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Content and Principles of Financial Policy

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Abstract: *This article discusses the views and comments on the content and principles of fiscal policy.*

Key words: *finance, social relations, financial system, market economy*

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The whole system of financial management is based on the financial policy of the state. Therefore, fiscal policy is the most basic element in the financial management system. Fiscal policy is the independent activity of the state in the field of financial relations. This activity is aimed at providing the state with appropriate financial resources for the implementation of this or that economic and social development program.

Social development refers not only to the development of education, culture, health and other social needs, but also to the social structure of society. Therefore, it is not advisable to link fiscal policy solely to economic policy.

The policy covers all areas of state activity. Depending on the areas of social relations that are the object of political influence, we are talking about economic or social, cultural or technical, budget or credit, domestic or foreign policy.

Fiscal policy has a self-sustaining independent significance and at the same time is an important tool for the implementation of public policy in any area of social activity. It does not matter in principle whether it is economic, social, military reform or international relations.

Politics, political influence, and political leadership consist of the following three elements:

to define and set the main goal and to specify the tasks for the future and the near future, which need to be addressed in order to achieve the goals set for a particular period of society;

development of methods, means and concrete forms of relations in which the set goals are achieved in a short period of time, and the tasks of the near future and the future are solved in a reasonable manner;

selection and placement of personnel capable of solving the assigned tasks, organization of their implementation.

Hence, fiscal policy is the definition of the solution of goals and objectives that focus on the processes of formation, distribution and redistribution of social wealth to meet the specific needs of reproduction and to provide the process of continuous reproduction with financial resources.

Another definition of fiscal policy can be given as follows: a set (set) of methods of using finance, practical forms of its organization and methodological principles is called fiscal policy.

In some cases, fiscal policy is interpreted as a specific activity of public authorities related to the use of financial relations by the state to perform its functions. Such an interpretation carries several risks. The reason for this is that the tasks and functions of the state will also change and transform in accordance with the prevailing perceptions of the role of the state in the development of the national economy. For example, government intervention in the country's economy, equalization of living standards, socio-economic conditions, and a number of other issues that define the functions and responsibilities of the state are still under discussion. Moreover, the use of fiscal policy only as a tool to perform the functions of the state creates a conflict between the interests of public authorities, local governments and other actors in the financial system, namely the population of the country and businesses.

For example, many experts, including government officials, have argued scientifically and practically that the current tax mechanism is ineffective and that for some businesses it can have very bad consequences, but financial policy remains unchanged for a long time. if the tax reform does not change its essence, then the financial policy of the state becomes the financial policy of a group of individuals, which is actively implemented by the relevant bodies of state power.

From the above, the following three logical conclusions can be drawn:

first, fiscal policy should be not only an instrument for the achievement of certain goals by self-interested authorities, but also a means of solving the socio-economic problems of society;

second, the financial policy of the state should take into account the interests not only of public authorities, but of all subjects of the financial system;

third, it is necessary to distinguish between public fiscal policy and fiscal policy of public authorities.

Thus, public fiscal policy should be considered as part of the public socio-economic policy to ensure the growth of financial resources in a balanced (proportionate) at all levels of the financial system of the country. Foreign experience shows that denying the need for a balanced growth of financial resources leads to the self-degradation of the country's financial system, the collapse and destruction of the economy.

The most important feature of fiscal policy is that it should be aimed at continuously influencing the development of the country's productive forces and economic success. Such a policy can provide the highest results for the financial economy by ensuring the well-being of the population and increasing the source of government revenue. This is the main goal of fiscal policy: the creation of financial conditions for the socio-economic development of society, improving the living standards and quality of life is the main goal of fiscal policy.

If we are talking about the financial policy of enterprises, it means the goal-oriented activities of financial managers of the enterprise to achieve the goals of doing business. The purpose of the financial policy of the enterprise may be:

to achieve a healthy lifestyle (operation) of the enterprise in a competitive environment;

to avoid major financial failures and bankruptcy;

to achieve leadership in the fight against competitors;

maximizing the market value of the enterprise;

sustainable growth of economic potential of the enterprise;

increase production and sales;

profit maximization;

cost minimization;

ensuring profitable activities

and others.

Priority in one or another goal of the financial policy of the enterprise is determined, first of all, in accordance with the goals of doing business. An appropriate financial mechanism will be used to achieve the set goals.

Fiscal policy allows to connect the potential of management, which is directly embodied in the finance itself (in the objects of management), in a single place with the organization of specific methods of work, bodies of the financial system (subjects of management). In all countries of the world, financial policy is implemented through the financial system, and its activities are based on the following principles:

implementation of financial management, taking into account the specifics of the links of the financial system;

commonality of functions of all financial institutions;

general management from the center with the active participation of all subordinate bodies.

The main methodological principles of financial policy implementation (implementation, implementation) are:

dependence on the end goal;

macroeconomic balance (equilibrium, proportionality) of all sectors of the economy;

compliance with the interests of all members of society;

taking into account internal and external economic conditions on the basis of real (real) opportunities.

The implementation of fiscal policy is ensured by a set of government measures aimed at mobilizing (attracting), allocating and redistributing financial resources by the state to perform its functions and programs (long, medium and short term). Among these measures, the legal regulation of forms and norms of financial relations plays an important role.

Spontaneous fiscal policy cannot be good or bad. Whether it is good or bad is determined by how well it fits into the interests of society (or a particular part of it) and how much it affects the achievement of set goals and the solution of specific tasks.

In order to assess the government's financial policy and make recommendations for its change (adjustment), first of all, it defines a clear program of social development, deadlines and methods to be addressed, separating (distributing) the interests of society as a whole and individual groups in which case it is necessary to have a description of the tasks for the future and the coming years. Only in such conditions can a concrete mechanism for the implementation of fiscal policy be developed and evaluated objectively.

The more (at a high level) fiscal policy takes into account the needs of social development, the interests of all strata and groups of society, specific historical conditions and specific features of life, the higher its effectiveness.

At the same time, the success of fiscal policy depends on the quality of the coordination mechanism and the implementation of the interests of different segments of society and the availability of objective opportunities at the disposal of the state, ie changes in the social structure of society and social consciousness. cases are directly related to the development of a mechanism for the comprehensive use of the influence of opposing factors.

Fiscal policy should be primarily focused on the formation of the maximum amount of financial resources. Because it is financial resources that form the material basis of any change. Accordingly, reliable information on the financial condition of the state is necessary to define and formulate fiscal policy. In a democratic state governed by the rule of law, the indicators of financial statistics should also apply to the general public. Financial statements, on the other hand, need to be consistent, timely, accessible and, most importantly, reliable.

The content of fiscal policy is determined by a general set of directions for the development of financial relations, which it can cover. They may include:

development of the general concept of financial policy (its goals, principles, tasks, stages of implementation and the most effective methods);

formation of a dynamic financial mechanism in line with the development of a market economy (adequate) that stimulates economic growth at the macro level and at the level of market economy entities;

development and implementation of a system of measures to improve the effective management of centralized and decentralized resources and financial flows;

organization of rational (optimal) distribution of financial resources at all levels and sectors of the socio-economic system in accordance with the role of social reproduction and the perspective restructuring of the economy in the winter;

formation of current and future financial potential of economic growth.

Also, the content of financial policy, its main directions are reflected in the level of development of the science of the role of the state in the development of society and the relevant theoretical concepts that determine the level of state participation in economic management, the use of specific instruments of fiscal policy. On this basis, it should be noted that the main directions of financial theory on the role of the state in the development of society in the twentieth century were the classical bourgeois political economists A. Smith (1723-1780) and D. Ricardo (1772-1823) and the English economist J. Keynes (1883-1946).) and identified by their followers.

The essence of the concepts of A.Smith and D.Ricardo, the founders of the classical political economy, is that the state should maintain free competition without interfering in the economy, and the main role in regulating the economic life of society should be allocated to market mechanisms. Taking into account these principles, until the end of the 1920s, fiscal policy was aimed at limiting government spending and taxes, ensuring a balanced (balanced) budget of the state. In accordance with these goals, the organization of financial relations has ensured the implementation of state functions, mainly through the budget financing of military, administrative and public debt repayment and servicing costs. Budget revenues were generated mainly through indirect taxes.

From the late 1920s, the Keynesian theoretical concept began to dominate, arguing that the role of the state in economic development should be strengthened by intervening in the cyclical development of the reproductive process and regulating it. As a key tool for implementing such fiscal policy, public spending on job creation has emerged, which has allowed several economic and social challenges to be addressed simultaneously: employment has increased and, conversely, unemployment has decreased; business activity has grown; additional demand was formed; MD increased (increased); great opportunities have emerged in the financing of social needs, and so on.

State intervention in the economy has led to an increase in state budget expenditures and, accordingly, financial measures have been taken to ensure an increase in state revenues at the same time. Income tax has become a major source of government revenue growth. Progressive rates of taxation were used in its calculation. Such a system of taxes has led to an increase in the role of the state in the distribution of MD.

In the financial direction, the difference between the two theoretical concepts is essentially determined by the different (manner, way) assessment of the budget deficit. If the first concept stemmed from the need to form and use a deficit-free budget, the second concept allowed for the possibility of a budget deficit and, moreover, played an active role in fostering economic growth.

Indeed, in the 30s and 60s of the twentieth century, the so-called Keynesian fiscal policy proved its effectiveness in Western countries. The organization of financial relations has become more complicated due to the expansion of state intervention in the economy and the strengthening of the regulatory function of the state. The policy of deficit financing of public expenditures has determined the development of public credit. Attracting long-term and medium-term debt has led to the development of the loan capital market and, by its importance, has become a second source of formation of public financial resources. As a result, the role of finance in the redistribution of MD is further enhanced.

In the 70s of the twentieth century, the neoclassical direction of economic theory defined the peculiarities of fiscal policy. Although this concept did not relinquish the regulatory role of the state, it did somewhat limit the level of its intervention in the economy and the social sphere. In practice, however, state intervention has not diminished and, conversely, has increased somewhat. This is because such interference is now carried out not only through the revenues and expenditures of the State Budget, but also through the regulation of money circulation, exchange rates, loan capital and the stock market. As a result, the sphere of influence of the state has expanded and its role in the flow of capital has increased. All of this has had an impact on the restructuring structure and social factors of development.

At present, the financial policy of developed countries is under modern theories, which in practice consist of the convergence (merging, interference) of two systems of regulation. Accordingly, some states use various elements of both Keynesian and neo-Keynesian systems of government regulation.

In the Soviet state and in all countries with a socialist orientation (direction), financial policy was formed under the influence of the theoretical concepts of K. Marx (1818-1881) and VI Lenin (1870-1924). The Marxist-Leninist theory of the nature and functions of the socialist state defined the basic principle of the financial policy of the Soviet state - financial centralization.

Financial centralization has become necessary, not only for the accumulation (concentration) of a large part of financial resources at the disposal of the state, but also for the monopoly (monopoly) of the state in the organization of financial relations. Because the functions of the state have been expanded to such an extent that the most important of them have become economic-organizational and cultural-educational functions.

The Soviet state fully financed the needs of the economy and the social sphere from the budget. The role of the state in ensuring the development of society has increased dramatically. Because with the help of state plans of economic and social development, he directly led all spheres of social activity. This, of course, is determined by the transformation of forms of private property into state (public) property. Accordingly, the state has moved from tax forms of redistribution of MD to direct distribution in the sphere of production and redistribution through the State budget.

Financial centralization was also manifested in the fact that the state directly and monopolically regulated prices, money circulation, the system of settlements, and credit relations. Thus, in practice, all the value elements of the management system were integrated into a single administrative-command system that manages the entire production process.

