

The garment industry was chosen as an example because of its importance to the gross domestic product (GDP) and labor market in developing countries. In addition, this research is considered important because of the existing need for industry

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research that does not suffer from generalization across industries and countries, resulting in a high level of abstraction that discourages managers from considering applicable and relevant results.

Assessment of competitiveness at the company level

While there is no universally accepted definition of competitiveness, the competitiveness of a company or firm can be defined as the ability of a company to perform better than peers in terms of sales, profitability, quality, efficiency, among others. To achieve this level of performance, a company needs to achieve a higher degree of specialization or excellence in certain areas than those with which it competes.

Some authors associate competitiveness with the ability to maintain good results in various aspects, reduce labor costs and increase GDP, or create and maintain a competitive advantage. Porter's model assumes that competitiveness is achieved through higher value creation, which should be directly correlated with superior financial performance or higher than industry average profitability.

Although many authors advocate using only financial performance indicators to measure competitiveness, the factors that lead a company to competitiveness are usually non-financial. In fact, according to Flanagan, one of the dominant theories about firm competitiveness is the resource-based approach (RBV) and the core competency approach, which assumes that each company is a collection of tangible and intangible assets or resources that are specific to a given company and that cannot be easily imitated. competitors. Resources by themselves do not provide a competitive advantage, but when their set turns into an ability, they can perform tasks or actions, which can create value and provide a competitive advantage over the company's competitors. According to this theory, resources and capabilities that are valuable, rare, inimitable and irreplaceable (VRIN) are combined over time in a consistent manner until they become core competencies of the firm. Another theory, known as Dynamic Opportunity Representation (DCV), suggests that most companies today are more focused on competitive survival than achieving competitive advantage. According to this paradigm, a new type of asset called dynamic ability is responsible for helping a company to adapt adequately to the constant changes of the modern economy, allowing it to remain competitive and survive. Jung-Ching and Tsui-Su define dynamic capabilities as "a set of specific and identifiable processes or a pool of [controlled] resources that firms can integrate, reconfigure, update, and transfer." Examples of these capabilities are organizational procedures, distinctive higher-level management processes, organizational knowledge, and technological assets. These dynamic capabilities do not necessarily translate into sustainable competitive advantage, but can provide temporary advantage or

competitive parity that contributes to the organization's survival in a given environment. distinctive higher-level management processes, organizational knowledge, and technology assets. These dynamic capabilities do not necessarily translate into sustainable competitive advantage, but can provide temporary advantage or competitive parity that contributes to the organization's survival in a given environment. distinctive higher-level management processes, organizational knowledge, and technology assets. These dynamic capabilities do not necessarily translate into sustainable competitive advantage, but can provide temporary advantage or competitive parity that contributes to the organization's survival in a given environment.

It can be seen from these two theories that a good way to measure a company's manufacturing competitiveness is to measure its manufacturing capability, that is, its ability to achieve high performance for its production goals. These goals, known in the literature as competitive priorities, represent strategic choices about which capabilities are important to achieve certain expected results. Competitive priorities are then the "goals" of the company, and competitive opportunities are the "actual" implementation of those priorities in real strengths.

Since the competitiveness of a company is usually viewed as a direct manifestation of its competitive priorities, several authors have examined the impact of these competitive priorities on a company's competitiveness or business performance. Some of them found a positive relationship between being highly competitive and achieving high levels of productivity. Hence, measuring the indicators of competitiveness seems to be an adequate way to describe the manufacturing competitiveness of a company.

### Analysis and results

First of all, the main financial indicators of LLC "AMUDARYOTEX". The following metrics are commonly found in the financial statements listed above and are the most important for managers and other key stakeholders in an organization to understand.

**Gross profit margin.** Gross margin is a profit margin that measures what percentage of revenue remains after deducting the cost of goods sold. Cost of goods sold is a direct manufacturing cost and does not include operating expenses, interest or taxes. In other words, the gross margin is a measure of your profitability, especially for a product line or item, excluding overheads.

$$\text{Gross profit margin} = \frac{\text{Revenue} - \text{Cost of sales}}{\text{Revenue}} * 100$$

### Net profit margin

Net profit margin is a profitability ratio that measures what percentage of revenue and other income remains after deducting all costs to the

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business, including cost of goods sold, operating expenses, interest and taxes. Net profit margin differs from gross margin as a measure of profitability for the business as a whole, taking into account not only the cost of goods sold, but all other related costs.

$$\text{Net profit margin} = \text{Net profit} / \text{Revenue} * 100$$

**Working capital**

Working capital is a measure of the available operational liquidity of a business that can be used to fund day-to-day operations.

$$\text{Working Capital} = \text{Current Assets} - \text{Current Liabilities}$$

**Current liquidity ratio**

Current Ratio is a liquidity ratio that helps you understand whether a business can pay off its short-term liabilities, that is, liabilities maturing within one year, at the expense of current assets and liabilities.

$$\text{Current ratio} = \text{current assets} / \text{current liabilities}$$

**Debt to equity ratio**

Debt-to-equity ratio is a solvency ratio that measures how much a company finances itself using equity versus debt. This ratio gives an idea of the solvency of a business, reflecting the ability of the share capital to cover all debt in the event of an economic downturn.

$$\text{Debt to equity ratio} = \text{total debt} / \text{equity}$$

**Return on equity**

Return on equity, more commonly referred to as ROE, is a ratio of return on equity, measured by dividing net income by equity. It shows how well a business can use equity investment to generate returns for investors.

$$\text{ROE} = \text{Net Income} / (\text{Initial Capital} + \text{Final Capital}) / 2$$

**Return on assets**

Return on assets, or ROA, is another rate of return, similar to ROE, that is measured by dividing the net income by the average assets of a company. It is a measure of how well a company is managing its available resources and assets to generate higher returns.

$$\text{ROA} = \text{Net Income} / (\text{Initial Assets} + \text{Final Assets}) / 2$$

First of all, using the financial statements and balance sheet of AMUDARYOTEX LLC for 5 years from 2016 to 2020 (table). All of the above financial indicators will be collected to assess the respective ratios, by which conclusions will be drawn.

**Table 2.3.1. Financial data of AMUDARYOTEX LLC<sup>1</sup>**

	2016	2017	2018	2019	2020
<b>Net proceeds from the sale of products (goods, works and services)</b>	20478493.92	45,376,557.74	60,006,540.00	56,849,467.44	131251032.8
<b>Cost of goods sold (goods, works and services)</b>	16933294.59	39,111,275.74	55,788,445.09	52,286,074.83	113662903.4
<b>Net profit (loss) of the reporting period</b>	103368.76	262,546.28	421,366.12	660,999.82	1892073.49
<b>Total liabilities of the balance</b>	94962018	112805716.8	112709872.9	168,097,268.50	265,640,445.57
<b>Current responsibility, Total</b>	33790656.26	47962047.74	46,779,886.28	62,226,595.52	77,594,610.96
<b>Current assets</b>	14066607.55	45536825.95	48,845,768.26	106,422,660.83	192,338,782.59
<b>Total asset balance</b>	94962018	112805716.8	112,709,872.95	168,097,268.49	265,643,445.57
<b>Total own funds</b>	47986361.74	54718669.1	59,854,986.67	60,515,986.49	78,975,788.92

If you analyze the table above, you can see that the data varies greatly from year to year. All coefficients will be calculated on them. Moreover, for

different data, the ratios will also be different. The following table illustrates the relationship information.

<sup>1</sup> Financial statements and balance sheet of AMUDARYOTEX LLC.

<b>Impact Factor:</b>	<b>ISRA (India) = 6.317</b>	<b>SIS (USA) = 0.912</b>	<b>ICV (Poland) = 6.630</b>
	<b>ISI (Dubai, UAE) = 1.582</b>	<b>ПИИЦ (Russia) = 3.939</b>	<b>PIF (India) = 1.940</b>
	<b>GIF (Australia) = 0.564</b>	<b>ESJI (KZ) = 9.035</b>	<b>IBI (India) = 4.260</b>
	<b>JIF = 1.500</b>	<b>SJIF (Morocco) = 7.184</b>	<b>OAJI (USA) = 0.350</b>

**Table 2.3.2. Financial ratios of AMUDARYOTEX LLC<sup>2</sup>**

		2016	2017	2018	2019	2020
<i>Gross profit margin</i>	<b>(Revenue - Cost of sales) / Revenue * 100</b>	17.3118167	13.80731001	7.02939198	8.027151028	13.4003741
<i>Net profit margin</i>	<b>Net profit / Revenue * 100</b>	0.504767394	0.578594528	0.702200327	1.162719459	1.441568458
<i>Working capital</i>	<b>Current assets - Current liabilities</b>	-19724048.71	-2425221.79	2,065,881.98	44196065.31	114,744,171.63
<i>Current liquidity ratio</i>	<b>current assets / current liabilities</b>	0.4162869	0.949434565	1.044161757	1.710243987	2.4787647
<i>ROE</i>	<b>Net profit / (Initial capital + Final capital) / 2</b>	0.002154128	0.004798112	0.007039783	0.010922731	0.02395764
<i>ROA</i>	<b>Net profit / (Initial assets + Final assets) / 2</b>	0.001088527	0.00232742	0.003738502	0.003932246	0.007122606

The results show that almost all factors have an upward trend, however, despite the growth, the coefficients are not very high. In this analysis, as mentioned above, ROA is used as an indicator of competitiveness, the results show that AMUDARYOTEX is competitive, but should be improved using modern methods, especially using ICT.

Another company that we will analyze is Zarafshon Textile LLC. It is also one of the largest textile companies in Uzbekistan.

Zarafshon Textile LLC is one of the largest enterprises of the light industry in Uzbekistan. Since 2011, the factory has been producing products that comply with all applicable international standards. The production equipment was imported from the United States of America, Sweden, Japan and Turkey. Every season we present a new collection of clothing for adults and children. We concentrate our efforts on the production of high quality knitwear with a varied assortment and affordable prices that will appeal to all segments of the population. Every year the factory receives from 100 to 120 thousand tons of raw cotton,

which is processed, dyed and sewn into finished products with a circulation of over 19 million copies. Ready-made clothes under the own brand of the "Xalqsevar Vatansevar" factory are distributed throughout the republic through the factory's shops. Over the years, our factory has accumulated a wealth of experience that allows production to grow and expand its potential. The plant employs highly qualified specialists from Turkey and Uzbekistan: technologists, constructors, designers and other specialists. Discussing all the fashion trends and preferences of our clients, we create attractive and fashionable clothes for the whole family. As a result, when choosing a palette, preference is given to a variety of colors and their many interesting combinations. Particular attention is paid to printed and embroidered prints on fabrics that are worn throughout the season and in global fashion. The catalog has something for every season. Our clients can order and purchase wholesale clothing for home, sleep and relaxation, choosing from a variety of sizes for summer, winter and off-season collections.

**Table 2.3.3. Financial data of Zarafshon Textile LLC<sup>3</sup>**

	2017	2018	2019	2020
<b>Net proceeds from the sale of products (goods, works and services)</b>	90945661.3	118247348.2	162052389	94914968.97

<sup>2</sup> Author's calculations using financial statements and balances.

<sup>3</sup> Financial statements and balance sheet of Zarafshon Textile LLC.

## Impact Factor:

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Cost of goods sold (goods, works and services)	60403596.8	100934272.5	130755590	75712565.86
Net profit (loss) of the reporting period	12269453.2	274674	367175	1499440.04
Current responsibility, Total	14992791	22214744	82798375	152920184
Current assets	18452627	48,845,768.26	69352912	41794778
ROA	0.00765	0.00652	0.00642	0.00598

According to information about “Zarafshon Textile”, net proceeds from sales of products (goods, works and services), which increased by 2019 and significantly decreased in 2020, all indicators, except for current liabilities, decreased in 2020. However, the increase in current liabilities does not indicate good performance. These changes can be attributed to the COVID 19 pandemic. Unlike AmudaryoTex, Zarafshon Textile is not competitive in performance because ROA tends to decline throughout the observed period.

Thus, having analyzed the financial performance of AmudaryoTex LLC and Zarafshon Textile LLC, we can say that AmudaryoTex LLC is competitive in terms of ROA, while Zarafshon Textile LLC is not. The use of ICT will increase the competitiveness of both companies.

### Conclusion

Based on the analysis in Chapter 2, we came to the following conclusions:

State-owned enterprises are actively working to expand the range of exported finished products. In particular, the export supplies of the industry enterprises include fleece, thick and bamboo yarns,

new models of ready-made knitwear, bed linen for bedrooms and kitchens, labels, poplin, satin and cotton fabrics, children's jackets and other new types of products.