Such fiscal policy ensured the transition from one system of social relations to another, completely new to human history, and the solution of the socio-economic problems facing the Soviet state and the various stages of its activity. This fiscal policy can be called a sufficiently effective fiscal policy. Because despite the extremely difficult financial situation inherited from Tsarist Russia, the Civil War, and foreign military intervention, on the eve of the war with Nazi Germany, the Soviet state managed to build a strong enough economic potential, win the war, and rebuild its war-torn economy in a relatively short time.

Achieving these goals required the accelerated development of the raw material base and, above all, oil and gas production. The development of new minerals (their geography began to expand to the northeast) necessitated the availability of a very large amount of financial resources. Because these things continued not only with the development of new territories, the need for labor migration to those districts (along with increased norms of labor), but also with the construction of oil and gas pipelines. At a time when oil and gas prices were high on the international market, their export had to some extent covered the costs. Nonetheless, the implementation of such a fiscal policy required the MD to be redistributed accordingly. As a result, the country has created a one-sided economy with a developed military-industrial complex.

From the point of view of the goals set by the state, it would be incorrect to say that the fiscal policy of the post-war period and the measures for its implementation are ineffective. The fact that government programs declare an increase in the living standards of the population is, of course, another matter. Nevertheless, the living standards of the population depend on the level of wages and the level of development of agriculture, food and light industry, civil engineering and consumer goods. If the military-industrial complex (a large part of the country's population was engaged in this field) had a relatively high level of wages, even the population engaged in it would not be able to meet their consumption needs. Therefore, the lag in the development of the consumer market is the reason for the negative assessment of the effectiveness of fiscal policy of the Soviet state in the postwar period.

Fiscal policy is a multidimensional concept. If, in general, its field is determined by the parameters of state participation in the management of economic and social spheres, based on the theoretical concepts that dominated the individual stages of development of society, its differentiation (stratification) by elements of value relations depends on the development of the financial system. depends on independence.

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Directions of Components of Financial Policy

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Abstract: *This article provides feedback on the direction of the components of fiscal policy.*

Key words: *finance, social relations, financial system, market economy*

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Fiscal policy is a tool for the implementation of economic and social policy of the state and in this sense plays a supporting role. At the same time, it should not be forgotten that there are other directions of state policy - national, geopolitical, military. The sum (set) of all five directions (economic, social, national, geopolitical, military) determines the financial policy, which serves as the main instrument of public policy.

Fiscal policy, as an integral part of financial management, belongs to the higher (higher) governing bodies. Decisions on fiscal policy at the level of the country's subjects are limited and the functions of local authorities are small. Their functions are limited by budget and local taxes.

As an integral part (direction) of fiscal policy, the budget policy of the state is determined, first of all, in accordance with the Constitution of each country and a set of other laws defining the functions of individual authorities in the budget process and lawmaking. Although it is the largest work in terms of its size and importance, it is not expedient to consider budget policy as relevant only to the budget process. The law should clearly define the functions of the legislative and executive bodies of power in the budget process, the functions of the subjects of the country, the principles of budget federalism, the rights and obligations of the subjects of the budget process, etc. However, budget policy is not limited to this. Fiscal policy is expressed in determining the share of GDP that is concentrated (accumulated) in the budget, the relationship between the higher and lower bodies of the country, the structure of the expenditure side, the distribution of expenditures between different levels of budgets, public debt management, budget deficit coverage, etc.

In a democracy, the budget is a document that is approved by law. It reflects the movement of concentrated (accumulated) funds in the hands of the state in order to perform its functions. Directing monetary resources to achieve the goals set by public policy is a priority of fiscal policy. If the achievement of the goal requires more funds than the national economy provides, the state will be forced to use the following emergency methods of generating additional income: domestic and foreign loans, the sale of national wealth, leasing of wealth and property, and concessions. Emergency measures to replenish the revenue side of the budget can lead to a loss of economic independence. With this in mind, the legislature pre-determines the borrowing limit.

Tax policy is the most important part (direction) of fiscal policy. For more than five hundred years, modern financial science has been able to clearly define its attitude toward taxes. This relationship consists of:

without taxes the state cannot function;

tax collection has a strong upward trend;

after passing the reasonable tax threshold, the process of natural reproduction is disrupted - there is a spontaneous disruption (collapse) of the economy;

taxes should be kept as low as possible during the recession. As a result, the country's economic mechanism will be restored through the mobilization of domestic investment potential;

a high tax threshold leads to an outflow of capital;

the economy must be regulated by the state, of course. However, in summary measurements, the country's economic growth stops when more than 30% of net income is recovered;

tax benefits should be transparent and equal for all reproduction entities;

the tax system should not be of a confiscatory nature. Only, in particular, the growth of national wealth, expressed in the growth of individual incomes, can ensure the sustainable growth of the taxable base (base);

in an economic system where the stability of laws and regulations is guaranteed by the state, the total measurement of taxes will have a steady growth trend. Whether the state begins to violate its obligations as a guarantee of stability, the capital will continue to shrink the revenue base (base) of the budget, beginning to move to the shadow economy or abroad;

the tax system should be simple, transparent and efficient. An increase in the number of taxes, objects of taxation, the introduction of multi-stage taxes will lead to an increase in the cost of collecting taxes, an increase in fines and penalties, and ultimately, the seizure of property, declaring a taxpayer bankrupt, and so on. leads to the collapse of the economy through roads;

the priority of the system of taxation curves (indirect) is favorable in terms of the formation of budget revenues. But this will ultimately lead to the impoverishment of the bulk of the country's population. Because the burden of such taxes falls on the neck (responsibility) of the final (final) consumer of goods and services, that is, 80-90% of the population with income at the level of the subsistence minimum or the standard of living. This paradox is based on relatively similar levels of consumption at different levels of income;

the danger of a curved (indirect) tax system is that in this system, funds are withdrawn from the main part of the population, which, in turn, undermines the foundations of the credit system and the secondary financial market system. The U.S. experience of avoiding indirect taxes is clear evidence of this;

it is necessary to introduce indirect taxes on goods, jewelry, in some cases imported goods and services, and a number of other special cases that are harmful to health;

income and property taxes should be the basis of the tax base. They should be built on the principles of proportional taxation.

In a market economy, the recovery of the economy without personal initiative and effective labor of all members of society remains difficult. Taxes remove the main incentive (motivation) of labor in a market economy, that is, labor must bring income. The impact of tax policy on the country's economy is direct - a high tax threshold reduces the investment opportunities of the reproduction process, the level of consumption in society decreases, which, in turn, leads to a decrease in the growth base of the manufacturing and service sectors.

Another component (direction) of fiscal policy is monetary policy. If the amount of money in circulation does not correspond to the amount of the mass of goods (taking into account the velocity of money), the remaining part of the money supply is replenished (restored) at the expense of paper money (surrogate of money) or foreign currency. Conversely, if the money supply exceeds the demand for it, either the money supply will flow out of the country or the national currency will depreciate. Naturally, all of these options also depend directly on the country's legislation - whether foreign currency is allowed to circulate in the country, whether the national currency is convertible or not. and so on.

When the mass of goods is limited, the issuance of money leads to the devaluation of the national currency against the currencies of other countries.

Emission policy and the stability of the national currency are components (directions) of monetary policy. The issue policy has another direction in addition to determining the amount of money needed for the transaction. This direction is to increase budget revenues. This direction requires special care. Because after crossing a certain quantitative limit, the monetary system becomes prone to inflation, which means that a real devaluation of budget revenues may occur. If for some reason the state is unable to regulate its monetary system, it will undermine the economic security of the country. Because in such conditions the national currency of the country cannot withstand the expansion of other strong currencies and can be deprived of national wealth (through mutual settlements, purchase of shares, etc.).

Credit policy is also an integral part (direction) of fiscal policy, the manifestation of which is carried out through the country's credit system. The credit system ensures the functioning of the loan capital. In turn, loan capital is an important condition for the implementation of the process of reproduction, ensuring the replenishment of working capital and borrowing of funds for investment. The credit sector of the economy also serves to equalize the average rate of return. The level of interest rates can have a negative impact on economic activity in society. If it is unreasonably high, it can lead to the following negative consequences:

non-repayment of loans;

rising prices for products in the manufacturing sector and services;

a decrease in the level of profitability of borrowers and, as a result, a reduction in the tax base;

reduction of production;

narrowing of the domestic consumer market as a result of declining incomes of the subjects of the reproduction process.

Conversely, a decrease in credit leads to a recovery of production, an increase in the mass of goods, a decrease in prices for goods and services, and, as a result, an increase in the income of the subjects of reproduction, an expansion of the tax base and, consequently, budget revenues.

As an integral part (direction) of fiscal policy, the state's pricing policy is characterized by the correction (change) of prices and tariffs for monopoly goods and services. Land, subsoil resources, water bodies, railways, power lines, oil and gas pipelines are monopolized by the state. An increase (increase) in the prices of goods and services in these sectors leads to an increase in prices in all other sectors of the national economy. The link here is so obvious that no comment is needed. That is why valuation policy is an important factor in regulating the economy.

Investment policy is one of the components (directions) of fiscal policy, which consists primarily of a set of measures to create conditions for attracting domestic and foreign investment in the real sector of the economy. This policy is implemented at different levels of public administration and financial management of business entities. The main task of investment policy is represented by the introduction (placement) of financial resources by investors in the country's economy, the creation of conditions for the "escape" of capital from the country and, conversely, the inflow of foreign capital into the country.

Social financial policy is related to the financial protection of the rights of the population in accordance with the Constitution. At present, these policies include, in turn, pension policy, immigration policy, financial assistance policy to certain social groups of the population, and other policies.

Along with looking at customs policy as an integral part (direction) of fiscal policy, it should also be considered as part of tax and valuation policies. Because taxes and duties (customs duties) have a direct impact on the price of goods and services. At the same time, customs policy has its own way of influencing the country's economy. The peculiarity of the method is that this policy can, on the one hand, expand or limit the import of goods and services into the domestic market, and on the other hand, encourage or hinder the export of goods and services from the country. For example, if a 20% customs duty is imposed on the import of unique technological equipment in the country, it will reduce the investment opportunities of domestic producers, reduce the growth rate of domestic production, increase the share of imported products.

The customs policy of any country has a boomerang movement. This is because the introduction of restrictive or incentive rates of duty collection is followed by the application of similar response measures.

The choice of customs policy should be consistent with the economic situation in the country. If we depend on the import of food and daily necessities today, this should be reflected in tariff rates. But if tariff rates are encouraging, then producers in the country will not be able to compete with foreign goods.

In general, in most cases, a country's customs policy will depend on a fiscal policy aimed at increasing customs duties and taxes.

In short, financial policy and its components (directions) should be scientifically based, focused on achieving specific goals, coordinated, not contrary to the interests of the subjects of reproduction. Its successful implementation should lead to a reduction in domestic and foreign debt, increase in gold and foreign exchange reserves, curb inflation, reduce the budget deficit, increase GDP, increase the competitiveness of domestic goods.

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Holistic Marketing in the System of Business Interactions of the Enterprise

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Abstract: *The article deals with the application of the concept of holistic marketing as the basis for integrated interactions between a firm and a client. The main parameters of the system of the marketing paradigm under study are analyzed in conjunction with the determination of the value of each participant. The author's interpretation of the evolutionary stages of the development of interactions between partners in market contacts is given.*

Key words: *holistic marketing, business, interactions, CRM, strategy, partnership*

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Formulation of the problem. One of the new directions in modern marketing science is holistic marketing. This is a relatively new and developing direction of marketing, in which attention is focused precisely on the elements of integrated business interactions of a firm with customers, suppliers and intermediaries. The main thing in this economic concept is the approach to the client as a full-fledged participant in the distribution system, creating meta-value with the rest of its elements.