As competition intensifies, companies are leveraging IT to improve supply chain management (SCM) and leverage it as a competitive advantage. Many textile companies are using technological opportunities to add value to their businesses.

Return on assets best reflects the competitiveness of the industry, as a higher ROI means the company is doing well and using resources efficiently

The role of ICT is very important for the competitiveness of the textile industry. An increase in ICT use by 15% will increase the return on assets by about 2.7%.

The financial performance of LLC “AmudaryoTex” has an upward trend over the years. However, the increase is not significant, it should be improved through the effective use of ICT.

The financial performance of Zarafshan Textile LLC is unstable, and the ROA of Zarafshan Textile LLC is declining, which means that the company is not competitive.

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**Bakhodir Tukhtasinovich Madaminov**

«Autograph» gallery  
museologist, head of the hall  
Tashkent, Uzbekistan  
[jasur184@list.ru](mailto:jasur184@list.ru)

## DAGGER CHRIS FROM THE COLLECTION OF THE STATE MUSEUM OF ARTS OF UZBEKISTAN

**Abstract:** This article highlights one of the most unusual and little-studied collections of eastern medieval bladed weapons. The nature of these exhibits indicates close ties between the cultures of the Middle and Far East and, undoubtedly, is of great interest both for professional researchers and for a wide range of spectators.

**Key words:** museum, exhibit, culture, weapons, dagger, kris, master, blacksmith.

**Language:** Russian

**Citation:** Madaminov, B. T. (2021). Dagger Chris from the collection of the state museum of arts of Uzbekistan. *ISJ Theoretical & Applied Science*, 12 (104), 463-466.

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### КИНЖАЛ КРИС ИЗ КОЛЛЕКЦИИ ГОСУДАРСТВЕННОГО МУЗЕЯ ИСКУССТВ УЗБЕКИСТАНА

**Аннотация:** В данной статье освещена одной из наиболее необычных и малоизученных коллекций восточного средневекового клинкового оружия. Характер данных экспонатов указывает на тесные связи культур Среднего и Дальнего Востока и, несомненно, представляет большой интерес, как для профессиональных исследователей, так и для широкого круга зрителей.

**Ключевые слова:** музей, экспонат, культура, оружия, кинжал, крис, мастер, кузнец.

#### Введение

Впервые Крис стали изготавливать на острове Ява. Первоначально он предназначался для убийства конкретного человека, а в дальнейшем как оружие для ближнего боя. В 16 - 18 веках он распространяется в Малайзии и Филиппинах как атрибут повседневного мужского костюма. Крис, Керис, Крисс, Крииз – дословно переводятся как «колоть» или «пронзать».

Крис представляет собой кинжал со сложным асимметричным лезвием, как правило, волнистой формы, длина которого варьировалась от 15 до 60 см, а ширина клинка у рукояти составляла 5 - 8 см.

Обычно воин, отправлявшийся на войну, имел три кинжала: отца, тестя и свой собственный.

#### Materials and Methods

Крис представлял собой достаточно опасное оружие. За счёт волнистого лезвия кинжала

колющие раны от него получались довольно глубокими, обширными по площади, обычно несовместимыми с жизнью. Выжить в условиях жаркого климата с такими ранами было почти невозможно.

Мастеров-оружейников, изготавливавших кинжалы Крис, называли «эмпу». Они настолько ценились в среде знати и при дворе правителя, что получали самый высокий статус.

Мастерство кузнецов (эмпу) было настолько высоким, что они могли создавать клинки с произвольным узором. К примеру, были узоры, которые назывались «рисовые зёрна», «волокна кокоса», «перья петуха».

Позже, когда Малайзия оказалась под влиянием мусульман, на клинках стали делать узоры, повторяющие изречения из Корана.

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Однако, с точки зрения магии, наиболее ценными считались клинки со «случайными» узорами.

Когда кузнец точно не предполагал, какой узор у него получится, он целиком полагался или на случай или волю богов. Особую ценность клинок приобретал, если в процессе работы над узорами клинка просматривался силуэт животного или звезды. Особенно ценились клинки с силуэтом человека. Работа мастеров требовала сложнейшей концентрации мастерства и особой духовной чистоты и неспешности.

Получая заказ, мастер интересовался у владельца криса подробностями личной жизни заказчика, вплоть до часа его рождения. Обычно заказчик стремился получить от приобладания крисом неприкосновенность или здоровье, но и не исключался фактор личной мести.

Прежде чем приступить к работе с материалом, мастер «эмпу» держал строгий пост, при этом молился и медитировал.

Затем он выбирал наиболее благоприятный день для начала работы. При этом не менее важным считался выбор металла - железа, стали или никелевой стали.

Процессковки клинка криса был достаточно трудоёмким.

Мастер эмпу начинал ковать, плавить, вытягивать, складывать, снова ковать, и так на протяжении нескольких лет в зависимости от сложности заказа.

Постепенно мастерство изготовления кинжала криса достигло такого виртуозного уровня, что кузнецы могли выковывать на клинках любые сложные рисунки. Позже, когда Малайзия попала под влияние мусульман, на клинки криса стали наносить выдержки из Корана.

По-прежнему, лучшим рисунком считался именно случайный узор.

Лезвие кинжала ковалось из нескольких слоёв углеродной стали -«паморь», в которую добавлялся никель различной степени твёрдости.

Для травления использовалась смесь из мышьяка, морской соли и сока цитрусовых фруктов (например, лаймы).

Клинки закаляли путём их погружения в кипящий рисовый отвар с добавлением серы и соли. При травлении клинка в растворе лаймы и мышьяка на лезвии появлялся своеобразный рисунок. Наиболее значимыми из рисунков считались фигуры человека или тотемного животного. По структуре это напоминало дамасскую сталь.

Известно более 100 разновидностей «помора» («пальмовый лист», «рисовое зерно», «арбуз», «золотой дождь»), каждая из которых что-либо обозначает. Например, расплывчатые узоры гарантировали владельцу стабильное

положение в обществе и помогали ему разбогатеть.

Для стандартного клинка обычно использовались три сорта железа, а для клинков знати – не менее двадцати.

Традиционно клинок Криса был двух видов и обычно символизировал священную змею Нагу. Прямое лезвие кинжала отражало спокойное состояние змеи, а извилистое – активно угрожающее.

У обычных клинков насчитывалось от 7 до 13 изгибов, у королевских - до 31).

Клиники криса обычно имели прямые или изогнутые силуэты. Например, при волнообразной форме число изгибов клинка всегда было нечётным, так как чётное число волн считалось плохой приметой.

Три изгиба клинка означали языки пламени, пять - пять братьев из «Махабхараты», семь – гору или подземный мир, девять - пещеру или врата, одиннадцать - благородство, богатство и великодушие, а 13 - силу и миролюбие.

Количество волн на кинжале означает определённый статус владельца. Например, у королевского кинжала обычно от девяти до тринадцати волн, кинжалы с семью и более волнами имеют право носить только члены королевской семьи.

Рядовые воины носили крис с тремя волнами, а высшие военные чины с пятью. Подобная форма была наиболее удобной для боевого применения кинжала. При пользовании криса клинок являлся своеобразным продолжением указательного пальца. Для этого на лезвии для указательного пальца имелось специальное углубление на клинке. Обычно рукоять кинжала украшали богатой изысканной резьбой.

У основания рукояти лезвие криса резко расширяется, позволяя защитить кисть воина без гарды.

Изогнутую рукоять пистолетного типа обычно создавали из дерева, реже из железа.

Интересной особенностью криса является его асимметричная пята, резко расширяющаяся возле рукояти. К пята клинка крепится полоска металла - «ганджа» (гарда). Она изготавливалась отдельно из того же куска металла, что и клинок, а затем насаживалась на хвостовик клинка и приваривалась настолько плотно, что часто казалась одним целым с клинком.

В различных регионах Филиппин украшение рукояти криса носило ярко индивидуальный характер. В одних случаях это были простые деревянные, украшенные растительным орнаментом или продольными желобками рукояти, в других в виде фигурок животных, птиц и богов.

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Обычно рукояти создавались из дерева, редко из металла, и имели изогнутую форму. Именно так достигалось удобство его использования.

У навершия рукояти был украшенный орнаментом хвостовик, на который у основания рукояти обычно навинчивалась чашевидная гайка, украшенная геометрическим орнаментом или орнаментом в виде священного цветка лотоса.

Деревянные ножны состояли из двух частей. Более узкая часть предназначалась для клинка, а чашеобразная для широкой пяты, расположенной перед рукоятью.

Ножны обычно изготавливались из дорогих пород дерева и украшались резными или чеканными накладными металлическими пластинами.

Кинжал нельзя было продавать – его можно было только дарить или обмениваться в знак вечной дружбы. Но позволить иметь себе подобное оружие мог только успешный и состоятельный человек, так как владеть крисом являлось особой привилегией. Именно поэтому простым горожанам и крестьянам запрещалось его ношение.

Интересен тот факт, что крис могли носить не только мужчины, но и женщины, с одним лишь отличием – женский вариант был меньшего размера. Прямые крисы использовались для казни. Изогнутые отлично подходили для ведения боевых действий.

В данной статье предлагается описание кинжала криса с ножами из коллекции холодного оружия Государственного музея искусств Узбекистана. Предположительно он относится к школе Сулавеси 19 века и представляет по своей форме волнообразный клинок. Длина клинка составляет 30 см, ножен - 15 см, ширина 5,5 см. Около рукояти ножны расширяются и достигают 17 см.

Клинок криса - вилах, имеет волнообразную форму и три волны, изгиб которых называется лук. За счёт обработки его лезвия раствором лаймы и мышьяка на клинке выступает своеобразный рисунок в виде волнообразных линий. Перед рукоятью клинок расширен и его зубчатые края с одной стороны называются гренингом, а с другой стороны клинка имеется

завиток - камбангкчанг. Расширенная часть клинка выполняет роль защиты руки - гарды. Деревянная рукоять пистолетной формы называется укхрал. Она плотно прикреплена без шайбы к клинку. Нижняя часть рукояти имеет форму лотоса. Ножны плоские в середине имеется разрез для клинка. Ножны изготовлены из дорогой породы дерева и покрыты лаком. Верхняя часть ножен называется арангка. Края ножен заостренные и направлены в сторону рукояти. Нижняя часть ножен, называемая гандар, отсутствует.

Таким образом мы видим, что крис – это действительно сакральный и традиционный кинжал малазийского народа. Его внешний вид запоминается, а боевые качества, как колющего холодного оружия оцениваются достаточно высоко.

Крис старались не вынимать без повода из ножен и не указывать им ни на кого обнаженным острием. Во время ритуальных танцев с обнаженными кинжалами исполнители должны были коснуться острием земли, чтобы снять негативное влияние.

Также кинжал вешали у входа в дом в качестве охранника. В мирное время крис носили на правом боку, а во время войны – на левом. Обмен крисами означал клятву в вечной дружбе.

На рукояти криса было принято изображать змею или какое либо мифическое животное. Традиционный узор на клинке напоминает змеиную чешую, а современный процесс изготовления кинжала занимает всего 2 недели по сравнению с прежними временами.

## Conclusion

В наше время существует специальная наука - крисология, изучающая генезис криса, верования в его магию и способы его производства. Среди известных специалистов-крисологов такие исследователи как Бамбанг Харсринукмо, Хамзури, Мубирман, Кусни, Харди из Индонезии, Комэя Есимити из Японии, Джеральд Гарднер, А.Х. Хилл, Э.Фрей из Англии, Б.Сольюм из Австралии, Д.Ф. Дрэггер из США, Шахрум бин Юб из Малайзии, В.Г. Резанов из России.

В 2005 году крис признан ЮНЕСКО мировым наследием человечества.

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**Yaqubjon Sherali o'gli Bozorov**  
Termez State University  
researcher

**Rustam Valiyevich Alikulov**  
Termez State University  
researcher

**Bozor Toshtemirovich Haitov**  
Termez State University  
researcher

## THE IMPORTANCE OF DEVELOPING TECHNOLOGY FOR SEPARATION OF CHLORINE AND CHLORINE COMPOUNDS FROM AKTASH ASH SALT

**Abstract:** This article, together with the method of improving the technology of production of chlorine and chlorine compounds, provides for a wide coverage of the spheres of production of chlorine and chlorine compounds and the role in the people's cell.

**Key words:** Sodium chloride, elektrolizyer, transformer, chlorine, calcium hypochloride, unchanged vine, plate, alkali, solid cathode, graphite, platinum water basin.

**Language:** English

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### Introduction

Inventing ways to implement new technologies based on scientific advances has become a key requirement of our time.

Purification of drinking water and purification of drinking water from production processes is one of the main problems of our time. Because all diseases, the spread of bacteria, the disease and death of plants and animals depend on the cleanliness of our water and air. Currently, there are cases of discharge of wastewater from production, sewage and wastewater into lakes or rivers and canals.

When this water is added to rivers or canals, all the animals that consume it can get sick or die. We examined the following cases and focused on the development of technology for the separation of chlorine and chlorine compounds from the salt of the Aktash deposit (sodium chloride).

At present, the world's annual chlorine production has exceeded 25 million tons, but there is still a demand. The electrochemical industry is one of the largest in the industry in terms of chlorine production. In modern industry, the release of chlorine by electrolytic method is 75% worldwide.

The electrolysis method is based on two main applications.

- A) Solid cathode (diaphragm)
- B) Symbolic cathode (practical)

The main raw material for the production of chlorine and alkalis by electrolysis is an aqueous solution of sodium chloride, rarely used potassium chloride.

These solutions are prepared or a secondary natural wet solution is used.

The solubility of sodium chloride in water is low in temperature: 26.3% NaCl in a saturated solution at

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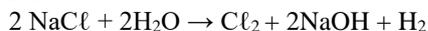
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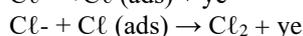
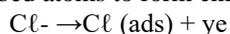
0 °C. At 100°C, a -28.2% saturated solution contains 28.4% NaCl at 108.7 °C at atmospheric pressure.

Electrochemical chlorination is based on the electrolysis of an aqueous solution of common salt. In general, the reaction is represented by the following equation:



Regardless of the method of separation, the release of chlorine during electrolysis is accompanied by the release (separation) of chloride ions at the anode.

Molecular chlorine is formed as a result of two successive reactions at the electrode, and the intermediate product includes the ability of the adsorbed atoms to form chlorine:



In addition, in chlorinated electrolyzers, the anodes must have a highly chemically stable property, and must not be affected or degraded during the separation of wet chlorine, HCl and HClO acids, when oxygen is formed.

Additional sodium hydroxide is formed. Anodes made of magnetite, MnO<sub>2</sub>, graphite and platinum can be used to meet these requirements. Additional sodium hydroxide is formed. The electrolysis device offered by us is a comprehensive complex device that can work with diaphragm, membrane, practical, methods of electrolysis. Its advantages are the versatility of the electrolyzer bath, the ability to replace double and series plates (electrodes) in the later stages, high efficiency and the conversion of chlorine into gas or process in the form of chloride, hypochlorous acid.

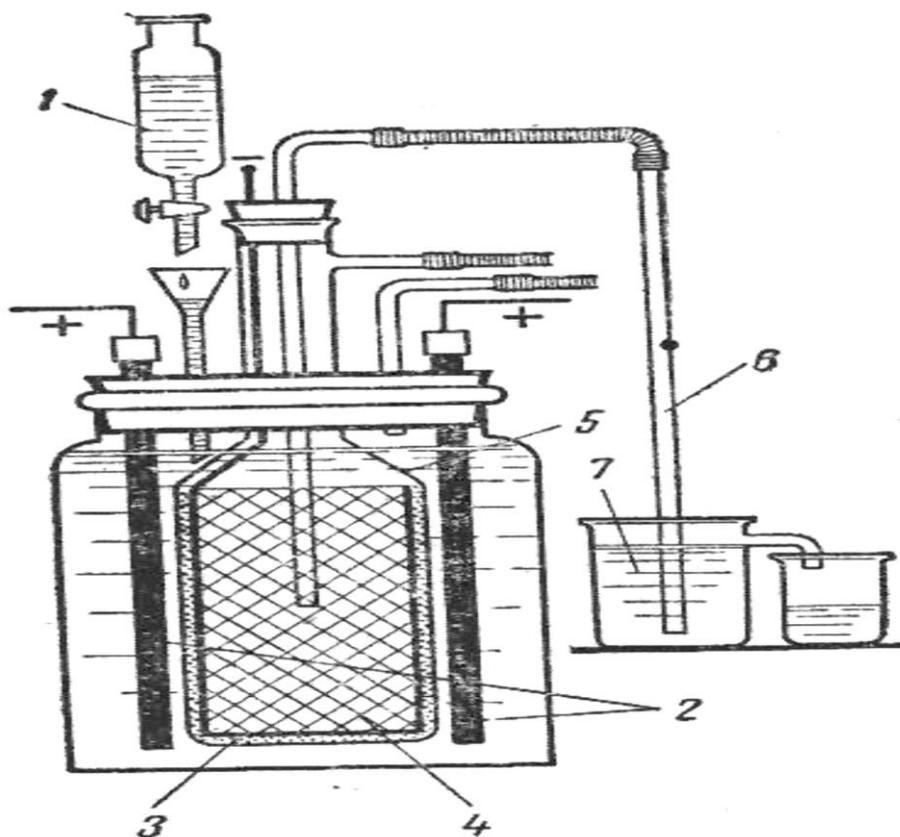


Figure 1. Sketch of the electrolysis device.

- 1 - saline solution;
- 2 - anodes made of graphite;
- 3 - diaphragm made of asbestos cardboard;
- 4 - cylindrical type of iron or steel;
- 5 - glass bell;
- 6 - siphon for solution flowing between the cathodes;
- 7 - Alkali outlet window.

The technology of electrolysis separation of chlorine and chlorine compounds requires a lot of energy, but the raw materials produced by this method

are chlorine and chlorine compounds, hydrogen gas and alkali. Because drinking water is cleaner, it uses less chlorine than wastewater, and the average

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chlorine content in drinking water should be 0.025% - 0.03%. These percentages may seem low, but they become much higher if we take into account the consumption of water distributed from the reservoir. Water from the waterworks released for daily consumption should be distributed to the population in the amount of chlorine given above. If we take into account the cost of chlorine and chlorine compounds for their disinfection, the products of the double electrolyzer technology itself are in high demand. It is also used in various fields of chlorine production and is currently the main bactericidal disinfectant. In particular, chlorine is also widely used in agriculture for pest control, chlorinated polymers, rubber, in the

form of chemical chlorine fibers, bleaching fabric and paper masses, and other industries. The second product is the main consumers of NaOH (caustic soda), which is a synthetic fiber and cellulose - the paper industry and the soap industry. In the chemical industry, caustic soda is used in the manufacture of plastics, insecticides, glycerin, vinyl chloride, hexachlorane and other products. Our conclusion is to preserve the nature, develop production and, most importantly, to organize the production of chlorine from cheap raw materials through a double-plate electrolyzer device by combining theoretical knowledge with practical knowledge so that it does not adversely affect human health.

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**Gulrux Solijonovna Jo'raboeva**

Ferghana State University  
Doctor of Philosophy in Philology (PhD)  
Fergana, Uzbekistan

## ANALYSIS OF FERGANA VALLEY TOPONYMS IN SOURCES OF HISTORY OF KOKAND KHANATE

**Abstract:** The article analyzes the toponyms of the Fergana Valley mentioned in works and documents on the history of the Kokand Khanate.

**Key words:** toponyms, toponymy, oykonim, ethnotoponym, anthropotoponym, lexical layer, Uzbek language, Mongolian language, common Turkish words.

**Language:** English

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### Introduction

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Toponyms are the product of ancient and long periods, and they are a small history that testifies to the life of the people. The names embody the language, religion, culture and spirituality of mankind, their thinking, way of life, economy, attitude to nature, as well as the reflection of social and political events that have taken place in the life of society for centuries. As experts rightly point out, the main virtue of the name is its historicity and antiquity. Most toponyms in our language are products of different times and different languages, and in their study it is important to determine the period of creation of the name. Therefore, the linguistic structure of any toponym, words and suffixes, their meanings and combinations, the socio-linguistic factors that are the basis for the name should be evaluated and explained by the realities of that period [1; 7, 11]. Therefore, in the study of toponyms, ancient written monuments, documents, sources reflecting the history of our country, its toponymy are of special importance. A careful study of such works allows us to draw the right conclusions about the ancient variant of geographical names, lexical layer, nomenclature, etymology, the period of formation of toponyms and other linguistic features.

### The main part

The first information about the toponymy of the Fergana Valley is found in most of the monuments reflecting the history of Central Asia, including Chinese chronicles (II - XII centuries BC), Sogdian documents from the Mug Mountains of the early Middle Ages (late VII and early VIII centuries). In addition, in the 10th and 11th centuries, a group of Arab travelers wrote works by Istakhri, Ibn Khawqal, Muqaddas, Samani, and Yaqut Hamawi, as well as in Persian written by an unknown author (983). - Maghrib "book.

Extensive and detailed information about the toponyms of the valley is mainly reflected in the historical works and documents created in the 2nd quarter of the XIX century and the beginning of the XX century. Among them is "Muntahab at-tavorix" ("Book of Selected Histories"), originally written by Muhammadhakimkhan Tora in 1843, "Ansob us-salotin" by historian Mirzoolim Mushrif (probably 20-80 years of the XIX century), who served in the palaces of Kokand khans Mallakhon and Khudoyorkhan. and Tawarih ul-Khawaqin ("Sons of the Sultans and the History of the Khagans"), "Ibratul Khawaqin" ("An Example to the Khans"), written by Niyaz Muhammad Khokandi in Tajik and Uzbek by Khudoyorkhan's decree in 1871-72 / 1889-1890, was one of the local intellectuals. Mirzo Olim Makhdum

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Haji's "History of Turkestan" published in 1915 and "History of Fergana" written in 1916 by the historian Ishakhon Tora Ibrat [2; 3; 4; 5; 6; 7], it is also possible to include archival documents related to the history of the Kokand Khanate [8; 9; 10].

Although all the listed historical works were created by historians in the second half of the XIX century and the beginning of the XX century, the main part of the geographical names mentioned in them are units of the toponymic system that appeared in the XVII-XIX centuries. Unlike other literatures of the above period, these works are the latest source of historical toponymy and the beginning of modern toponymy, and the stage of development of Turkic languages, including Uzbek, is felt in the lexical layer of toponyms. It should not be denied that another part of the toponyms of this period also contains elements of the Mongol language. According to experts, the connection of the Uzbek language with the Mongol language occurs in ancient times in the relations with the ancient Altaic languages and in the XIII century during the Mongol conquest of Central Asia [11; 106]. The first use of Mongol elements is also characteristic of the toponymy of the memoirs of the XV-XVI centuries, in which *o'rchin* → 'region'; *dobon* → 'dovon'; *qo'l* → 'river'; *yom // jom* → 'road', 'mail', 'station'; *qopchig'ay* → 'narrow tree' and found in later period sources toponymic terms as *ovul*; *quduq*; *nura // nur* → 'depth'; *o'ba* → 'height' belong to this language. According to toponymists Ts. Nominkhanov, Z. Dosimov, H. Egamov, S. Karaev, Nursuq ("ravine, depth" or "mountain valley"), Povolgon ("landing place, horde" address"), Poloson ("city"), Dalvarzintepa ("choldevor") and Barangar ("stream on the right") hydronyms were also formed on the basis of the Mongolian language [12; 13; 14; 15].

T. Nafasov also spoke about the ancient connection between the Mongol and Uzbek (Turkic) languages, emphasizing that the basis of semantic, structural and functional similarity of words and affixes common to them should be explained by linking them to the most ancient period of language development - Altaic period. without defining the ethnolinguistic nature of specific common words, it is very difficult to determine whether they belong to a language. It is also actively used in the composition of toponyms interprets units such *buloq*, *suv*, *tepa // tuba*, *ko'l*, *dala*, *orol*, *tog*; *o'rda*, *xon // xoqon* as lexemes common to Turkic, Mongol languages [16; 71, 77]. In the sources of the Kokand khanate the following toponyms formed with such common Turkish words common to both lexicons of both languages are found: *Tilovtepa*, *Quyruktepa*, *Oqtepa*, *Sho'rtepa*, *Go'rg'tepa*, *Arziqtepa // Arzangtepa*, *Yulghuntepa*, *Qoratepa*, *Qorovultepa*, *To'qaytepa*, *Mingtepa*, *Tepaqo'ng'on*, *Qoshtepa*, *To'qpo'ytepa*, *Sobirtepa*, *Jaloyirtepa*; *Qarosuv*, *Sarig' suv*; *O'rdabozor*, *Qatagon O'rdasi*, *Yangi o'rda*, *Eski o'rda*;

*Xonqishloq*, *Xonobod*, *Shahrixon*, *Xon keldi*, *Qal'ai Xon*, *Madrasayi Xon*; *Tog'liq*; *Bulog'boshi*.