Analysis of existing publications. Such domestic scientists as L.N. Chizhov, NN Tereshchenko and others [6, 8].

Among foreign scientists dealing with the problems and prospects for the development of business interactions, one can name G. Foxol, R. Goldsmith, S. Brown, D. Gibas. [3.7].

Unresolved issues and the purpose of writing this article. The development and implementation of the principles of holistic marketing is inextricably linked with the opportunities provided by information technology, in particular, CRM systems, but today these issues have received insufficient attention. Therefore, the main purpose of writing this article is to analyze the possibilities of synthesizing information technologies and interaction strategies, which makes it possible to obtain a synergistic effect and form meta-value at the level of functioning of the "firm-client" system.

Presentation of the main material. Customer Relationship Management System (CRM-system) is a corporate information system designed to automate the company's interaction strategy and optimize the marketing of all market partners by storing information about each and the history of relationships with them. However, from our point of view, one cannot equate a holistic marketing strategy based on the partnership paradigm with a CRM system, which is only a tool for establishing and improving business procedures and subsequent analysis of the results.

The basic principles of the functioning of a CRM system as an information component of holistic marketing are as follows:

1. Availability of a single database of information, from where all information about previous and planned interactions with clients is available at any time.
2. Use of all communication channels (phone calls, emails, events / meetings, registration forms on websites, sponsored links, corporate web chat systems, etc.).
3. Ongoing analysis of collected customer information and data preparation for making appropriate organizational decisions (for example, segmentation of customers based on their importance to the company).

Compliance with these principles implies that in any interaction with a client through any channel, a company employee has full information about all relationships with this client, and a decision is made on the basis of this information (information about the decision, in turn, is also saved).

The holistic interaction model assumes that the customer is the center of the entire business philosophy, and the main areas of activity are measures to support effective partnerships within the framework of the holistic concept. At the same time, it is advisable to consider the entire market as an integrated system consisting of 4 interconnected information-money-commodity flows (Fig. 1).

Therefore, it is very important for an enterprise to have a complete customer base (that is, the most valuable and profitable customers and the most complete information about them), as well as the presence of the most important element of holistic marketing - a marketing network.

A marketing network is a concept that includes the company itself and all the key participants in the success of its activities - consumers, employees, suppliers, distributors, retailers, consultants.

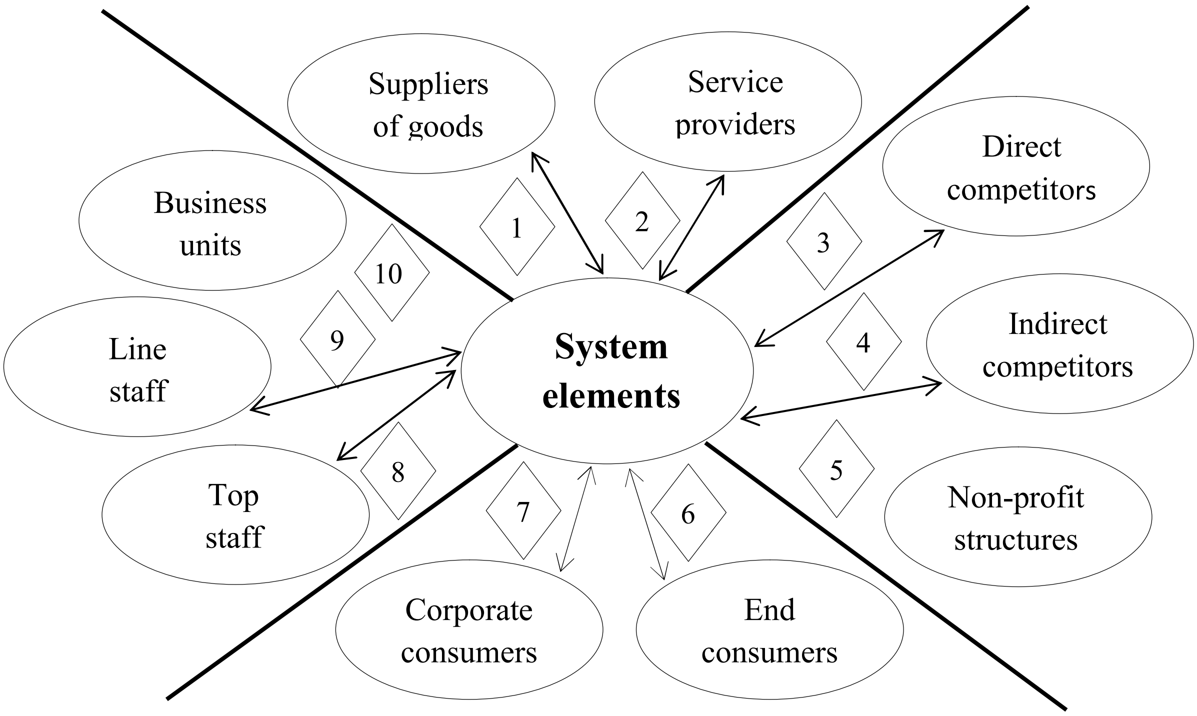
Today, competition is not so much between companies as between marketing networks. In connection with the ambiguity of the interpretation of the concept of "marketing network" and, accordingly, the interactions in it, we will consider in more detail various methodological approaches to this problem.

It should be noted that the proposed classification of the elements of interactions in holistic marketing is not final and the only possible, since many scientists studying business interactions say that it is necessary to grow with the client and make investments in the loyalty of partners, and this growth implies the emergence of new classification levels.

A number of scientists, among whom are A.V. Voychak, V.G. Gerasimchuk, V. Ya. Kardash and others [1, 2, 4]. However, this term was introduced into the domestic marketing theory as an equivalent of the English term "relations". This term is translated as "relationship". In connection with this interpretation, the concept of "relationship marketing" has become the most commonly used concept in Russian literature.

In the literature, the concept of relationship marketing is interpreted in different ways. In our work, we rely on the point of view of Philip Kotler, who believes that relationship marketing is the practice of building long-term mutually beneficial relationships with key partners interacting in the market: consumers, suppliers, distributors, in order to establish long-term privileged relationships. A high level of service and reasonable prices are used as a "building material". It aims to establish close economic, technical and social ties with partners, which can reduce transaction costs and save time, which turns transactions from a negotiated subject into a routine process. The end result that relationship marketing strives for is the formation of a unique company asset called a marketing engagement system. The marketing system of interaction includes the company and all other groups interested in its work: consumers, employees, suppliers, distributors, retailers, advertising agencies, university scientists and everyone with whom the company has established mutually beneficial business relationships. Thus, it is not so much manufacturing companies that compete as interaction systems as a whole [5].

To optimize the principles of building holistic marketing, it is important to determine the value of each of the 10 types of participants in an integrated marketing network throughout their entire life cycle.



Sector 1-2 - External supplier partnerships Sector 6-7 - External consumer partnerships

Sector 3-4-5 - Conditional partnership Sector 8-9-10 - Internal partnerships of all levels of the firm's management

Figure 1 - The main elements of a holistic marketing system

The value of an individual participant throughout his entire life cycle is an integral assessment, including: the profit brought by him during the entire life cycle; convenience and additional benefits of working with this client (prestige, experience, connections, publicity, image, reputation, scale of operations) [6].

The life cycle of a participant can be viewed as a period of time during which he acts as an integrated element of the general system of interactions between market partners. Within the framework of the functioning of this system, it brings not only a certain monetary profit, but forms meta-value, participating in the achievement of a synergistic effect. The life cycle of a participant in a marketing network makes it possible to consider a growth ladder, that is, the sequence of development of interactions in a marketing network (Fig. 2).

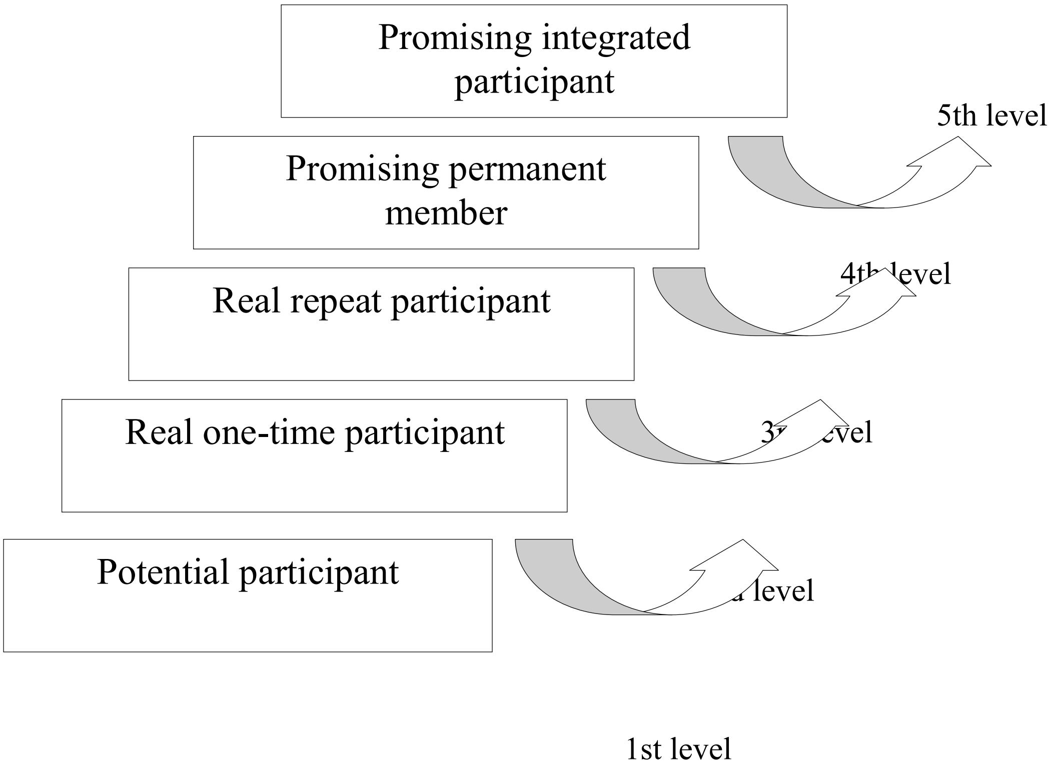


Figure 2 - The growth ladder of interactions in holistic marketing

A potential participant is a participant who has a need for a partnership, but has not yet been informed about the current state of the marketing network and the possible benefits.

A real one-time participant is a participant who has a formed need for partnership and is willing to pay a certain amount of funds to gain experience as a participant in an integrated network.

A real repeated participant is a participant who not only has a formed need for partnership, but also acquired positive experience of a participant in an integrated network.

A prospective permanent participant is a participant who has acquired a repeated positive experience of interaction.

A promising integrated participant - a participant fully integrated into the process of interaction of the marketing network and receiving permanent tangible benefits from this.

Therefore, the enterprises participating in the network strive to attract as many supporters as possible, that is, reach the top of the growth ladder by building long-term interactions with partners in the marketing network.

Conclusions and prospects for further research. Thus, we can conclude that it is advisable to apply the concept of holistic marketing in modern conditions. This concept, considering in a single cycle all interactions of the poles of contacts "firm-client", allows you to optimize them and make them the most profitable and long-term.

It should be noted that the proposed classification of the elements of interactions in holistic marketing is not final and the only possible, since many scientists studying business interactions say that it is necessary to grow with the client and make investments in the loyalty of partners, and this growth suggests the emergence of new classification levels.

In addition, the proposed elements of the holistic marketing system are structured depending on the differentiators of a particular market. For example, the proposed scheme of effective partnership, in our opinion, is more correct for the market of plant-based products, the supply prospects of which are associated with the growth of market forms of sale, which are becoming more and more specialized. For products of animal origin, the supply prospects of which are more related to the growth of specialty stores and retail chains, personalized marketing within the framework of a holistic concept is acceptable. Analysis of these differences will be the subject of our further research.

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The Role of Rural Intelligence for the Development of the Medical Field

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Abstract: *The health-care development process is well underway. Serious initiatives are being taken, just as they are in industrialized countries, to attain the most inventive development. In particular, good initiatives to improve health care have defined the health prospects in the recent three years. The involvement of the country's enlighteners in the evolution of medicine is critical in this process. The removal of flaws in the medical system, as well as the participation of trained professionals in the activities of rural medical facilities, would help to grow the industry in rural areas. This article discusses the role and importance of rural intellectuals for the development of the medical field.*

Key words: *Medical field, development, rural life, rural intellectuals, social activities, development*

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Modern equipment and technology are infiltrating all areas and industries in the twenty-first century. The development of the village's socioeconomic life, medical, and all other sectors is, of course, dependent on the residents' degree of knowledge. Rural intellectuals are persons who labor in the intellectual field, are craftspeople, have religious and secular knowledge, and are free thinkers. They are usually intelligent, able to comprehend the essence of the external environment's process of events accurately and quickly, and always make the correct judgments based on the scenario.

The criteria for measuring the effectiveness and quality of health treatment have changed dramatically in recent years. When it comes to measuring the outcomes of health-care reforms, the focus is now on how our people rate our efforts and how much the population benefits from state-provided contemporary medical services. In this process, the initiative of rural intellectuals is equally crucial. Naturally, this provides a foundation for increasing the quality and efficiency of medical services by focusing on the human aspect in activity organization at all levels of medicine.In many ways, entrepreneurial rural intellectuals who comprehend the broad field of medicine, have the knowledge, or are able to address events around them from their own perspective help to enhance the degree of medical development in rural areas. The establishment of new private medical facilities in the villages, as well as the introduction of new apparatus and technology, might be used to support our claims. The village's intelligentsia, of course, are the ones who start such noble activities.

The rural population refers to the portion of the country's total population that lives in rural areas in provinces and districts, where the bulk of the rural population works in farming, animal husbandry, or other forms of agriculture. This means you don't have to comprehend why folks arrive at the field late at night with a hoe in front of them. As the country's economy grows, the proportion of industrial workers increases and the proportion of rural residents drops. When we look at rural life, we can see that there are many educated peasants and farmers.

When we examine historical facts, we can see that there is information in many historical works that the people gathered and read together. Special emphasis is dedicated to this area of medicine in the process of changes in the primary sector, which satisfies the demands of the public. The rural intelligentsia's initiative in this area will result in the industry's quick development. People today frequently seek treatment and medical advice from rural medical centers, rural family clinics, and urban family clinics because of their proximity.

At the same time, if medical services are delivered in accordance with people's wants and requirements, our people will, without a doubt, have a high level of trust and contentment with medical services. As a result, around 800 rural family clinics have been constructed to replace a number of formerly inefficient rural health posts.

Rural family clinics, in comparison to rural clinics, contain five general practitioners, a gynecologist, a pediatrician, a surgeon, a dentist, and an ultrasound specialist on staff. It is safe to say that today's rural medical sector does not lag behind city-level conditions. The city's family clinics serve residents in 10 different areas. Another key area is the enhancement of patronage nurses, who visit households and spread medical culture to the general public. A total of 12.1 trillion soums has been been aside for the sector's growth.

Improving national legislation in the field, modern management systems in the field of medicine, and the formation of a "cluster" model in the regions, radically improving the financing system, increasing the efficiency, quality, and popularity of health care, strengthening maternal and child health, private medicine, public-private partnership mechanisms, and medical research and development. We all bear a significant amount of responsibility for putting the concept into action, which reflects the priorities of attracting investment through tourism development, pharmaceutical industry development, training, retraining, advanced training, medical science development, and widespread adoption of e-health. In fact, in order to introduce the best practices of management and quality management of medical services on the basis of world standards, it is important today to bring management in the field to the level of international standards.

Private medicine's growth in rural areas is also a key component of today's medical and social reforms. Simultaneously, the rural intelligentsia is assuming the lead. There has been a lot of effort put into developing private medical institutions, and the country now boasts over 5,000 private clinics. Simultaneously, highly trained doctors in rural areas are establishing their own private medical institutes or clinics. Currently, in the health sector, a system of public-private partnerships is being implemented in order to strengthen the health care system, stimulate the flow of investment, and create favorable conditions for investors.

Foreign investments are being drawn at the same time as a result of the initiative of rural business investors, in general, those who may develop international commercial contacts. People who were born and nurtured in the village with the goal of growing their land - the village's true intellectuals - are creating and developing medicine in the hamlet.

Furthermore, significant steps are being taken to develop an automated ambulance management system, completely equip call centers in accordance with international standards, and improve pre-hospital and pre-hospital care in order to conduct key duties such as call scheduling automatically.

Complex operations are handled internally. Even at the beginning of the successful implementation of unprecedented complex and unique surgeries, the rapid progress of medicine in our country can be witnessed. In recent years, significant initiatives in this area have been completed. In collaboration with medical clinics in other countries, a number of private medical institutes are being formed. Rural intellectuals have long given their knowledge and intellectual intelligence to the development of rural communities.

In a nutshell, modern medicine would not be possible without advanced technology. As a result, the advancement of transplantology receives special focus, and this will continue in the future. The country intends to adopt molecular and nuclear medicine, robotic surgery technology, and other high-tech surgical ways of therapy in the future. More than 70,000 doctors and tens of thousands of nurses working in the area of medicine have the proud responsibility of achieving the enormous goals of health-care development in a timely way. As a result, steps are being taken to promote beneficial working circumstances for employees and to compensate them appropriately for their efforts.

In certain aspects, the growth of medicine in rural areas is also reliant on rural intellectuals. We have been tasked with working honestly in accordance with this attention, providing modern medical services to all segments of the community and pleasing our people. We feel that our medicine's scientific and practical capability is sufficient to carry out such a responsible role.We will undoubtedly be worthy of the magnificent title of "guardian of health" and acquire the confidence and love of our people if we all work together and employ our full ability. In this sense, we believe that the development of nature in rural regions will continue to flourish as a result of the initiative of the intelligentsia, namely the rural intelligentsia, who have a broad understanding of rural life.

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National Games are a Symbol of Our Values

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Abstract: *The article covers the scientific study of increasing social activity through National Games in neighborhoods, increasing their activity and the content of development of National Games among them. The results of the research conducted in this article, the analysis of playing games on mobile phone in parts of the regions, the problems of promoting the development of National Games are described.*

Key words: *neighborhood, National Games, value, games on mobile, activity, upbringing, spiritual environment*

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In order to implement the important tasks set out in the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated November 20, 2020 No 735 "On additional measures to support a healthy lifestyle and increase physical activity" Among them are our national values, national games and the impact of these games on the socialization of the individual, the theoretical and practical conditions for the organization of national games in the regions. The main focus is on the introduction of methods that allow to determine the content and effectiveness of the organization of national games in Uzbek mahallas. Are there any national folk games in your neighborhood?

When do you think the national folk games should be held? Are there conditions for organizing national folk games in your neighborhood and a study based on a number of other similar questionnaires.

National games in the mahallas help to bring up children physically and mentally healthy, to help the children of the mahallas to decide on the principles of tolerance, community and solidarity of our people. "Children know the names and rules of action, including national games, suitable for their age and be able to take an active part in them, running". [1] It was one of the people’s favorite spiritual events as part of national values through the organization of national games in the neighborhoods. Kurash, kupkari (uloq),«Oqterakmi, ko’kterak», «G’ozlarvaoqqushlar», «Kuchlilarvachaqqonlar», «Arqontortish», «Quvlashmachoq» «Durra», «Otibqochar», «Uchtalikto’ptosh», «Xakkalakamsharti», «Otambaqala-Qoqbosh», «Ikkitosh», «Yong’oqurish», «Beshtosh»a person increases social activity.

In our country, with the study and restoration of national folk games, their targeted use in the education of spiritual and physical maturity of young people is being carried out. Creating a healthy spiritual environment among young people In order to increase their social activity, first of all, it is necessary to determine the spiritual and physical maturity among young people.

“National games help to bring up children in faith, conviction, mental health and well-being. Folk games enhance the aesthetic taste of children, bring them up in a polite and moral manner”. [2]

Young people who have enough knowledge and experience in this field, who are regularly involved in national archery and sports, will develop physically healthy, mentally mature, with a deep outlook.

But, do today's youth play national games? Unfortunately, research has shown that more and more people choose to play games on their mobile phones.

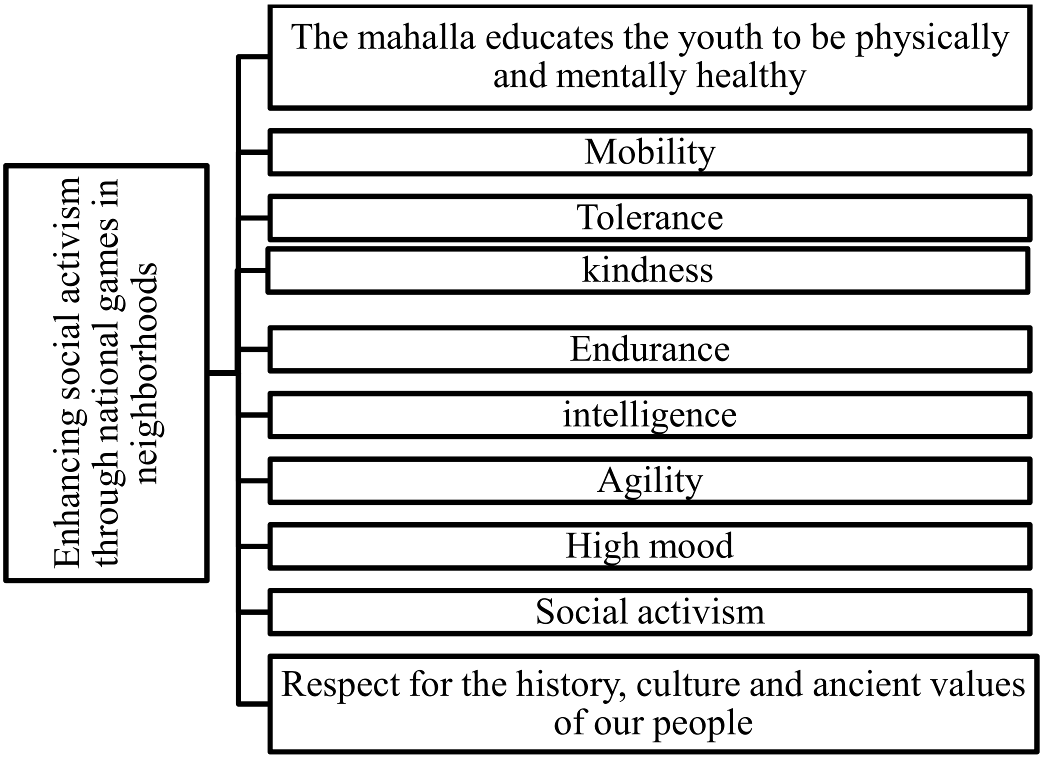
I play games on my mobile phone														
	Andijan	Bukhara	Jizzakh	Kashkadarya	Navoi	Namangan	Samarkand	Surkhandarya	Syrdarya	Tashkent region	Fergana	Khorezm	Tashkent city	The Republic of Karakalpakstan
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
never	17	25	42	33	8	36	33	36	25	41	50	17	34	33
almost never	8	17	25	11	42	46	17	14	25	25	20	17	8	50
sometimes	33	58	33	56	50	9	42	36	42	17	30	58	42	17
enough	25	0	0	0	0	9	8	14	0	17	0	8	8	0
often	17	0	0	0	0	0	0	0	8	0	0	0	8	0

As can be seen from the above tables, compared to other regions, Tashkent, Tashkent city, Fergana, Khorezm, Jizzakh regions have the largest number of young people who play games on mobile phones. Similarly, there are cases where mobile phone and computer games disrupt the upbringing of young people living in the neighborhood, which is manifested by negative influences such as aggression. If they play national action games instead of computer games on mobile phones like this, their free time will be meaningful and healthy. In this regard, the national games should be widely promoted in the family, in the community, as an important means of physical, mental and moral education from an early age.