If we look at the sources of the period in question, we can see that most of the elements specific to the Turkic-Mongol language came in as ethnic names. In turn, such ethnotoponyms are based on the names of the tribes of the Mongol, Uzbek, Kazakh, Kyrgyz, Karakalpak peoples who have lived in Central Asia for a long time. Qataghan ordasy, Uyghur marguzor, Bahrin, Butakora, Yobu, Kaltatay, Samonchi kipchak, Dehqonto, Urgenji, Boymoq, Altikush, Ghazi Yoglik // Gozyoglig (based on Ghazoyogli ethnonym), Minglar, Turkmen, Kangit, Kashgar, Jaloy These include Kangli Korboshi, Beshkapa, Kapa Kochkor, Chahor Kungrat, Qatagan Mergan. A group of ethnonyms is also reflected in the names of city gates belonging to the territory of the Kokand khanate: Darvozai Bahrin, Darvozai Toglik, Urgench // Urgenj Darvozai, Darvozai Qatagan, Qotir Kipchak Darvoza, Kipchak Darvoza and others.

The lexicon of toponymy of the sources of the XIX-XX centuries, which we study, as mentioned above, reflects the process of Turkification, and most of the toponyms of this period are formed by Uzbek lexemes. In particular, it is appropriate to classify such toponyms based on their own layer according to the lexical units of the language used in their structure:

1) names formed by indicators of *qo'rg'on*, *qisloq*, *ariq*, *ko'prik* pointing to a specific object: *Akkurgan*, *Kamyshkurgan*, *Shumkurgan*, *Yangikurgan*, *Uchkurgan*, *Eskikurgan*, *Tepakurgan*, *Turakurgan*; *Eshanqishloq*, *Jarqishloq*, *Yangiqishloq*, *Khoqand kishlak*, *Oyimqishloq*, *Qumqishloq*, *Alim kishloq*; *Altiyarik*, *Kalmak arigi*, *Toshariq*, *Kumariq*, *Chinabad arigi*, *Besharig // Besharik*, *Arikboshi*; *Qoshko'prik*, *Boybota ko'prik*;

2) geomorphological toponyms formed by the terms *qum*, *tosh*, *er*, *yozi* (*dasht*, *cho'l*), *yor* (*jar*), *dung*, *qoqir* denoting the relief structure of the land: *Qaraqchiququm*, *Qashqaqum*, *Qum*, *Panjaqum*; *Toshariq*, *Toshloq*; *Jarer*, *Oq er*; *Yormazor*, *Yormasjid*; *Yozyabon*, *Yaypan* (*Yozi poyon*), *Oqyozi*, *Qorayozi bobo*; *Qaqir*, *Qaqir kitobdor*; *Dong qishloq*, *Dong saroy*;

3) toponyms formed by yellow, black, blue, white, *ola* lexemes representing the meaning of color. Most of them are found in ethnotoponyms: *Qoratepa*, *Bolalik Qaroyag'och*, *Hasanqora*, *Bo'taqora*, *Qo'ra G'ulja*, *Qoraqushchi*, *Qoraqoltak*, *Qo'ra mulla*, *Qorayantoq*, *Qarosuv*; *Oqqo'rg'on*, *Oqtepa*, *Oq jangal*, *Oqjar*, *Oq ko'l*, *Oqer*, *Oqmachit*; *Kukto'nlik ota*, *Kuk to'ppi*; *Sarig' suv*; *Olabaytal*; *Qizilmush*, *Qizilqiyoyq*;

4) names based on the numbers *uch*, *to'rt*, *besht*, *olti*, *o'ttiz*, *qirq* (three, four, five, six, thirty, forty) indicating the number: *uchqo'rg'on*; *Uchbilak*, *To'rtayg'ir*; *Besh terak*, *Beshentak*, *Besharig' // Besharaq*; *Oltidan bir*, *Oltiariq*, *Oltiqush*; *o'tsiz zambir*; *Qirq ketmon*;

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5) names formed with *eski* (old), *yangi* (new) adjectives representing the character: *Yangiqishloq*, *Yangi o'rda*, *Kapa yangi qishloq*, *Yangiqo'rg'on*; *Eskiqo'rg'on*, *Eski o'rda*;

6) names based on the names of plants, trees, and some concepts associated with them *tol*, *yulg'un*, *yantok*, *turangi*, *qamish*, *terak*, *zig'ir*, *yig'och* // *yag'och*: *Saritol*, *Mozortol*, *Baxshitol*, *Tol*, *Yakkatol*, *Qaroqchitol*; *Mayda yulg'un*, *Yulg'untepa*; *Qamishqo'rg'on*, *Qamishloq mazor*; *Bolalig Qarayog'och*; *yanvar*; *Chorbog' turangi*, *Beshterak*, *Zig'ir qishloq*;

7) verb-based nouns: *Qaynari Umar* // *Qaynar*, *Qaynar Oxund*, *Qaynari kalon*; *Yoyilma*, *Zarilama*, *Bilqillama*, *Gadoy topmas*, *Qumbosti*, *Non yemas*, *Xon keldi*, *Qirqib oldi*;

8) Names with Uzbek affixes such as *-chi*, *-lik* // *-lig* // *-liq*, *-ma*, *-loq*, *-mas*, *-r* (*-ar*): *Mirboqi eshikchi*, *O'qchi*, *Qoraqushchi*, *Miltiqchi*, *Qushchi*, *Samonchi qipchoq* // *Samonchi*; *Degrezlik*, *Mazanglik*, *Bolalig qorayog'och*, *Ko'kto'nlik ota*, *Tog'liq*, *Ovlig'*, *G'ozoyog'lig*; *Bilqillama*, *Yoyilma*, *Zarilama*, *Chunqayma*; *Toshloq*, *Qamishloq mazor*; *Non emas*, *Gadoy topmas*; *Qaynari Umar* // *Qaynar*, *Qaynari katta*, *Qaynari Oxund*.

Names formed by the Turkish terms *yaypan*, *chek*, *qaqir*, *kaynar*, which are characteristic of the lexical layer of the toponymy of the Fergana valley, also appear in the toponyms originally created during the Kokand khanate. In particular, in the archival documents on the history of the khanate, the terms *yaypan kalon* - (بيپان کلان), *Yaypan G'ani* - بيپان (غنى), *Yaypan Elchi* - (بيپان ايلچی), *Yaypan Kulibek* - (بيپان قلی بيک) are recorded [10; 381]. Although the *Yaypan* unit is interpreted by Z. Dusimov as a geographical term meaning "summer", "plain", "desert", "nakedness", S. Karaev considers it to be a tribal name due to its use together with human names [13; 161]. This idea is confirmed by the Chinese scholar A. Khodjaev, who noted in his research that in ancient times there was a khanate of the same name in the northwest of Lake Issyk-Kul, on the shores of Lake Balkhash. The name of the khanate is mentioned in the chronicles as *Yivatpuan* (pronounced *Yuepan*), which was a Chinese transcription of the word *Yoritgan*, which means "light", "sun" in Turkish. The *Yaypan*-based toponyms in the Fergana Valley may have originated as a result of the migration of these *Yaypan* to the valley [18; 19].

The term *check* is used in toponyms to mean "separated land", "son of the khan, private husband of the bek and other toras". In the archival documents A.L. Troitskaya lists more than fifty names of villages belonging to the khanate formed with him: *Chek Oftobachi*, *Chek Madiyor*, *Chek Yusufxo'ja*, *Chek Mirzaobod*, *Chek Sharif sarkor*, *Chek Madaminbek*, *Chek Jo'rabek*... [9; 49, 50] The use of the term *qaqir*, which means "dry land" in Turkish, is also characteristic of toponyms of the region, and in our

opinion, it is now common in different parts of the valley. The emergence of toponyms such as *Dahana Qaqir*, *Oyimchaqaqir*, *Qizilqaqir*, *Qaqirchek* also belongs to this period. Another toponymic unit mentioned in the sources on the history of the khanate is the term *kaynar*, which is used in the names to mean "a spring whose water rises from the bottom up". It is also said that the water structure, which is pumped out of the lowlands through pipes, is also hot [17; 130]. In the memoirs there are the toponyms *Qaynari Umar* // *Qaynar*, *Qaynar Akhund*, *Qaynari kalon* formed with him.

In addition to the generality of the lexical layers of the toponymy of the sources of the history of the Kokand Khanate, it should be noted that most of the anthropotoponyms currently distributed in the Fergana Valley originated in connection with this period. In the formation of anthropotoponyms, the role and place of people in society is important, mainly taking into account the connection of the person with the place (object). For example, at a time when each piece of land was someone's private property, the name of its owner became the main distinguishing feature [19; 30]. N.Okhunov, a scholar who has conducted important research on the toponyms of the valley, noted that most of the anthropotoponyms of this period were formed by the names of khans and their children, brothers, cousins, officials, scholars, military commanders, clergymen who held important positions in the palace. [21; 26]. For example, in the sources we have listed, *Pongoz* (*Ponsod Gazi*), *Qaynari Umar*, *Jalal-Abad*, *Hasankara*, *Chamash* // *Chamashbiy* (related to the name of Shahmastbiy, a descendant of Shahrukh Khan) formed in this species [4; 39], *Kurban mergan*, *Bibi Ubayda* (*Buvayda*), *Qishloq Avazboy*, *Muhammadquliabad*, *Chek Mallabek*, *Davlat botir*, *Yaypan G'ani*, *Yaypan Qulibek*, *Turk Abdulholiq*, *Sobirtepa*, *Hojibek*, *Karimbobo*, *Tilov Sultanbiy*, *Karmak Sulaymonbek*. The following anthropo-oikonoms found in different parts of the Fergana valley are also names formed during the Kokand khanate: *Sheralichek*, *Nasriddinabad*, *Ormonbek*, *Sultanmurodbek* (*Balikchi t.*), *Kholmatdodho* (*Asaka t.*), *Avliyochek* (*one of Khudoyorkhan's closest advisers.*), *Oftobachichek* (*Oltink. T.*), *Jumaboychek*, *Mallakhon*, *Khudoyorkhan*, *Ashirqulmergan* (*Uzb.t.*), *Hasankurgancha*, *Yusufkurgancha*, *Hakimto'ra*, *Alimergan*, *Rahmatillo* (*Buvayda t.*), *Botirkhoja*, *Qurbon Eshkar*, *Uroz*, *Boboshbek* (*Uchk.t.*), *Saydaliobod*, *Chek Nasriddin* (*Rish. T.*), *Chek Jurabek*, *Chek Sharif*, *Numanabad* (*Furkat t.*), *Tokhlimergan*, *Davronbek* (*Kokand*) and others.

In addition, a certain layer of toponymy of this period are the names formed on the basis of khanate-specific deeds, such as *oyim*, *oyimcha*, *mir* // *amir*, *xon*, *shoh*, *to'ra*, *bek*, *mergan*, *ponsod*, *muhimram*, *hundaychi*, *qo'rboshi*. Most of them belong to the layer of names used in conjunction with anthroponyms:

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Xokim oyim, Xonqishloq, Qo'zoq oyim, Xudaychi, Oyimqishloq, Mirobod, Mahram, Dahmai shox, Hazrati shohona, Qalai xon // To'raqo'g'on, Xonobod, Shaxrixon // Shaxri amir, Madrasayi Xon, Pong'oz (Ponsod G'oz), Qurbon, Bekba mergan, Qangli qo'rboshi, Qatagon mergan, Qangli xalifa kabilar. yuqorida vodiya bu turda ko'proq kuchayishidagi toponimlarni ko'rish mumkin: Oyimchaqayir, Oyim, Qurbonmergan, Ashiqulmergan, Otaliq, Dastaurxonchi (O'zb.t.), Katta Amirobod, Kichik Amirobod (Dang.t.), Oyimcha (Qusht. t.), Begvachcha (Bog'dod t.), Ponsod, Oyim (Buv. t.), Bakovul (Uchk.t.), Shikorbegi, Noib ko'prigi (Qo'qon

sh.), Oftobachichek (Oltink. t.), Mallaxon, Xudoyorxon, Qurbonmergan, Achirqulmergan (O'zb.t.), Xolmatdodholar (Asaka t.), Xonqo'rg'on (Koson. t.), Xonobod (Qo'sh., Nam., Pop t.), Sharifmergan (Uychi t.), O'rta Xonobod, Mirobod (Pop t.).

### Conclusion

Thus, the toponymy of this period was formed in harmony with the history of the people, its language and social life, and formed a specific stage of development of language construction, lexicon of Turkic languages, including Uzbek.