Games such as "Argimchak", "Tortishmachak", "Oq terakmi kok terak", "Bekinmachoq" and others are a means of preparation from youth to fatherhood, motherhood, work and life.

Therefore, in the upbringing of a harmoniously developed generation in our country, it is possible to increase the social activity of young people through the widespread use of national folk games in the community. It has long been known that kindness, endurance, ingenuity, agility and a number of other qualities are developed in them through games. National folk games For centuries, our ancestors played and respected the national games, paid a lot of attention to them. Teaching the experience of older parents in the community to the younger generation has a profound effect on the educational process. "Our ancestors reflected hunting, war and farming in their games. In some cases, however, the game is driven by a desire to work. In some cases, in their game, they first imitate the labor of adults, and then participate in their labor. Psychologists consider play to be the leading activity in kindergarten age. They recognize that play develops the qualities that allow a child to move to a higher stage of development, and that there are significant changes in the psyche".[3]

It is necessary to actively implement various methods of folk games in the community, so that children in the family are not exposed to various negative environments.



Among our people, there are national games for each season in the mahallas, which have been played since ancient times. The Uzbek national games are loved by young and old alike, as well as women, for their vitality and careful design. Our ancestors taught their children not to stumble in the face of difficulties, to analyze themselves, to solve them in the spirit of fearlessness. Relying on the skills they have accumulated over the years, they have guided their children through parenting through games as well as the use of mental games.

After the hard work of our working people, people gathered in the neighborhood, engaged in various national games, had a cultural holiday, had a rest. These games lifted their spirits, refreshed them and gave them strength. Seasons-appropriate games were played by entire villages, trying to entertain themselves. These games paved the way for the development of their games by connecting them to the big holidays.

The wide development of the mahalla national games is a place of health of the population, and the national games have long been a symbol of our national values, and their development has been reflected in the daily lives of the youth of the mahalla. Right now, national games are being held among the mahallas as part of various festivals and events. The youth of the mahalla love to play national games. There are cases when you do not know the name and rules of these games. These national games, which have a long history, have played a key role in educating young people. The national games vary by age and region, are adapted to the conditions of each region, and help to organize meaningful leisure time for young people. Shas upbringing in the family and social environment through the organization of such national games in the neighborhood serves as a source of study of the history, culture, ethnography, spiritual and moral values of the Uzbek people. The organization of national games in the neighborhood from an early age has an impact on the development of the individual in several ways. Participating youth gather in the neighborhood of their peers and peers. They share their successes and challenges.

In the course of our research, there is a significant difference in the behavior, worldview, spiritual and moral views of boys and girls who grew up playing national games in the neighborhood, living in apartment buildings and not playing national games on the street. “Competitions and contests on national folk games should be held in the mahallas, and measures should be taken to encourage the winners. For example, if a national wrestling competition is held in the neighborhood and the winners are named "young wrestlers", it will be an important factor in their future development as popular wrestlers. "[4]

This means that young people need to strive to be spiritually and physically healthy in social life and understand the importance of the role of national games. In addition, increasing social activism in the community through national games requires increased attention to scientific research and the development of national games among them.

Through the use of national games in the neighborhoods, the interest of young people in life increases, in order to stimulate creativity, encouragement to create:

- Development of a program for the organization and conduct of national games in the community;
- Promoting the preparation of multimedia materials for training courses for staff of citizens' self-government bodies;
- Preparation of methodological materials for training courses for citizens of local self-government on "Increasing social activity in the community through national games";
- Conducting and comparative analysis of national games in mahallas of different regions, popularization of national games with emphasis on the positive aspects. Development of national games in mahallas by regions and its impact on the socialization of the individual.

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Features of the Organization of Industrial Production on the Basis of Orders

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Abstract: *This article provides practical suggestions and recommendations on how to properly organize the order portfolio in the activities of enterprises, timely and quality execution of orders. In addition, timely execution of orders will increase the number of customers of the company.*

Key words: *marketing, logistics, marketing and logistics system, efficiency*

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In the process of organizing production on the basis of orders, each product nomenclature has its own technological route. Here, their technological routes intersect in the simultaneous production of different products. In addition, the technological process can be organized in such a way that in the next technological operation the part can be processed again on the previous machine. This situation affects the organizational structure of the material flow and complicates production planning. At the intersection of technological routes of production there is a problem of uneven use of equipment. That is, while the details waiting for the processing queue in front of some equipment are collected, other equipment is left empty.

In a saturated market economy, an industrial enterprise is required to have at least one of the following principles of competitive advantage in order to successfully implement its marketing program:

- offer a better product than competitors at the same price;
- to offer cheaper products than competitors at the same level of quality;
- offer products in a wider range than competitors at the same price and quality;
- when all the above conditions are the same, to have a wider range of options for the production and delivery of products to consumers.

In enterprises where production is organized on a bespoke basis, these principles are expressed as follows:

- design of the order by the executor of the order without errors and defects and the organization of production, because the owner of each order, ie the customer has special requirements for product quality;
- the executor of the order assumes the financial responsibility for minimization of cost of the order;
- setting strict time limits for order fulfillment;
- formation of a wide range of orders portfolio.

According to the modern concept of marketing, business activity should be focused on a specific consumer, a group of consumers, that is, their demand. We interpret this concept of marketing in bespoke production as "business activity should be focused on the customer's order". The formation of the production (product) nomenclature on the basis of forecasting consumer orders, product sales planning, organization and management of the enterprise business determine the essence of this concept. Because the sales plan plays a key role in the development of programs of production, financial and economic and all other types of activities of the enterprise[1].

The diversity of orders from customers, their constant updating and change, requires the formation of a portfolio of orders on a logical and economic basis. In addition, in order to make appropriate decisions on the execution of orders, they should be analyzed, evaluated and grouped according to certain criteria and factors. Today's economic reality, that is, the problem of working capital and time constraints, poses complex issues for business entities. One of these issues is the design and implementation of “Marketing-Logistics (ML) system" in the activities of enterprises. In our opinion, the goals and objectives of the projected system should be to constantly monitor the order market, analyze the market situation to increase sales and ensure faster adaptation to changes in market conditions.

The organization of production on the basis of orders expands the range of products. Because in such production, each order is usually a unique item. Duplicate orders are in the minority among the total orders. This means that the range of products will grow. Each new nomenclature (item) may require the introduction of new operations in the technological and logistical process of production. This, in turn, leads to the development of new technological processes and standards [2].

The wider and more diverse the range of production of the enterprise, the more this enterprise is required to constantly study and evaluate the area of its business lines. In order to effectively implement the production and distribution (sales) of products in the range and volume specified in the production program, the project proposes a method of organizing and managing the movement of commodity material resources using a new innovative model [3].

The project will develop methods for “development and implementation of marketing model of demand forecasting and product sales planning”, “formation of a rational portfolio of product range” and “development and implementation of an effective method of managing the movement of inventory” [4].

It is planned to introduce the proposed project in the economic and production activities of “Gulobod mebel” LLC in Samarkand in 2019-2020. As a result of a systematic, comprehensive study of the production, economic and management activities of this enterprise, we decided to implement the development at the following stages.

Phase 1. At this stage, a feasibility study for the projected "Marketing and Logistics (ML) system" was prepared and feasibility study. The Feasibility Study (TIA) was developed in collaboration with the management staff and specialists of the enterprise, agreed with the head of the enterprise and approved by him. At the feasibility stage of the development design, it was found that the production and sale of finished products at the enterprise is organized mainly on the basis of orders, the volume of serial production is small and there is no continuous production process.

The scheme of formation of the order by the enterprise and its delivery to production is shown in Figure 1.

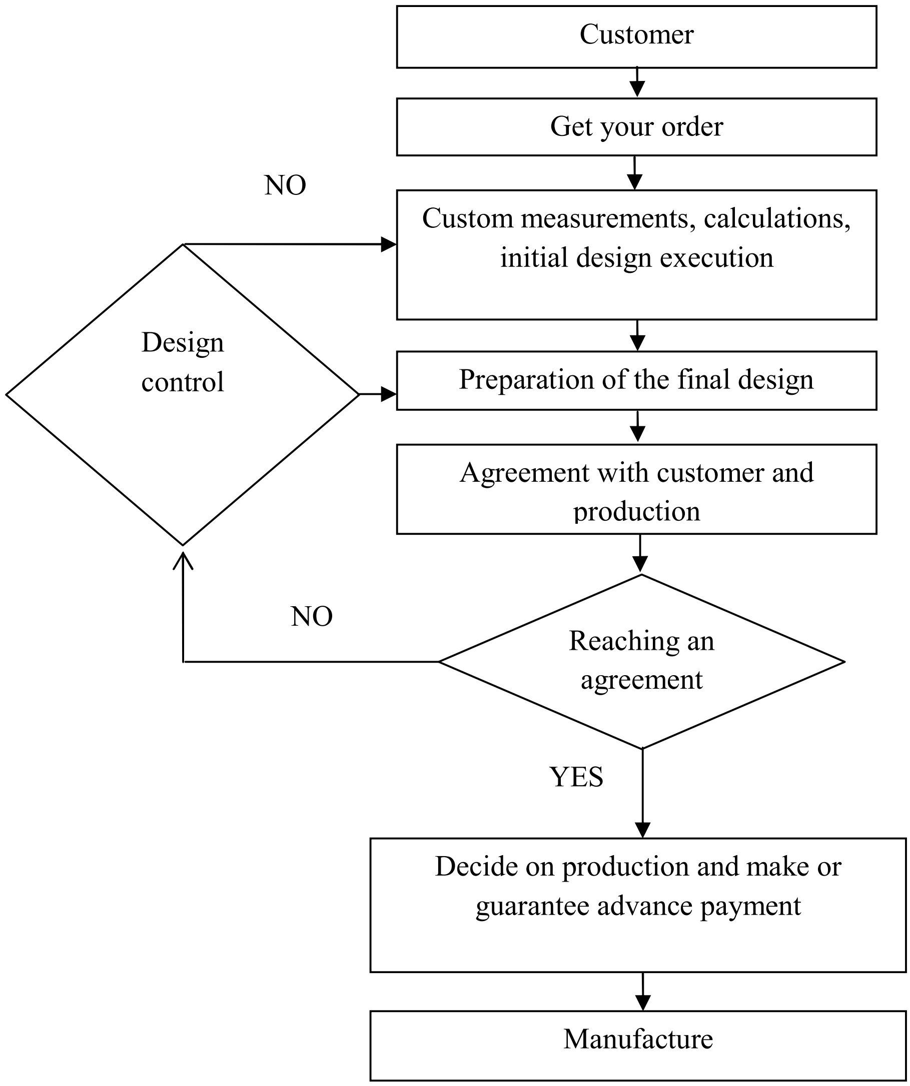

Figure 1. A block diagram of the decision to receive and execute an order in the marketing department

Problems in the process of delivery of goods and material resources in the current system of formation and execution of orders were identified. The problems were considered and analyzed in a system format and formally expressed as system elements. Criteria for solving problems were identified and methods for solving problems were developed based on these criteria. The accuracy and practicality of the methods have been tested several times through testing.

Phase 2. At this stage, a production program for order fulfillment is created. According to the traditional method formed in the enterprise, this task is performed by the sales department based on the experience and intuition of specialists and managers in coordination with the supply and production departments of the enterprise. In the innovative project, the following method of performing this task was recommended and this method was approved by the management of the enterprise. In the proposed method, the production program is developed in the following sequence:

First manufacture assortment is formed on all orders for which the decision on production is made;

Second manufacture volumes are determined for the second production range;

Third manufacture for the supply of material, financial and labor resources of production will be developed.

Phase 3. At this stage, the key link in the production program is the design and development of the method of implementing the logistics program. The implementation of the logistics program in the recommended manner is provided in the following sequence:

According to the first order, the range of raw materials and other material resources (HAMR) included in the finished products is determined;

Second according to the range of XAMR, their size (quantity) is determined;

Third Evaluation of CAMR on their volume, delivery time, max, min quantities of stocks and other criteria;

Forth identify XAMR types whose reserves are optimized;

Fifth selection and development of resource optimization models;

Calculation of parameters of sixth models;

Seventh develop action strategies and tactics of supply managers.

Phase 4. At this stage, the human resources part of the production program is designed and developed. The implementation of step 4 is provided in the following sequence:

First Technological and logistical operations of production are identified;

Second labor costs for technological and logistics operations are determined, in person / day or person / hour;

Live labor costs are determined by third labor categories;

The forth is the labor costs by labor categories.

Phase 5. At this stage, the financial support part of the production program implementation is designed and developed.

ML system designed for "Gulobodmebel" LLC "Model of decision-making on the formation and production of orders", "Model of development and adjustment (adjustment) of production programs" and "Inventory without reducing production on the basis of effective order management" The model of minimization of reserves (residuals).

In conclusion, it can be said that a large part of the products produced through the system "Marketing-Logistics" serves to speed up delivery to consumers, timely fulfillment of orders, increase sales. This system also allows the company to fulfill orders in a timely and quality manner.

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Analysis of the Effect of Product, Price, Place and Promotion on Customer Satisfaction at BNI Taplus KCP Manado

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Abstract: *The purpose of this study was to determine the Analysis of the Effect of Product, Price, Place and Promotion on Customer Satisfaction at BNI Taplus KCP Manado. The location in this research is PT Bank BNI KCP Manado Jl. PiereTendean, SarioTumpaan. Wenang District, Manado City, North Sulawesi. As for the population in this study are all customers of PT. Bank BNI KCU Manado. The sampling method used Accidental Sampling, namely the determination of the sample based on chance, i.e. who happened to meet with the researcher can be used as a sample if deemed suitable by using the Slovin formula. So the number of samples in this study was 93 respondents. Research result. Product variables have a significant effect on customer satisfaction at BNI KCP Manado savings. The price variable has no significant effect on customer satisfaction at BNI KCP Manado savings. The place variable has a significant effect on customer satisfaction at BNI KCP Manado savings. Promotion variable has a significant effect on customer satisfaction at BNI KCP Manado savings.*

Key words: *Marketing Mix, Customer Satisfaction*

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PRELIMINARY

According to the Republic of Indonesia Law no. 10 of 1998, what is meant by a bank is a business entity that collects funds from the public in the form of savings and distributes funds from the public in the form of credit or other forms in order to improve the standard of living of the people at large. As a financial institution. Banking is in dire need of marketing policies to market banking products. Kasmir (2007) states, for the banking world which is a profit-oriented business entity, marketing activities have become a major need and have become a necessity. The banking industry is one of the industries from the service sector where in marketing it requires a different method from marketing a product in the form of goods. The more bank funds, the greater the opportunity for the bank to carry out its functions.

The process of achieving customer satisfaction can be created in various ways, one of which is how the company prepares a marketing mix program that can overcome the service quality gap between market demand and company supply. The importance of the process of determining the marketing mix by the company can be seen from the magnitude of the direct relationship between the components in the marketing mix and customer behavior, especially in customer satisfaction. Banking is a very important part of the economy, one of which is as an intermediary institution whose job is to collect funds from the public and channel them back in the form of credit.

The development of the banking system as a financial institution in Indonesia provides benefits for the Indonesian economy. Currently, such a wide market share provides easy expansion for banking development business players in Indonesia. Many studies that discuss the analysis of marketing mix variables that are considered in decision making have been carried out. Fulfilling consumer needs and wants requires a marketing concept called the marketing mix. According to Kotler (2005:19), Marketing mix is a combination of four important variables of the marketing concept that can be controlled by the company. The four variables include product, price, place, and promotion, and are commonly abbreviated as 4Ps.

One of the BNI offices in Manado City is the BNI Megamas Sub-Branch Office (KCP). KCP is a representative office in the regions and under the main branch office (KCU). BNI KCU in Manado City BNI is located in the National Unity Park Complex, Manado.PT BNI KCP Megamas Manado area has many customers who entrust their financial interests. So it is very important for the bank to keep paying attention to the marketing mix in order to continue to exist and must provide and provide services that satisfy customers so that in the end they are able to form positive values in the minds of customers. The value of customer satisfaction can be achieved by a bank if in carrying out its business it always prepares an appropriate plan about the bank's products to be offered to the market. Bank executives must first do product planning. In addition, product planning also needs to determine product strategies, prices, places, and promotions (Dendawijaya, 2005).

LITERATURE REVIEW

MarketingMix

According to the American Marketing Association in Kotler and Keller (2016), marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. In marketing a product or service within a company, an easy and flexible approach is needed which is commonly referred to as the marketing mix. Some marketing mix experts put forward the marketing mix as follows: According to Kotler and Armstrong (2014) "Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market." target market”). marketing mix is a combination of factors that can be controlled by the company and can form a market system in achieving company goals in the target market.

PRODUCT

The product is the first and most important element in the marketing mix. Marketing mix planning begins with formulating an offer that can meet the needs or desires of consumers. According to Kotler and Keller (2012), a product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need. Another case, according to Stanton (2010) defines a product as a set of attributes, both tangible and intangible, including color, price, the good name of the factory, the good name of the store that sells (retailer), and factory services and retailer services, which are received by buyers in order to satisfy his wish. According to Kotler & Keller (2012:) the indicators of product variables are:

1. Quality

Quality is an overall characteristic and characteristics of a product/service that can provide customer satisfaction. Although service quality is more difficult to define and assess than product quality, customers will still rate service quality, and banks need to understand what customer expectations are so that banks can design the services they offer effectively.

2. Diversity

Product diversity is a group of products in a product class that are closely related because these products perform similar functions, are sold to the same or different customer groups. Most product diversity planning is the responsibility of the company's strategic planners, they must know the sales and profits of each product in the line to determine which product units to develop, pay attention to, reduce or discontinue.

3. Superiority

Excellence is the ability of a company to achieve economic benefits above the profits that can be achieved by competitors in the market in the same industry. Companies that have competitive advantages always have the ability to understand changes in market structure and are able to choose effective marketing strategies. Each company's choice of the above generic strategy will depend on an analysis of the business environment to determine opportunities and threats. Based on a study conducted by Porter, several ways to gain competitive advantage include offering products or services at a minimum price (cost leadership), offering products or services that are unique compared to their competitors (differentiation), or focusing on certain segments (focus).).

PRICE

Price is a very important thing in the purchase of both goods and services. According to Basu Swasta (2010), the price is a sum of money plus some goods and services. Price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership rights or use of an item or service Tjiptono (2009). Meanwhile, according to Kotler and Keller (2007) price is defined as the amount of money billed for a product or service, more broadly the price is the sum of the values exchanged in the selling value of the product set by the company.According to Kotler and Armstrong (2008:278) translated by Sabran there are four indicators that characterize prices, namely:

1. Price affordability

The prices given by companies for their products can be reached by their consumers. An appropriate and affordable price will certainly be a consideration for consumers to buy their products.

2. Price match with product quality

The price given by the company to the product is in accordance with the quality of the product they produce, for example if the price is high, the quality of the product provided also has high quality so that consumers do not mind if they buy the product.

3. Price competitiveness

In the market, the company should also pay attention that the price given has high competitiveness against its competitors. If the price given is too high above the price of competitors, the product does not have good competitiveness.

4. Price match with benefits.

The benefits of the product owned must be in accordance with the price given by the company to their product. It's good if the high price has high product benefits too

THE PLACE

According to Kotler and Keller (2012). The definition of location as a collection of independent organizations, which make an item or service available so that customers can use or consume these goods or services. or consumers or in other words, the location is also a place where producers distribute their products to consumers.The definition of location is the place where the company operates or where the company carries out activities to produce goods and services that are economically important. Tjiptono 2014 explains that the location indicators used in the selection of a place or location are:

1. Access is the ease of reaching the bank's location which includes: an easily accessible location, road conditions to the location and the time taken to get to the location.

2. Visibility is the location of the bank that can be seen from the main road and there are indications of the location of the bank's existence.

3. Traffic (traffic), the number of people passing by can provide a great opportunity for impulse buying. Traffic congestion and congestion can also be obstacles.

4. A spacious and secure parking area is a means of a large and guaranteed parking lot.

5. Environment is the state of the environment around the bank location, including the cleanliness and comfort of the environment.

PROMOTION

According to Kotler and Keller (2012), promotion is all activities carried out by companies to communicate company products to consumers and persuade consumers to buy company products. According to Swastha (2009), the notion of promotion is seen as a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. According to Kotler and Keller (2016) indicators promotions include:

1. Promotional Message

Is a measure of how well the promotional message carried out and delivered to the market.

2. Promotional Media

Is the medium used by companies in carry out promotions.

3. Promotion Time

Is the length of promotion carried out bycompany

CUSTOMER SATISFACTION

Customer satisfaction is the customer's perception that his expectations have been fulfilled, optimal results are obtained for each customer and banking services by paying attention to the ability of customers and their families, attention to their families, attention to customer needs so that there is the best continuity between satisfaction and results. Tjiptono in Noviyantie (2001) customer satisfaction is a buyer's evaluation where the chosen alternative at least gives the same outcome as the customer's expectations. Dissatisfaction arises when the results obtained do not meet customer expectations. For the customer, what is produced is the company for him is not so important. Customers think about what they will buy to satisfy their needs on the basis of this consideration, if this will then determine what form of business needs to be developed. Quality customer service can only be understood from the customer's point of view. We must formulate quality service through the eyes of customers. Only if customers perceive that you as a service have provided quality customer service. William B. Martin, (2005)

Kotler (2009) forming indicators of customer satisfaction consist of:

1. Conformity of Expectations

It is the level of conformity between the service performance expected by the consumers with what consumers feel

2. Interested to Come Back

It is the willingness of consumers to visit again or do reuse of related services

3. Willingness to Recommend

It is the willingness of consumers to recommend services that have been felt by friends or family.