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Dildora Xaydarova

Ferghana State University  
Department of Foreign Languages  
Teacher  
Fergana, Uzbekistan

## APPLICATION FORMS IN NON-NATIVE LANGUAGES AND THEIR PECULIARITIES ( ON THE EXAMPLE OF UZBEK, RUSSIAN, ENGLISH, GERMAN AND FRENCH)

**Abstract:** Each language differs from other languages by its own characteristics. Each nation has its own richness, diversity, and charm. Therefore, specific forms of addressing that are frequently used in different languages help to uncover another possibility of speech. Forms of appeal are the occurrence in speech of lexemes present in the minds of members of society in relation to a person or object. Appearance forms enrich the content of the speech, indicating to whom the idea is directed. In the process of speech, forms of appeal appear in different forms. In this regard, it can be said that the use of reference forms in different languages is very wide. As languages evolve in the world, their untapped edges will be revealed and news will continue to abound. All the peoples of the world differ from each other in the richness of their language, their speech, their uniqueness.

**Key words:** Application, languages, reference, interlocutor, communication, circumstances, etymological.

**Language:** English

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### Introduction

The main function of language is communication, it is natural that the process of speech does not come without reference. Therefore, in the process of communication in linguistics, the psychological aspects of the appeal, the means by which the appeal is expressed, have always been studied. Scholars such as Aristotle Cicero, Abu Nasr Farabi, Abu Rayhan Beruni, Mahmud Zamakhshari Alisher Navoi, who spoke about language, of course, also commented on the form of speech communication.

Addressing the French in conversation.

The art of addressing is unique in every language and in every country. For example, in Russia, mostly gender-based references. - ,, Woman- женщина, мужчина-male, girl-девушка, guy-парень. In English, they use "sir" - "жаноб" and others. There are similar appeals to people in the heart of Europe.

In France, if you intuitively refer to someone by gender and call your interlocutor "male"-home,

"femme"-“woman” if you call them they won't understand you and at worst they will be upset. Under no circumstances should you do so. When communicating with strangers, it is best to connect with him and use special words for this. In France, addressing a man and a girl have the same meaning in communication. That is, with this word you emphasize the importance of your interlocutor.

In French, a polite address is usually used at the beginning of a sentence. Forms of address in French: "Monsieur" - for men "" Messieurs "is used for men. The etymological meaning of the word "Monsieur" is "my master".

Modemoiseau" is the historical title of a man who did not become a knight, and is now used as "modemoiselle" - "my soul". The plural form is 'mesdemoisieux'. The title has lost its use since the seventeenth century and is not used in modern oral discourse, but it is found in French classics. Madame" - "lady" applies to a married, divorced or widowed

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woman. "Mesdames" means "ladies". The etymological meaning is "Mrs. Meni".

"Mademoiselle" - "Mrs.": for an unmarried woman. The plural form "Modemoiselles", ladies " , etymological meaning- , my daughter". During the reigns of Valois and Bourbons (from the fourteenth century to the seventeenth century), the term "Mademoiselle" was applied to a married woman, but the tradition disappeared after the French Revolution. Nowadays, there is a tendency to address all (unknown) young women and girls in the form of "Mademoiselle", and relatively older women in the form of "Modame".

"Mademoiselle" can also be applied to actresses, regardless of their age and marital status. The following names are used in reference to the crowd: Mesdames, Modemoiselles, Messieurs. Less formal look: Messieurs-Dames.

If you do not have a family member, friend or colleague, it is usually obscene to address a person by name. In addition, unlike in English and German, it is considered impolite to address in French as "stranger gentleman" - "Messieurs", if it is not addressed to a third party, "Monsieur" - Mr. enough "Miss" - to refer to unmarried women This form of application is used in countries where English etiquette applies.

### The main part.

In European culture, the rules of etiquette are to treat a woman in a way that is appropriate to her status, age, and marital status. Distinguish: "Madame" is a form of compulsory address in France and some European countries during official communication with women. Initially, this form of polite treatment meant that the woman belonged to a high class or aristocratic family. Later, the use of the word "Madame" lost its definite class character, fell into the category of words used in speech etiquette, and began to be used in a general sense towards women. Mem " - " Mrs. "was a short form of addressing a woman who was actively used in the XVIII-XIX centuries in relation to women who held an important position in British society. At present, the word is obsolete in English and is not used in practice. In the sense of "master", "mistress", "coach", he settled in the language of communication in North American countries and became part of the active vocabulary of modern Americans. Miss" and "Mrs." are a form of courtesy to women in England and America. The use of "Miss" is mainly for women who are married together with their spouse's last name.

The code of ethics prescribes the application of the word "Miss" to an unmarried woman. Appeal requires a person to implement moral, aesthetic, cultural norms in accordance with established rules. Appeals are a type of relationship of socio-political, spiritual and educational significance, which can be oral or written. Appeal is a set of moral actions that can determine a person's upbringing, respect for

others, taste, and self-respect. The words spoken are not only a sign of respect, but also a means to an end. The appeal will be directed to an individual or a community, depending on the situation, circumstances, community, environment. However, all appeals can only yield a positive result if they are subject to ethical standards. The application is divided into several types. They can be broadly divided into formal appeals and informal appeals. Formal appeals are made mainly in accordance with strict procedures and established rules. Official appeals were made to the head of the labor team, a leading specialist in manufacturing enterprises, a teacher in educational institutions, senior officers in the military and law enforcement agencies, by gender or at all at events of state importance. For example, "Ladies and Gentlemen", "Comrade Chief or Comrade Commander", "Mr. Director", "Teacher Muzaffar Ahmedovich" and so on. It should be noted that in official appeals it is advisable to address only verbally. Because the phrase "you" negatively affects the effective outcome of the relationship. In general, in modern culture, it is more appropriate to refer to those over the age of 9 as "you." It is appropriate to say "you" only in the family, close relatives, friends. Informal appeals are more widely and consistently applied than formal appeals. Informal appeals are mainly used in everyday life, in communication. This type of appeal can be broadly divided into appeals to close people, intimate appeals, and anonymous appeals. In particular: Reliability, friendliness and sincerity are paramount in appeals to loved ones. Examples of such appeals are "colleague", "brother", "uncle", "aunt", "daughter-in-law", "brother".

Intimate appeals are addressed to the person using words that are beautiful, pleasing, affectionate. Words such as Words like "Dear", "Dear", "Dear", "Begim" should be used appropriately and effectively.

This type of address also determines that a person is kind and intelligent. However, the use of these words can lead to greed. It is especially impossible to use the word "soul" in reference to everyone, but it is appropriate to use it in reference to those who have connected their lives with each other.

Nowadays, there is a tendency to address all (unknown) young women and girls in the form of "Mademoiselle", and relatively older women in the form of "Modame".

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### Methodology.

This section describes the participants, the data collection tool, the theoretical basis used for data analysis, and the data analysis procedure.

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### Discussion.

If you do not have a family member, friend or colleague, it is usually obscene to address a person by name. In addition, unlike in English and German, it is considered impolite to address in French as "stranger gentleman" - "Messieurs", if it is not addressed to a third party, "Monsieur" - Mr. enough "Miss" - to refer to unmarried women This form of application is used in countries where English etiquette applies. In European culture, the rules of etiquette are to treat a woman in a way that is appropriate to her status, age, and marital status.

Distinguish: "Madame" is a form of compulsory address in France and some European countries during official communication with women. Initially, this form of polite treatment meant that the woman belonged to a high class or aristocratic family. Later, the use of the word "Madame" lost its definite class character, fell into the category of words used in speech etiquette, and began to be used in a general sense towards women. *Mem Mrs.* was a short form of addressing a woman who was actively used in the XVIII-XIX centuries in relation to women who held an important position in British society. At present, the word is obsolete in English and is not used in practice. In the sense of "master", "mistress", "coach", he settled in the language of communication in North American countries and became part of the active vocabulary of modern Americans. Miss" and "Mrs." are a form of courtesy to women in England and America. The use of "Miss" is mainly for women who are married together with their spouse's last name.

The code of ethics prescribes the application of the word "Miss" to an unmarried woman. Appeal requires a person to implement moral, aesthetic, cultural norms in accordance with established rules. Appeals are a type of relationship of socio-political, spiritual and educational significance, which can be oral or written. Appeal is a set of moral actions that can determine a person's upbringing, respect for others, taste, and self-respect. The words spoken are not only a sign of respect, but also a means to an end. The appeal will be directed to an individual or a community, depending on the situation,

circumstances, community, environment. However, all appeals can only yield a positive result if they are subject to ethical standards. The application is divided into several types. They can be broadly divided into formal appeals and informal appeals. Formal appeals are made mainly in accordance with strict procedures and established rules. Official appeals were made to the head of the labor team, a leading specialist in manufacturing enterprises, a teacher in educational institutions, senior officers in the military and law enforcement agencies, by gender or at all at events of state importance. For example, "Ladies and Gentlemen", "Comrade Chief or Comrade Commander", "Mr. Director", "Teacher Muzaffar Ahmedovich" and so on. It should be noted that in official appeals it is advisable to address only verbally. Because the phrase "you" negatively affects the effective outcome of the relationship. In general, in modern culture, it is more appropriate to refer to those over the age of 9 as "you." It is appropriate to say "you" only in the family, close relatives, friends. Informal appeals are more widely and consistently applied than formal appeals. Informal appeals are mainly used in everyday life, in communication. This type of appeal can be broadly divided into appeals to close people, intimate appeals, and anonymous appeals.

### Conclusion.

In particular: Reliability, friendliness and sincerity are paramount in appeals to loved ones. Examples of such appeals are "colleague", "brother", "uncle", "aunt", "daughter-in-law", "brother". Intimate appeals are addressed to the person using words that are beautiful, pleasing, affectionate. Words such as Words like "Dear", "Dear", "Dear", "Begim" should be used appropriately and effectively.

This type of address also determines that a person is kind and intelligent. However, the use of these words can lead to greed. It is especially impossible to use the word "soul" in reference to everyone, but it is appropriate to use it in reference to those who have connected their lives with each other.

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**Ismail Tajibayevich Xojaliyev**

Ferghana State University  
candidate of philological sciences, docent  
Fergana, Uzbekistan

**Jumaboy Jamolov**

Ferghana State University  
Teacher  
Fergana, Uzbekistan

## ABOUT CHANGES IN THE PHONETIC STRUCTURE OF WORDS BORROWED IN UZBEK LANGUAGE FROM TAJIK

**Abstract:** The article examines the changes in the phonetic structure of words acquired in the Uzbek language after the Tajik language and their linguistic and non-linguistic factors.

**Key words:** phonetic changes, assimilation, dissimilation, conversion, vowel, consonant, migration, similarity, sound increase, sound decrease, sound change.

**Language:** English

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### Introduction

The history of the development of the world's languages develops in connection with the history of the peoples who speak it. Similarly, the history of the development of the Tajik language is closely linked with the development of the peoples who speak this language. The stages of emergence and development of the Tajik-Persian language go back to the Avesto, Pahlavi and Sogdian languages. The spread of the Tajik language, the breadth of its scope testifies to this. Also, the Tajik language in its development stage began to interact with other languages. In particular, the influence of the Tajik language on the Arabic and Turkic languages, and, at the same time, the influence of these languages on the Tajik language is also noticeable. This interlinguistic relationship is evident at the phonetic, lexical-semantic level of both languages.

### The main part

During their conquests, the Arabs managed to change the beliefs of the people, to introduce Islam, but the local people did not accept another language.

Because our ancestors also saw their identity, originality, national pride, first of all, in the purity and stability of their language, and cherished it like the apple of their eye and passed it on to us. The adoption of Tajik-Persian as the official language of the Samanid state has not lost its social significance even today, and its influence can be seen in the oral and written literary language of the people who have coexisted with the Persian-speaking people for centuries. The influence of one language on another is seen primarily in word acquisition. Because the most dynamic and rapidly changing layer of language is the lexical-semantic layer, the interlinguistic effect is observed, first of all, in this layer. In this sense, there is no language in the world that has its own pure word. A certain part of the vocabulary in all languages is made up of foreign words.

The Tajik and Uzbek peoples have lived together for many centuries, and this common life is reflected in the languages of both peoples. Because the language of the Turkic tribes and clans was in contact with the "Iranian languages" that have existed in Central Asia since ancient times. People living in

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Central Asia, including the territory of modern Uzbekistan, spoke local dialects belonging to the group of Iranian languages. It was the language of the Iranian tribes, peoples - Sogdians, Saks, Massagetes, Bactrians, Parthians, Parikanis, Khorezmians and others [9, 78].

People's Poet of Uzbekistan, Hero of Uzbekistan Erkin Vahidov emphasizes that the Uzbek language, a branch of the Turkic language, is derived from its ancient language, and emphasizes that the Uzbek people have benefited greatly from the Arabic and Persian languages. "... The Uzbek language drank water from three rivers. Religious, scientific, social terms - mainly from Arabic, the names of tools of labor, words denoting craftsmanship and high poetic style - from Persian, words denoting movement - mainly from Turkish. Many Uzbek, Arabic and Persian words are used equally in our language .. Allah (Arabic), Xudo (Persian), Tengri (Turkish), qalb (Arabic), dil (Persian), yurak (Turkish), ...".