RESEARCH METHODS

This research was conducted to obtain information data about the effect of product, price, location and promotion on customer satisfaction at PT Bank BNI KCP Manado.Sugiyono (2016) states that descriptive research is research conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons or connecting one variable to another.

POPULATION

The population is the entire area of research objects and subjects that are determined to be analyzed and concluded by the researcher, while the sample is the object or research subject selected to represent the entire population of Bawono (2010). As for the population in this study are all customers of PT. Bank BNI KCU Manado, totaling 1200 people

Sample

The sample is a member of the population selected by using a certain procedure so that it is expected to represent the population of Martono (2011). The sampling method used is accidental sampling. The sampling technique is based on chance, ie anyone who happens to meet with the researcher can be used as a sample if deemed suitable. The number of sample members is often expressed by sample size. The number of samples that are expected to be 100% representative of the population is the number of members of the population itself. For research, we will take a population that is too large to be used as a sample in the hope that the number of samples we take can represent the existing population. To determine the sample size using the formula Slovin (1960) in Asnawi and Masyhuri (2009) as follows:

n = 1+ Ne 2

Where :

n = Sample size,

N = Population,

e = Percentage of slack unattended due to sampling error that is still desired.

At this stage, the researchers focused the sample on customers who transact at PT. BNI KCP Manado, based on the quality of customer service so that customers will feel satisfied.

,n = 1200

1+ (1200 x 0.1) 2 =92.30

So the number of samples in this study was 92.30 and rounded up to 93 customer respondents.

Variable Operational Definition

Product

According to Kotler 2001 a product is anything that can be offered to a market for attention, purchase, use or consumption that might satisfy a want or need. Conceptually, the product is the subjective understanding of the producer on everything that can be offered as an effort to achieve organizational goals through meeting the needs of consumers, in accordance with the competence and capacity of the organization and the purchasing power of the market.

Price

According to Ferdinand 2008 price is one of the most important variables in marketing which can influence consumers in making decisions for various reasons and considerations.

The place

Kotler 2001 says that place is one part of the marketing mix. Places are useful as a marketing channel. Meanwhile, according to Etzel in Abubakar 2005 distribution channels consist of a collection of distributors who are involved in the transfer of rights to products that move from producers to end consumers or business users.

Promotion

Promotion is one of the determining factors for the success of a marketing program. Tjipno 2008 revealed that promotion is all activities intended to convey or communicate a product to the market, to provide information about its features, uses and most importantly about its existence, to change attitudes or to encourage people to act.

Customer satisfaction

Customer satisfaction (Y) is the level of one's feelings after comparing the perceived performance (results), compared to expectations (Daryanto, 2013).

Variable operational definition matrix

Variable	**Indicator**	**Statement**
Product (Kotler 2012)	Quality	1. The products offered are in accordance with community needs
		2. Have a design Attractive account book and ATM card
	Diversity	3. Many choices of products according to customer needs
		4. Online and real transactions time throughout BNI.
	Superiority	5. There's a promo lucky draws and direct prizes.
		6. Complete and easy transaction
Price (Kotler 2012)	Price affordability	1. BNI KCP Manado charges administration fees to customers are too high
		2. Fees charged to fair customer
	Price match with product quality	3. Customers are interested in saving on BNI Taplus products with consideration of the prices offered by customer service
		4. Monthly regular deposit in accordance with perceived benefits
	Price competitiveness	5. The initial deposit of BNI Taplus products is affordable, compared to other bank products
	Price match with benefits.	6. BNI Taplus products have a flat pricing every month
The place (Tjipto 2014)	Access	1. Easy to reach by private vehicle or public transportation.
	Visibility	2. Easy to see and already known to many people.
	Traffic	3. Ensure security for customers.
	Parking lot	4. Have adequate parking space for customers
	Environment	5. Comfortable and adequate facilities.
		6. Looks interesting.
Promotion (Kotler 2016)	Promotional Message	1. The display of advertisements on social media is attractive and easy to remember in introducing products to PT. Bank BNI KCP Manado.
		2. The service provided to customers is very good
		3. *Customer Service* provide information about Bank BNI KCP Manado products clearly, attractively, and in accordance with reality
	Promotion media	*4.* Banner advertisements about products provided by BNI KCP Manado caught my interest
		5. Bank BNI KCP Manado fosters and maintains good relationships with customers.
	Promotion time	6. Promotions are carried out at certain times.
Satisfaction Customer (Kotler 2009)	Conformity of Expectations	1. The product obtained matches or exceeds expectations.
		2. Services by employees obtained according to or more than expected
	Interest visit back	3. Interested in visiting again because the services provided by employees are satisfactory.
		4. Interested to visit again because of the value and benefits obtained after using product.
	Willingness recommend right	5. Advise friends or relatives to buy the products offered because of the satisfactory service.
		6. Advise friends or relatives to buy productsofferedforvalueorbenefits obtainedafterusing a product/service

DISCUSSION

This study aims to determine the magnitude of the partial effect between Product, Price, Place and Promotion variables on customer satisfaction with BNI savings at PT BNI KCU Manado. To test the truth of the hypothesis proposed in this study, using multiple linear regression analysis method, and to test the hypothesis that has been formulated used the F test and t test. The results of hypothesis testing of all research variables were carried out using the SPSS program. The results of the analysis can be seen in the following table.

Table 1.1 Multiple Linear Regression Calculation Results

Model	**Unstandardized Coefficients**	**t test**	Sig
	B		
(Constant)	1,129	.795	.429
Product (X1)	.274	3.040	**.003**
Price (X2)	.093	1.194	**.236**
Place X3)	.166	2.051	**.043**
Promotion (X4)	.412	4.665	**.000**
F Calculate: 63.102 **R : 0,** 852 **Sig : 0.000** **Adjusted R Square : 0,** .715 **: 0.05** **R Square : 0,** .727			

Source: Appendix 6

From the results of the multiple regression analysis above, if it is included in the regression equation model, it is as follows:

Y = + b1X1 + b2X2+ b3X3

Y = 1,129 +0, 274 (X1) + 0.093) (X2) + 0.166 (X3) + 0.412 (X4)

The above equation shows that the independent variables (X1, X2 and X3 and X4) have a positive influence on the dependent variable (Y). Based on the results of the recapitulation of multiple linear regression analysis above, it can be seen that the effect of the R Square determinant test results is 0.727 or 72.7%, so the variables (X1, X2 and X3 and X4) have an influence on customer satisfaction while the rest are influenced by other variables not examined.

A. The constant value (α) has a value of 1,129, this means that the satisfaction of BNI savings customers at PT BNI KCP Manado before the independentvariableis 1,129

B. The product regression coefficient (X1) of 0.274 or 27.4% indicates a unidirectional positive relationship between the product and customer satisfaction at BNI KCP Manado Savings

C. Price regression coefficient (X2) of 0.093 or 9.3% indicates the direction of the positive relationship between price and customer satisfaction at BNI KCP Manado savings

D. Place regression coefficient (X3) is 0.166 or 16.6%, indicating the direction of a positive relationship in the direction between place and customer satisfaction at BNI KCP Manado bank savings

E. Promotion regression coefficient (X4) is 0.422 or 4.22%, indicating the direction of the positive relationship between promotion and customer satisfaction at BNI KCP Manado savings bank.

F. The value of the correlation coefficient (R) is 0.852. The value of R ranges from 0 to 1, if the value of R is close to 0 then the relationship between variables is getting lower. If the value of R is close to 1 then the relationship between variables is getting higher.

CONCLUSION

Product variable has a significant effect on customer satisfaction at BNI Taplus KCP Manado. That is, the more attractive the product will affect the increase in customer satisfaction. Kotler & Armstrong (2001), Product is a potential strategic weapon to beat competitors. So only the companies with the best products will grow rapidly, and in the long term these companies will be more successful than other companies.Schisffman& Kanuk (2004) say that customer satisfaction is a person's feelings towards the performance of a product that is felt and expected

The price variable has no significant effect on customer satisfaction at BNI Taplus KCP Manado. This means that the customer considers the price offered by Bank BNI KCP Manado to be the same as the price offered by other banks. Similar to research from Wijaya and Arianti (2018) which shows that the price variable has no effect on customer satisfaction. This is because customers consider the prices and costs incurred to carry out various funding and financing transactions to remain the same between BNI KCP Manado and other banks.

The place variable has a significant effect on customer satisfaction at BNI Taplus KCP Manado, which means that the more strategic the place, the more satisfied customers will be. This is because customers consider the place or location to be reached to make transactions at BNI KCP Manado must be easy and the location of the bank must be strategic. This is the same as research from Wijaya and Arianti (2018) which shows that the place variable has a significant influence on customer satisfaction. This is because customers consider the place or location to be reached to make transactions at BNI KCP Manado must be easy and the location of the bank must be strategic.Distribution channel of the Bank's products and services, in the form of Branch Offices, which directly provide the products and services offered. With the advancement of technology, distribution channels can also be done through telecommunication channels such as telephone and internet networks.

Promotion variable has a significant effect on Customer Satisfaction at BNI Taplus KCP Manado. That is, the better the promotion, the more customer satisfaction will be. In this study, promotion can be interpreted as a promotion that is used to provide information and persuade consumers to take transactions on funding and financing products at BNI KCP Manado. Tjiptono (2008) states that in essence promotion is a tool that exists in marketing to form marketing communications to consumers.

Marketing mix variables consisting of Product, Price, Place and Promotion have a significant effect on Customer Satisfaction at BNI Taplus KCP Manado. This means that the more precise the marketing mix strategy is, the greater the customer satisfaction of BNI Taplus KCP Manado. Assauri (2017) states that the marketing mix is one element in the company's marketing strategy, which is related to determining how the company presents product offerings, prices, and certain market segments. The marketing mix is a series of integrated tactical marketing tools that can be controlled (product, price, place, and promotion) to determine the response of the target market desired by the company. The marketing mix must be able to persuade the general public to be able to be interested in a product being sold. In short,

The marketing mix consists of everything a company can do to influence demand for its products. Product attributes such as product quality (taste), design, brand, good packaging, and attractive features can be an alternative choice for customers to enjoy the product, so that it can lead to satisfaction. In addition, location (place) is a strategy that also determines where and how to sell a product or service. Likewise, marketing strategies through the price dimension by setting prices that are in accordance with product functions, affordable prices and discounting prices will increase customer satisfaction, and companies will carry out promotions so they are not less competitive with other companies.

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Intensive Methods of Developing Students' Graphic Competencies in the Training of Competitive Personnel

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Abstract: *The article discusses the role of graphic sciences in the training of competitive personnel, their tasks and the importance of design work. Recommendations and suggestions were made on intensive methods of developing graphic competencies in students.*

Key words: *level graphic assignment, exhibition, creating virtual detail models, making posters, handouts, multimedia lesson plans, video lessons*

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The importance of developing the skills of independent, logical thinking and imagination in determining the development of the state and its socio-economic, as well as its prospects in the development of world education is immeasurable. The basis of success of the higher education system of developed countries (USA, UK, Germany, Japan, South Korea, India, China, Russia, Ukraine, etc.) is the ability to work independently in the trained personnel, graphic literacy, drawing, design building, landscape design, etc.) is determined by the development of competence. Distance independent study of graphic sciences, including "Descriptive Geometry and Engineering Graphics", the competence to acquire graphic knowledge using multimedia tools serves to develop students' spatial imagination, increase the effectiveness of graphic education. The use of multimedia computer technology in the development of students' spatial imagination in teaching the subject "Descriptive Geometry and Engineering Graphics"

In the training of competitive engineers, special attention should be paid to ensuring the perfect mastery of technical sciences as one of the important components of their professional competencies. In the study of technical sciences, first of all, it is necessary to teach the subject "Descriptive Geometry and Engineering Graphics".