In fact, the lexical structure of the Uzbek language is very diverse, the language has gone through several stages of development, has benefited from several of the above-mentioned sources, and in its lexical structure and main fund is a significant amount of many Tajik-Persian words. Tajik words are accepted as assimilations and these words are widely used today. While many of these words are exactly taken, others have undergone some phonetic changes. Because each language has its own phonetic features, these features of the language enter the speakers with breast milk, improve in the language environment and gain stability. Certain changes in the structure of words acquired after many other languages are due to phonetic phenomena that have a special status that determine the phonetic features of any language, including pronunciation of vowels and consonants, metathesis, assimilation, dissimilation, increase, decrease, volume change, contraction, etc. discarded. The pronunciation of foreign words is not accurate, and it cannot be pronounced by adapting it to the phonetic features of the native language, resulting in a forced accent. Similar phonetic phenomena can be observed in words specific to colloquial speech that have been translated from Tajik or Arabic into Uzbek.

The reason for the phonetic changes in the Uzbek language after the Tajik language is, first of all, the change of vowels or consonants according to the phonetic laws of the Uzbek language, as it gradually becomes a regular and systematic pronunciation of certain sounds. strengthens. Therefore, although the general physiological structure of the speech organs of different nations and races is almost the same, each nation has its own sound apparatus and differs from other languages by its own characteristics.

The factors listed above have had an impact on the word-sharing process. This can be seen in the lives of the Uzbek and Tajik peoples, who have lived side by side for a long time. Although some words in the

Tajik language have undergone some phonetic changes in the process of assimilation into the Uzbek language, changes in the phonetic structure are noticeable. For example, in the Tajik literary language, certain phonetic changes took place in the process of assimilation of words such as *anbor*, *zanbar*, *shanbe* and so on into Uzbek. These words are taken in Uzbek as *ombor*, *zambar*, *shanba*. In the later assimilation of these words, assimilation forms were adopted in accordance with the rules of the Uzbek language. In the adoption of the Tajik words *postlox* and *charog*, the dissimilated forms of these words have been mastered: *po'stloq*, *chiroq*.

The reason for the change, increase, decrease of sounds of Tajik words in Uzbek language is, first of all, the difficulty of Uzbek pronunciation of these words or the easy way to express them, and in some cases they are pronounced and written like Tajiks. For example, even if the Uzbek language has the sound "zj", all words that contain this sound are written with the letter "j", for example: *avzj-avj*, *bazjo-bajo*, *gazj-gaj*, *ganzj-ganj*, *panzja-panja*, *zlo'ra-jo'ra*, *zjav-jav*, *zjavob-javob*, *zjoy-joy*, *zjam'iyat-jamiyat*, *zjafo-jajo*, *zanzjir-zanjir*, *zjannat-jannat*, *zjigar-jigar*, *zjilva-jilva*, *zjahon-jahon*, *zjin-jin*, *zjodugar-jodugar*, *zjoziba-joziba*, *zjavon-juvon*, *zjuft-juft*, *zjo'zja-jo'ja*, *jo'ybor-jo'yvor*, *tozj-toj*, *torozj-toroj* and others.

The presence of the sound "f" in the Uzbek language has caused a lot of controversy, both in the past and today, and one of the researchers MT Zakirov said that "... the emergence of "F" in Uzbek phonemes in Arabic and Persian languages f "is related to the effect of vowels containing the sound. Although this sound is present in a number of languages, they have mutually different characters. In Russian, Arabic, and Persian, for example, the pronunciation of this sound has different characteristics. Although "F" is used in modern Uzbek oral and written speech, in some Tajik words this sound has become "P", for example: *kaftar-kaptar*, *kafgir-kapgir*, *rafida-rapida*, *taft-tapt*, *charxfalak-charxpalak*, *chorsufa-chorsupa*, *falaxmon-palaxmon*, etc.

There are various controversies over the origin of the "O" sound in the Uzbek language. In particular, as noted in M. Zokirov's article "Interaction of Uzbek and Tajik languages" [1], the author focuses on the influence of the Tajik language on the Uzbek phonetic system, first of all, on the phoneme "o". This problem has caused a great deal of controversy in the science of Turkology, with different approaches to the formation of this sound. E.D. Polivanov, A.K. Borovkov, X. Ne'matov, Sh. Shoabdurahmonov, A.M. A group of scientists, such as Shcherbak and MM Mirzaev, have expressed their views on this issue. E.D. Polivanov emphasizes that the sound "o" was formed under the influence of the Tajik language, while AK Borovkov, H. Nematov, Sh. A.M. Shcherbak and MM Mirzaev combine the views of these two groups. In our opinion, it can be seen that

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the process of formation of the "o" sound was influenced by internal and external factors. It is not a secret that under the influence of the Tajik language in some dialects (Samarkand, Bukhara, Karshi, Shahrisabz) there is a transition to "o". In general, under the influence of the Tajik language (Tashkent, Fergana), the sound "o" has a positional formation.

Based on the opinion of the third group, the author of this article (M. Zokirov), although we consider it acceptable, we do not agree that Tashkent and Fergana are outside the influence of the Tajik language. This phenomenon is very common not only in Uzbek words, but also in words translated from Tajik into Uzbek: *andoza-andaza, vohima-vahima, donak-danak, dandona-dandana, peshona-peshana, dumg'oza-dumg'aza, do'lona-do'lana, dona-dana, zormonda-zormanda, marvorid-marvarid, taroshtarasha, tag'ora-tag'ara, xozonak-xazanak, xorish-xarish, xoshok-xashak, yakto-yakta, hangomahangama, chorvo-chorva, shabboda-shabada, sho'rdonak-sho'rđanak, korvon-karvon, yaxmolak-yaxmalak, ugro-ugra, tillo-tilla, hinogul-hinagul, yagona-yagana, nogahon-nogohon, ohar-ohor, pokdoman-pokdomon, qog'az-qo'g'oz, shalvar-shalvor, shalg'am-sholg'om, kavsh-kovsh, xirman-xirmon* and others.

O'zbek tilidagi "Universitet" ning ikki tilning o'z vaqtida paydo bo'lishi mumkin. Asrlar davomida ikki urushqning yonma-yon yashashi, birgalikda hayot kechirishi natijasida ikki xalq quda-andachilikning yuzaga kelishi, qon-qarindoshlik rishtalarining bog'lanishi o'zaro genetik qarindoshlikning ham yuzaga keltirgan. Xil ikki xalqning genetik chatishuvi ham tillardagi fonetik o'zgaruvchilar uchun zamin yaratgan. Shuning uchun ko'p tovushlarning ikki tilda aynanligi yuzga kelgan. Bu, ayniqsa, o'zbek tilida "o" tovushining yuzaga kelishiga pishgan fiziologik va artikulyatsion yer yaralgan.

It should be noted that "... in modern Tajik and Uzbek literary language the number of vowels consists of 6 phonemes. Under the influence of the Tajik language, the phonemes of the Uzbek literary language were reduced to six. Vowel phonemes in both languages are classified in three ways: according to the presence of the lips, according to the degree of opening of the mouth, and according to the vertical and horizontal movement of the tongue [2].

A group of Tajik words containing the vowel e has been introduced into the Uzbek language, where the Tajik vowel "e" at the end of the word changes to the sound "i" or is expressed by the addition of a phoneme (y) as: *abreshim-abrishim, alamangez-alamangiz, andesha-andisha, umed-umid, gireh-girih, govmesh-govmish, dareg'-darig', dahlez-dahliz, omexta-omixta, teg'-tig', fireb-firib, hamesha-hamisha, pareshon-parishon, chelongar-chilangar, shabexun-shabixun, shamsher-shamshir, nesh-nish, neshtar-nishtlar, mex-mix, Beruni-Beruniy, Navoi-Navoiy, devori-devoriy, namunavi-namunaviy,*

*koshki-koshki, gulixayri-gulixayri, yagonachi-yaganachi, dahonaki-dahanaki, xomaki-xamaki.*

In words it is the change of the phoneme *u* to *i*: *bunafsha-binafsha, garmdoru-garmdori, doruxona-dorixona, kokul-kokil, koftukov-koftikov, nozuk-nozil, tarozu-tarozu and others.*

Such a phonetic phenomenon often occurs in the middle and at the end of a word, changing the phoneme "b" to "v" in words as: *boybachcha-boyvachcha, zirbak-zirvak, kaloba-kalava, lablabu-lavlavi, moshoba-moshova, nabot-navvot, obtoba-obtova, poinob-ponov, charbu-charvi, chilbur-chilvir, sho'rbo-shurva, arobabakash-aravakash, barobar-baravar*

Such a phonetic phenomenon can be seen in the Tajik language itself and in some of its dialects, for example: *go'rkob-go'rkov, seb-sev, lab-lav, ob-ov, shabona-shavona*. Changes in other vowel sounds are less common than in the above phonemes as: *shinos-shunos, barodar-birodar, tirkash-tarkash, firo'z-fero'z, bob-bop, tub-tup, turb-turp, xub-xup, hasib-hasip, mijja-michcha, taksinj-tagsinch, gurunj-gurunch, duruya-duraya, pustlox-po'stloq, tahmon-taxmon, tagdor-tegdor, shanbe-shamba.*

More than one phoneme has been changed in some Uzbek words. For example: *pulod-pulot, charog'-chiroq, galber-galvir, muylab-muylov* and others.

In the words as *ozmoish-ozmoyish, didagiryon-diydagiryon, didor-diydor, namoish-namoyish, farmoishi-farmoyish, xudoixona-xudoyixona, shaydoi-shaydoi, shohi-sho(h)yi, shurida-shuriya, zinnat-ziynat, tin-tiyin, tirak-tiyrak* although the increase in the "y" sound is in accordance with the pronunciation of the Tajik language, it is not reflected in the Tajik script, but this phonetic phenomenon is reflected in the Uzbek script.

It is known that in Turkic languages two consonants do not coexist. This is a phonetic rule inherent in all Turkic languages, and this rule also applies to the Uzbek language. Therefore, in the words mastered after the Tajik language, there is an increase of one vowel sound between two consonants as: *zahr-zahar, kavsh-kavush, mag'z-mag'iz, tuxm-tuxum, tursh-turush, chatr-chatir, sharmsor-sharmisor, shahr-shahar, hazl-hazil.*

In Turkic languages, including Uzbek, the occurrence of certain consonants at the end of a word is extremely limited, so if words ending in a consonant are often accepted from other languages, such consonants become unvoiced or dropped. Also, in Uzbek, two consonants do not occur side by side at the beginning, middle and end of a syllable. For this reason, phonetic changes are observed in some words transferred from Tajik to Uzbek: *gazand-gazan, giyoh-giyo, damduzd-damduz, odamizod-odamzod, nimdosht-nimdosht, halqaob-xalqob, chukburon-chukuron, shohkosa-shokosa, shahtut-shotut, harifona-halfana.*

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Through the Tajik language, the apostrophe sign is dropped in the words learned after the Arabic language: *fa'ol-faol*, *ta'rix-tarix*, *jum'a-juma*, *jam'i-jami*.

### Conclusion

The process of learning words from Tajik to Uzbek dates back to ancient times. Because these two nations have lived side by side for a long time. This is reflected in their national traditions and customs. Word acquisition was first seen in colloquial speech,

in dialects, and later in literary language. Also, the richness of classical literature, the fact that Uzbek poets create works of art in both Uzbek and Tajik, and Tajik poets in both Tajik and Uzbek, has strengthened the interaction of the two languages. In the process of assimilation of words from one language to another, phonetic changes took place in the acquired words according to the phonetic rules of the language in which they received the word. Some words were accepted without any change.

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**Igor Feliksovich Porubay**  
Ferghana State University  
Department of Foreign Languages  
Teacher  
Fergana, Uzbekistan

**Ehtiyot Ismailovna Ibragimova**  
Ferghana State University  
candidate of philological sciences, docent  
Fergana, Uzbekistan

## ABOUT THE FEATURES OF SOCIAL MEDIA DISCOURSE (BASED ON THE EXAMPLES OF RUSSIAN AND ENGLISH LANGUAGES)

**Abstract:** This article discusses various aspects of the development and functioning of a language mediated by the environment of the Internet, also known in modern linguistics as an Internet discourse. The article analyzes the role of the Internet and its services, in particular, social networks, media, online journalism and entertainment services of the Internet in the formation of this discourse. Various aspects of this language are considered, including stylistic features and special vocabulary. In addition, the influence of the Internet discourse on modern English as a whole is analyzed. The article pays attention to a comparative analysis of the features of the Internet discourse in the Russian and English languages, in particular, borrowings in the Russian-language Internet discourse, examples of direct borrowing, calque, unmotivated neologisms, the use of slang, etc. are analyzed. The article summarizes the most noticeable patterns of the specific process of the Internet-mediated communication, and their impact on the language used in this process, including morphological and stylistic features.

**Key words:** Discourse, Discursive analysis, Internet discourse, Media Discourse, Slang, Stylistics, Calque, Neologism, Neologization.

**Language:** English

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### Introduction

It is known that linguistics as a branch of scientific knowledge has always been and will be connected with the study of either a certain aspect of language use within community, or the use of its particular layer, therefore, once again demonstrating the fact that linguistics relates to social science. It is also confirmed by the fact that the language itself is a dynamic, rapidly developing phenomenon that constantly goes through changes. The majority of these transformations depend on how certain members of society use language means. The questions of their linguistic peculiarities belong to various branches of language study, including stylistics, semiotics,

discourse analysis etc. The main aspect which remains is the fact that the language and its means evolve depending on the level of their popularity within society. A number of words that were used to depict certain phenomena have already lost their function because of being replaced with newer, modern ones; while some became completely obsolete in the process of civilization, because of disappearance of phenomena and actual concepts they related to from the everyday lives of people.

### The main part

Internet technologies and their users create a new discursive environment which, becoming quickly

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popular, transfers to other spheres of life at a fast rate. The reason is the fact that the Internet occupies a stable place in our daily routine as much as television does. Currently, the same social networks have become a “part” of people’s “public image”. There is no surprise that such tendency is visible, first of all, among younger generation audience. Social networks, fulfilling the functions of communication and information exchange, make a considerable contribution in popularization of certain vocabulary that was initially circulating in “virtual” environment that started to gradually step out of these boundaries into other areas of language use. In modern linguistics, there is no sustained term that could generalize all phenomena that appear in the process of communication in internet-mediated environment, or characterize such a language or discourse with one term [1, 148].

Despite this, the language processes themselves are quite obvious and are constantly receiving enrichments, both in English and Russian languages. There are various examples of social network vocabulary that underwent such a process:

“Follow” – a word that probably occupies a place of the most used in the context of social networks. There are several ways with which the word can be translated into Russian language, including “подписаться” (“podpisatsya”); there is also a highly trendy calque “фоловить” (“folovit”). Both words maintain the meaning, which is “subscribe to a certain user or a page”. The latter word, however, has a distinctive “slang” tone.

Another highly popular example is a word “post”, which can be either a verb or a noun. In Russian Internet language, such informal translations like “постить” (“postit”), “запостить” (“zapostit”) are most widespread.

“Block” (“restrict the user on social network or forum”). Currently, Russian Internet discourse frequently exploits informal words with “incorrect” word formation like “блокануть” (“blokanut”), “блокнуть” (“bloknut”).

Reverse action verbs in the context of social networks, and information technology in general, undergo an interesting process. A prefix “un” is the most used prefix used for this purpose: “Unfollow”, “Undo”; while other prefixes with the same meaning, including “dis” (“discharge”) or “de” (“devalue”), do not appear to be used. In Russian, however, loan translations of reversed action verbs do not exist, e.g. “анфоловить” (“anfolovit”).

As can be seen from these few examples, the word that denotes a function or phenomenon of a social network, undergoes through several processes if translated or going into widespread use. Phrases can have both formal translation and informal, less strict means of distribution, most often, in the form of a calque or unmotivated neologization. Informal variants of words are more preferable and, therefore,

occur more often in communication, and this fact provokes a counterquestion about the reasons for this preference. First, the age category of most active internet users, particularly, social networks, is youth, that is more prone to use slang and jargon in everyday language. Second, calque words that “directly” came from English are highly convenient in terms of their direct associativity and easiness in being recognized, which itself serves as the reason for their quicker distribution. It is important to note that, despite initially “restricted” character of using these phrases, modern tendencies show that their use is expanded, and meanings are understood by a wider audience that does not necessarily relate to the area of social network users; i.e. this lexis “firmly” occupies its place in an everyday reality.

A particular, somewhat problematic characteristic of Internet language and its means is its tendency to frequent and drastic changes in the use of a certain lexicon, which results in quick rise and fall in popularity of specific words. It refers, first of all, to new words, words the semantics of which was “modified” by a computer or internet context, neologisms from the area of Internet-discourse etc. As the development of an Internet sphere is very often associated with the use of social networks and media or blogs, most of Internet-mediated words are born in this particular part of it, and recently, we are witnessing leaps from one tendency to another in terms of language use which cannot leave the general shape of a modern language unaffected. For example, such a phrase like “selfie”, being almost infectiously popular at the dawn of its birth in social media and networks, is becoming more and more obsolete nowadays, which, however, is not associated with the loss of its relevance, just because a selfie has been and is an integral part of our lives as long as we have front cameras on our smartphones. Despite this, it is obvious that the phrase itself is heard less and less often, compared to other, newer words that denote currently trending social network functions like “livestream” or “story”. Still, even these words will likely to have the same short lifespan of popularity, because the evolvement of internet as the source of entertainment, and its reinvention will stop with an extremely negligible chance.

Despite the fact that internet-environment discourse is obviously observed, it does not have an outlined term, instead having various phrases that differently include and evaluate its phenomena, for example, “Internet discourse”, “computer discourse”, “virtual discourse” etc. The essence remains the same in all these terms, which is communication that is made possible only in the presence of computer technology, including internet [2, 118].

Communication in Internet environment has many tendencies that never remain in static state, always acquiring new forms and using various

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language techniques as the sphere develops. Basic tendencies of Internet communication are:

1. Common use of slang, especially in Russian Internet discourse, based on the transformation of English words with the use of loan translation (“забанить” (“zabanit”), “блочноуть” (“bloknut”), “фоловить” (“folovit”) etc.)

2. The lexicon’s dependence on environment and functions of a particular Internet service. For example, torrent-trackers actively use terms like “seed” and “leech” that are typical only for the services of such nature.

3. Frequent change of vocabulary trends that depends on the popularity of particular means of entertainment in social networks. For example, such words like “selfie” and “spam” are already becoming less and less visible.

4. Use of contractions in the form of abbreviations that may or may not have a symbolic meaning to save time in the process of communication: “IMHO”, “LOL”, “ASAP” etc.

5. Excessive fragmentation of communication, regardless of the type of message. Let it be a direct message or a comment to the post or a photo, communication on the Internet always strives for maximum briefness, leading to frequent violation of grammar norms, word abbreviation, ellipsis etc.

6. The multimedia nature of communication. New technologies laid the foundation of a new level of communication regardless of the graphic representation of a discourse. Instead of writing words, other ways to communicate can be used, including emoji, images, gif animations, memes etc., that are used even without the accompaniment of words as such, if the message is clear to the addressee without them.

7. Independence of the communication process from extra-linguistic conditions. Internet users can communicate regardless of extra-linguistic factors like distance, current location and time. They may not even know or meet each other in real life.

8. The hybrid characteristics of communication. The process of a dialogue on the Internet does not have an instant character like real-life conversation, i.e. it is similar to correspondence by mail, on the other hand, if comparing the volumes of individual messages, it has properties of real-life communication.

9. The scale of communication. Because of the fact that extra-linguistic factors do not directly create boundaries in Internet communication, users can communicate with as many people as they want and from any part of the world. Moreover, using hashtags as a specific language tool of social networks, a user can share his message and specific interests with an arbitrarily wide audience.

10. The diversity of communication genres, which include: dialogues (conferences and chats),

monologues (blogs, news media), non-public (e-mail) [3, 216].

In many ways, the Internet discourse, its features and style form a new image of a language, the influence of which has trespassed the “virtual” boundaries [4, 69].

Considering constantly evolving characteristics of society, new concepts are always born and enrich the language, which is especially visible in modern times. What makes a difference compared to the past is the presence of the Internet that offers new, innovative ways of information share and distribution including social networks and media, together with more traditional ways like television and radio. It is crucial to pay attention to the fact that the Internet as a technology in general does not present itself as an innovation, because there is no secret that its features and advantages in instant information exchange including e-mail or database development had been intensively used worldwide since the beginning of a new century, and the roots of the emergence of the Internet itself date back to the 1980s. The innovative aspect inside the Internet is the diversity of modern approaches to its derivatives, including software, various platforms like web-sites, services, mobile and desktop applications etc. This is the reason why the main factor of innovation on the Internet depends on the developers of such services and people involved in the content creation for these systems. Examples include various Web platforms of distance education, file sharing, information services and services of entertainment. All these spheres have their own contributions to the image of a modern language, introduce new language concepts and related words, often completely new ones, it has to be said.

Therefore, social networks in the current “digital” reality do not have just one, but several functions, and those that have an important effect on certain language processes related to discourse and stylistics, are not directly affiliated with the primary aim of social networks, which is to socialize and keep in touch between individual users. Internet services serve as a particular platform for different fields of activity and can be filled with diverse information content. This implies the same diversity in the language used in accordance with these fields [5, 11].

It is important to take into account the role of Internet journalism in the formation of a new Web discourse. In the period of a modern language, especially if we talk about the English language, journalism in general has played a vital role. It is known and recognized that throughout the history, the branch of journalism was fundamental in popularization of new terms and words related to various innovative spheres, including science, art, mass culture and sports. It is also important to admit that the journalism made it possible to properly understand various scientific phenomena that were previously unknown or difficult to be comprehended

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in the eyes of general public, by adapting scientific terminology in the form of impressive, accessible and easily memorable phrases. Examples of such work include terms like “Big Bang” and “Black Hole”, that are known and understood by any modern school student, whereas at the beginning, these astronomic discoveries were complicated and alien to an everyday reader. Journalists made it possible for these discoveries to be popularized and introduced into an everyday language.

In general, the process of discourse that takes place in the field of information exchange, is aided by the functionality of social networks. Nowadays, an individual learns the majority of information and latest news about the world through social networks, in which almost every respectable information agency or entertainment service had already opened a dedicated page. Social websites offer a possibility of practically instant information transfer at a faster pace and higher volumes compared to traditional mass media. It is important to notice that such abundance of information channels on the Web, particularly, in social media, stimulates a wide choice of language styles, with the help of which, various discourse types are formed. All of these discourse types are aimed to deliver information in the most effective way, let it be a public journalistic discourse, entertainment discourse etc [6, 2]. We are currently witnessing an enormous variety of online publications of different directions, including sport, hobbies, art, science, culture, travel and many others. The presence of social networks in such a context occupies an obvious place and role and influences the language characteristics of not only users, but of Internet-journalists themselves. Just like in traditional journalism, language and its stylistic devices play a significant role on the Web, just because news bulletins on social networks are accompanied by brief but effective headlines to attract the audience and keep readers' interest. An interesting peculiarity of the language of an Internet journalism, especially the one used in entertainment, is a possibility to “blur” the boundaries between formal and informal layers of vocabulary, use slang and vernacular, and apply different styles within one text [7, 752].

In the guise of social networks, one can also trace another extremely important circumstance, which is their multimedia character. Our communication online is not limited by a graphical representation of words anymore, it can now include other ways to convey a message, express ourselves and share information with the help of media like videos and photos. Therefore, the borders between spoken and written discourse, formal and informal language get erased, and the ways to express our emotions and opinion are broadened [8, 141].

Also, the tendency to save the language means takes an obvious place – it is sometimes easier to send a photo or video instead of a possibly longer verbal

explanation, and the high number of existing abbreviations in online messaging like LOL, IMHO, ASAP once again confirms the aforementioned words. Such characteristics of Internet-based communications were made possible after its switch to Web 2.0 technologies that turned static web use into an interactive process which resulted in changing the way we use it [9, 206].

The Internet and its possibilities are a great source of language change, often with the formation of authentic slang layer. It is significantly visible in the case of Russian Internet discourse replete with borrowings from English, mainly due to the fact that initially the field of information technology in Western countries was developed and popularized earlier [10, 113].

Nevertheless, the language of the Internet and its influence on overall language characteristics is not always positive. A high number of slang phrases and words in the Internet discourse inevitably leads to a stylistic shift of the language towards an informal style; many terms and words that depict the same concepts in a neutral way are being lost and forgotten, and even may become completely obsolete in favor of a more popular slang equivalents. It is especially visible in contemporary Russian computer discourse, in which slang words often prevail over neutral terms of the same meanings. For instance, a term “flash drive” is used in the Russian language in two variants, the first one, “флеш-накопитель” (“flesh-nakopitel”) belongs to an official, stylistically neutral translation, the variant which is almost never used in an everyday spoken language, except for official instructions; with speakers preferring to use a slang word “флешка” (“fleshka”).

It is important to admit that the process of stylistic shift of an Internet-based discourse is more obvious in other languages compared to English, while in the English language Internet (and computer) discourse, this problem does not have such a tangible character, probably because of the fact that many new terms initially belonged to a neutral layer of vocabulary, including the phrase “flash drive”.

### Conclusion

The further development of the Internet-mediated language depends on the volume of development of its related field, which, most likely, will only gain momentum regarding its innovation. In addition, the language of the Internet also depends on what the nature of the use of the Internet will be in the future - whether it will be even more entertaining, or will take on a more academic tone. Also, in many respects, all its trends depend on the new generation and how and in what form they will use language tools in an environment that is already inherent to them from birth, which affects the future of the Internet discourse in general. Whatever the processes in this area are, they will undoubtedly be of great interest to

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linguists and researchers of other related fields of science.

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**Maftuna Muhammadovna Gaziyeva**

Ferghana State University  
Senior lecturer, Doctor of philosophy in philology (PhD)  
Ferghana, Uzbekistan

**Sanobar Sherali qizi Jonridova**

Fergana State University  
Master  
Ferghana, Uzbekistan

## ON THE CONTENT STRUCTURE OF THE TEXT

**Abstract:** The article discusses the linguistic nature of terms such as pragmatics, pragmatic meaning, presupposition, and the interpretation of these meanings in the journalistic text.

**Key words:** implicature, implication, presupposition, hidden meaning, pragmatic meaning.

**Language:** English

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### Introduction

Language is the most important communication tool for people to communicate with each other. People express their thoughts and feelings through language. Language is not only an expression of thought, but also a means of forming and consolidating thoughts in the social consciousness. One of the most mysterious features of human language is that it is closed, that is, it is an object that serves to convey information that is not secretly expressed. Pragmatics deals with the study of hidden content in this speech process.

### The main

The following views can be observed in the scientific literature on scientific paradigms in science: "Although there are different opinions about the amount of paradigms in linguistics today, the distinction between the three paradigms has become a tradition, ie 1) comparative historical, 2) system-structural and 3) anthropocentric paradigms" [5, 10]. The science of pragmatics also differs from other disciplines in that it operates on the basis of the anthropocentric paradigm. There are also considerable aspects such as speech communication, or communication theory, that "... communicative

activity requires a variety of knowledge, of which, for example, linguistic knowledge is related to the structure of the language system, while encyclopedic knowledge reflects reality and finally, interactive knowledge requires knowledge of a set of rules that are common to a social group, based on interaction. When we say 'linguistic communication ability', we mean the same knowledge. It is better for the participants of the interactive knowledge to have basically the same level, because only in this case it is possible to achieve unity and mutual understanding"[4,133].

"The emergence of pragmatics as a new object of study in linguistics is linked to a number of theories. In particular, CH, S. Pierce's ideas on semiotics, theories of speech acts based on the logical-philosophical views of J.P.Ostin, J.P.Serl, and Z. Wendler in 1960-1970, P. Grace's pragmatic analysis of meaning, and The reference theories of L.S. Linsky, J.P.Serl, P.F.Strososns became the basis for the formation of pragmatics [5, 24]. In Uzbek linguistics, the study of the pragmatic features of language units began in the 1980s. The researches of linguists N.Mahmudov, A.Nurmonov, M.Khakimov, D.Lutfullayeva, Sh.Safarov, U.Rahimov, Z.Burhanov are a clear example of this. So, in today's modern

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linguistics, we can see that the problems of pragmatolinguistics and its study, such as the definition of the object of study, have been solved to some extent.

"The general structure of the text, which is the main unit of communication, the content of which is an experimental field that forms the communicative meaning of linguistic units. The semantic content of a text, which is a holistic communicative linguistic structure, consists of denotative and signifiable parts. The first of these refers to the aspects of the content of the text related to the events taking place in reality, while the second is related to the speech-thinking activity of the text or speech creator. ML Makarov, a representative of the Tver (Kalinin) pragmatolinguistic school, is one of the proponents of a "communicative-centric" approach to the description of textual content. Mikhail Lvovich met his mentor, Professor I.P. Following in the footsteps of Susov (Susov 1979), the denotative and signifiable features of the text include proposition, reference, explication, infection, implicature, relevance, presupposition [4, 133]. From the above thoughts of Professor Sh. Safarov, it is clear that the study of such phenomena as *proposition, reference, explication, infection, implicature, relevance, presupposition* is one of the most pressing issues of modern linguistics.

Implicature units that represent the hidden content of a speech expression can include events such as presupposition, allegory, irony, and pragmatic barrier. Theoretical literature on linguistics provides a wealth of practical and theoretical information on implicature units. The problem of implicit language, the study of its pragmatic significance among speech participants, is one of the most interesting problems for researchers in modern pragmatolinguistics.

Implicatura requires that the meaning of a sentence be clear, but that it complements it and creates sentences that give it additional meaning. These words are not uttered, but their meaning is naturally recognized by the communicators. A set of perceived conclusions is understood by the listener as intended by the speaker. In the scientific literature, the term implication is interpreted differently as an unexpressed meaning, an unexpressed logical-semantic relationship between several pieces of information. "Implication is the mental operation of linking the presuppositions of a sentence, its literal meaning, the conditions of communication, and on the basis of which the implication arises" [1]. VI Moroz compares mental movement to an iceberg, calling the explicit expression "surface" and the implicit expression "underwater" [2] The closed part is clearly present, but it is reflected as a lower, hidden content layer at the bottom of the tongue, not on the surface. Presupposition helps the speaker and listener to understand the communication. Presupposition is one of the special problems of pragmatics, a phenomenon that demonstrates the "inner potential" of language

unity. The first ideas about this are related to the ideas of the German logician Frege. He asserted that "presupposition is the natural basis of judgment"[3, 391]. That is, the meaning is not clearly expressed in the text, and the relationships that lead to this meaning in the semantic structure of the text are understood and understood as the exact result of the formation of a semantic complex in the minds of the recipients. Presupposition is objective and thematic. It does not contain new information, it is a semantic basis for creating information that does not require verbal expression. Although presupposition and implication are also events with a hidden meaning, Safarov emphasizes that they differ in their use and understanding. "Implicature is a meaning that is not constant, that changes rapidly in the text, that can even disappear, and that presupposition is a meaningful phenomenon that does not disappear in the text and has a permanent character" [4, 133]. Implications are always indexed more in the context of text and communication. The study of the hidden meaning was carried out in two opposite directions. On the one hand, within the framework of text linguistics, that is, from the semantics of the text, on the other hand, the hidden elements in the semantics of lexical units were considered. In this regard, researchers classify presupposition differently. " .V.V.Bogdanov, N.D.Arutyunova argue that presupposition is an aspect of speech semantics. VG Gak indicates the following types: 1) broad presupposition; 2) narrow presupposition; 3) linguistic presupposition. After E.V. Paducheva divided into semantic and pragmatic types, again 1) existential; 2) facts; 3) also categorical types" [3, 393] In general, it is more accurate to study the phenomenon of presupposition in terms of logical and linguistic types. Although the concept of presupposition is studied in both logic and linguistics, there are some differences between them. A.Nurmonov comments on this as follows. "Linguistics sometimes confuses logical presupposition with linguistic presupposition. We are in favor of considering a presupposition that can only be understood through certain external signals as a linguistic presupposition" [3] It is clear from this that logical presupposition is the hidden semantic basis of speech and is understood through the internal structure of speech. For example, "Mothers do more good than hair, but children know it when they lose their hair" [7] This presupposes that children will be parents tomorrow, that they will grow up to be adults. Linguistic presupposition, unlike logical presupposition, has a certain form of expression, material means, external signals. For example, "With the start of the school year, measures have been taken to ensure that secondary school teachers and students also visit the museum"[6] This leads to the ruling that students and teachers of secondary schools, among others, go to the museum.

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Professor M. Khakimov "... The statement of information is in the form of explicit or implicit, which is inextricably linked with the speech situation in the communication process and the internal purpose of the speaker. The semantic structure of an expression is complex, and it includes several content views related to the speaker's personality and speech situation. In the process of communication, the contractual statement of the private relations of the speaker and the listener consists of explicit and implicit content, which differ sharply from one another according to the degree of expression. The transparent form of information is present in any form of expression, and it often forms a simple proposition about the subject of the speech, and this is called transparent content. The hidden form of information is placed in the structure of this transparent statement. This is considered hidden content. With such an eye on some expressions, it will not be difficult to grasp the content of the information in it. In other expressions, although their formal structure is simple, it is difficult to understand the content of the information implied by the speaker. Since several forms of information are involved in the semantic structure of such expressions, showing the criteria for limiting them from each other allows us to correctly understand the form of information intended by the speaker [5, 24].

U. Rakhimov introduces the following as the means of creating linguistic presupposition: "1) Lexical means. 2) Morphological means. 3) Syntactic tools. 4) Extralinguistic tools" [9, 10] Rakhimov added homonyms, synonyms and antonyms to the lexical devices that lead to presupposition, noting that they are comparative expressions of presupposition. Morphological tools include categories of known word groups, as well as auxiliaries and prepositions. Syntactic tools include interrogative pronouns, analogical devices, and word order. Extralinguistic tools include a variety of situations, paralinguistic tools, and social tools. It is clear that presupposition is manifested in oral speech not only through the logical conclusion of sentences, but also through extralinguistic means. In his other work, "linguistic indicators of presupposition - phonemes, morphemes, lexemes, word forms, phrases, punctuation" are defined [8, 58].

It seems that the Uzbek language has a variety of presupposition tools that help to express complex content through a simple syntactic form. Such linguistic means complicate the semantic structure of a simple sentence by pointing to presupposition in a particular speech situation. Although each linguistic medium is involved in the formation of sentences with its own formal structure, it has in common that it implicitly conveys additional information. Different methodological meanings can be expressed in a sentence as the role of linguistic means changes. For example, on the way I realized that Vahima was not

only in our office"[7] This presupposes that the streets are full of panic, and everyone on the street looks anxious. It was only on the way that I realized that the panic was not in our office. From this we know that there are other situations besides panic. Presupposition is contextual and non-textual information. Presuppositions contain a lot of information in a concise form.

"Wendler's views on this are important. He emphasizes that "in the case of a gesture, the speaker does not hide his purpose, but tries to give the listener the opportunity to understand the gesture"[10, 245]. In the text, the semantic elements associated with and referring to the inner intention of the speaker are in different forms, and it is important to show their commonalities and differences. As N.Mahmudov rightly points out, not all such semantic elements are the same in terms of their character. In particular, it should be noted that the theoretical literature on linguistics provides a lot of theoretical and practical information about the phenomenon of presupposition, which complicates the semantic structure of the text, but does not comment on the elements of the hidden grammatical category and propositional subject. Under the influence of the propositional subject expressed through the text, there is also the appearance of a tag within the structure of the hidden expression. The meaning in the text is determined using the proposition and the noun meaning. The appearance of presupposition is also determined in the process of analyzing the propositional structure in the text. "Undoubtedly, the study of the problem of presupposition allows us to objectively study the semantic-syntactic structure of the sentence, the relationship of the sentences in the text, as well as a number of other important issues of semantic-syntax"[11, 28], The study of the problem of the tag also provides an opportunity to explore a number of other important issues related to the style and pragmatics of the text.[5, 24]

Implicature units play a special role in the analysis of journalistic texts. Because they allow you to convey a specific meaning and convey specific messages that can only be recognized by members of a narrow group. For example, the information in the phrase "the owner of a great heart"[6] is contextual. The information that the event is dedicated to Erkin Vahidov is known to the participants from the context. The previous sentence is about the event, so the above statement has the presupposition that it is Erkin Vahidov, who has a great heart, and that an event dedicated to his 85th birthday has been organized. "As a result of the universal knowledge and skills of people about the world and language around them, they also lead to presupposition in the lexical meanings of some words"[3, 393]. For example, the article "Entrepreneurs' Appeals Under Control" [6] contains a presupposition that mobile receptions will be conducted by the Entrepreneurs' Appeals

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Reception. In “Control,” the lexical meaning of the word and human thesaurus, cognitive skills, lead to presupposition for the speakers. In conclusion, it requires the formation of several sentences that remove its ambiguity, even though the presupposition

still has an unexpressed meaning. Even if these words are not uttered, they appear in the minds of the communicators in the form of judgments. It is important to remember that implicit data is an important semantic part of textual content.

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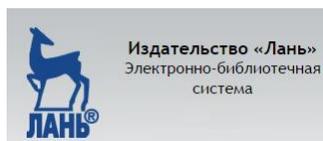
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