M. Sroka, B. Radovan, T. Jelena, H. Stachel and others in Europe and the USA, VV Kondratova, JJ Djanabaev, SV Panyukova and others in the CIS countries, AK Khamrakulov in Uzbekistan, Ch.T.Shokirova, N.D.Yadgarov, D.S.Saidahmedova and others in their research work gave scientific recommendations on the use of computer technology in the field of "Descriptive Geometry and Engineering Graphics" at different stages of higher and vocational education. Among these recommendations, special attention is paid to the principle of exhibitionism.

Demonstration is a set of materials used in the course process to help students develop and understand and master the spatial imagination of posters, handouts, electronic materials and more.

In the field of descriptive geometry and engineering graphics are:

• In the electronic methodical manual of AK Hamrakulov on the subject "Descriptive geometry and engineering graphics" created a program-pedagogical tool only on basic issues;

• Only 1st level test tasks on the subject "Drawing Geometry" by Ch.T. Shokirova were developed;

• Topics that are difficult to master in the multimedia e-textbook on the subject "Technical drawing" by DS Saidakhmedova were selected and animated;

A.Kholmurzaev and others created an electronic textbook on "Descriptive Geometry".

It is clear from the content of the above work that one of the important factors in improving the quality and effectiveness of graphic education in teaching the subject "Descriptive Geometry and Engineering Graphics" in higher education - the use of electronic educational resources, in particular multimedia computer technology. Therefore, there are no scientifically based and experimentally proven recommendations on the preparation of methodological resources, including electronic didactic tools and methods of their use in the process of graphic education.

Figure 1 shows the preparation of didactic materials of different levels - a virtual detail model, training posters, handouts, multimedia lesson plans in the computer software listed. However, these materials are important in the formation of complete information on the subject, that is, the knowledge base.

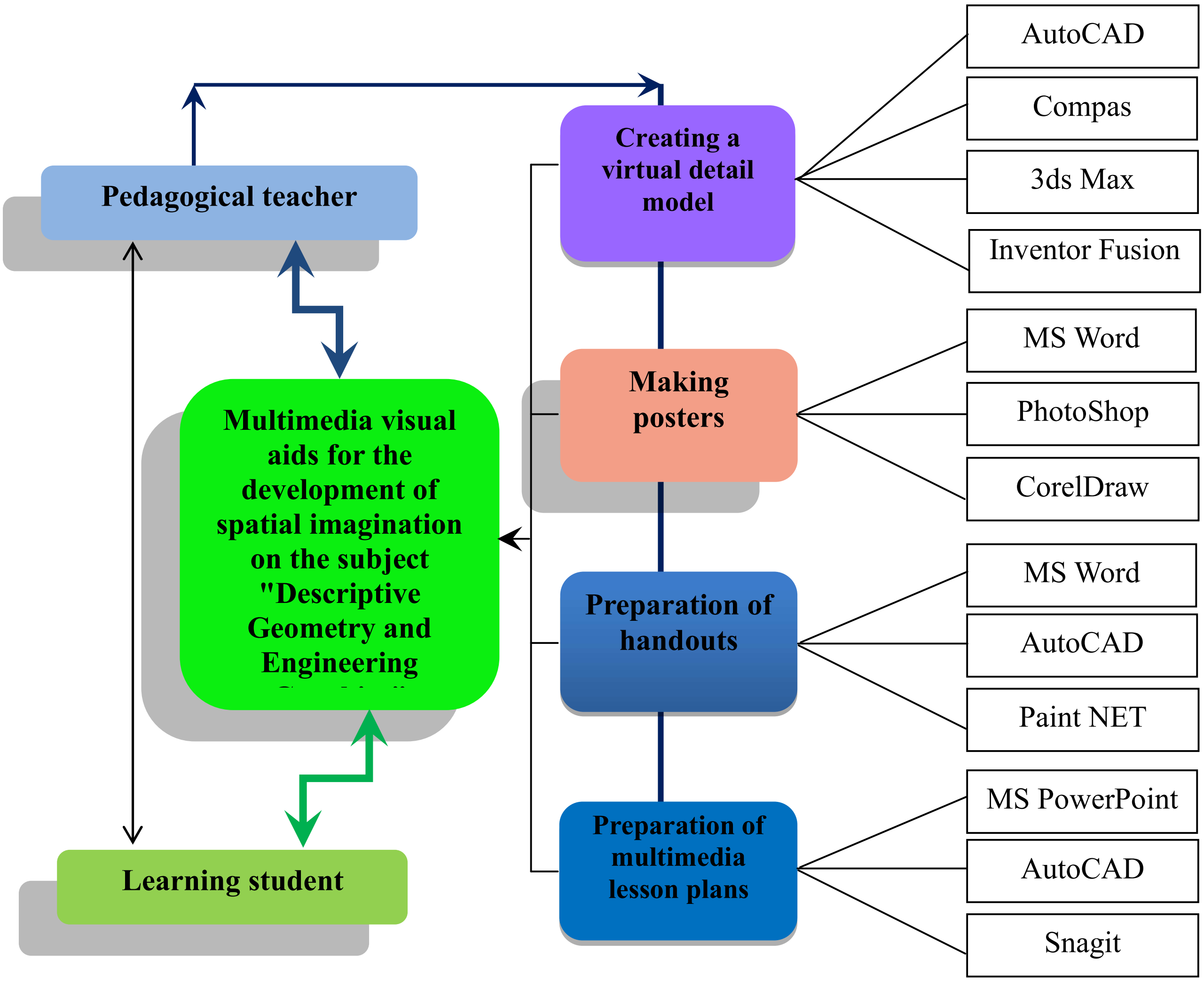

Figure 1. Conceptual pedagogical model that develops students' spatial imagination in the discipline "Descriptive Geometry and Engineering Graphics".

Demonstrative organization of the learning process leads to both auditory and visual comprehension of learning materials, their conscious and thorough mastery, and stabilization of attention. Suitable for course type and topic

The preparation of visual aids should be appropriate to the age and level of knowledge of the student, as well as organized using effective methods and tools for their use. Demonstration materials in the subject

"Descriptive Geometry and Engineering Graphics" can vary depending on the type of subject and topic. Including:

- printed materials (posters, handouts, etc.).
- materials in electronic form (presentations, forms, pictures, etc.).
- animated materials (multimedia e-book, e-textbook, etc.).
- Vitrual models (details, house models, machine mechanisms and models).

The computer programs given in Appendix 6 can be used to create visual materials on the subject of "Descriptive Geometry and Engineering Graphics" in a modern form. The development of students' spatial imagination is directly related to the level of demonstration. The higher the level of demonstration, the more effective the students ’knowledge of the subject.

AutoCAD, Compas, 3ds Max can be used to create virtual detail models. Because these programs are designed for virtual modeling on a computer. For teachers of "Descriptive Geometry and Engineering Graphics", it is recommended to create mainly in AutoCAD. First, AutoCAD software is adapted to international standards, creating all-round convenience for the teacher. Second, this program is designed to work exactly according to the rules of descriptive geometry and engineering graphics.

The level of visibility of the created virtual detail model, that is, in terms of design, is given a wide range of Autodesk Inventor Fusion software options, in which the material and coloring of the detail is much more convenient than AutoCAD graphics program. Autodesk Inventor Fusion has all the advantages of processing virtual detail models, which is a great help in making it interesting and understandable for the user.

MS Word, PhotoShop, CorelDraw can be used to make posters. It is recommended that teachers of graphic geometry and engineering graphics use the capabilities of MS Word and PhotoShop. It is convenient for teachers to enter texts and design them using MS Word. PhotoShop has the ability to process and design images.

MS Word, AutoCAD, Paint NET can be used to prepare handouts. With the help of these programs, teachers have the opportunity to prepare the design, quality of text, graphic assignments and drawings required for the handout on the basis of modern requirements.

Multimedia lesson plans can be created using MS PowerPoint, AutoCAD, Snagit. MS PowerPoint is one of the most convenient programs for converting various drawings and tasks in the field of drawing geometry and engineering graphics into an animated form. In AutoCAD, it helps to intersect surfaces, create detail models, and view them from different angles, trim, color, and more. Snagit software is designed to convert the processes performed on a computer screen into video. As a result of saving all the actions performed in the AutoCAD graphics program in the form of video using the Snagit program and its widespread use in all types of educational process, it is possible to determine the level of mastery of students at slightly higher levels.

Today, there is an e-book, a study guide, a methodological guide, and so on. They are mainly in verbal (text) form and serve as a source of information for users. There was a need to create a multimedia e-book on the science of graphic geometry and engineering graphics. At the same time, as a result of studying the theoretical information on the subject, the student sees a graphic drawing in an animated way, a clear picture is formed in students. Based on this, in the process of performing graphic tasks, it is possible to achieve the correct execution of tasks based on this knowledge. If you encounter a problem while completing a graphic task, you can use the solution examples on the topics in the task set section of the multimedia e-book. The advantage of this is that when faced with a problem in the execution sequence, it is possible to have a clear understanding by going back.

The e-textbook differs from other textbooks in terms of the didactic cycle of the whole educational process: theoretical information, problem-solving sequences in animated form, use in the educational process, monitoring the level of knowledge and the availability of information retrieval system.

The use of color computer animation, high-quality graphics, video fragments, schemes, formulas, the subjects of the studied subject are embodied in a series of presentations or connected in the form of a branched dynamic chain, allows you to control the process of extracting and presenting the necessary information.

The multimedia e-book is used for the following lesson purposes:

- Learning objectives: to teach students the theoretical information on the subject through spatial imagination and to organize the performance of graphic tasks on the basis of this knowledge in the course of practical lessons.
- Educational goal: to clearly understand the sequence of theoretical and practical knowledge in the process of acquiring theoretical and practical knowledge on the subject through spatial imagination and apply it as a necessary tool in real life, to develop skills of independent work and creativity.
- Developmental goal: to develop the ability to turn knowledge into a skill, and the skill into a skill, and to work independently on the basis of the developed spatial imagination on the subject under study.

The use of computers as a didactic tool in the development of design and technological creativity of students gives effective results. This is because the modern computer tool is a convenient tool for the ability to apply theoretical knowledge in practice and to quickly and objectively determine the level of mastery of the acquired knowledge and skills [8, 57 b].

A video lesson is a course development that helps a user (student, specialist, etc.) to see, hear, and learn certain knowledge and skills in video form, both pictorial and audio.

Video lessons are of the following types:

Directly observe the process of lesson 1 and involve the educator (speaker-teacher), who will have the opportunity to see, hear, learn and master the information.

2 describes a process that can only be performed aloud or silently without the participation of the educator being given.

The section covering the course process is the section where videos taught by qualified professors are presented to users. This section applies to more lecture classes. They allow the student to easily master it without the help of a teacher if there is a place or information that he or she does not understand in the lecture lesson. As a result, it helps to turn the acquired knowledge into a skill and strengthen it. The video lesson we are talking about was created on the subject of "Descriptive Geometry and Engineering Graphics", in which it was performed on selected topics.

Through analysis and research, B. Voxidov made a video slide on the topic "Rotating a point around a projecting straight line", which contains audio explanations. A.Karimov, associate professor of the Tashkent Institute of Textile and Light Industry, prepared reports on descriptive geometry and posted them on utube.uz. In this case, the author organized the topic orally, using slides, without drawing on the board. Associate Professor of the Tashkent Institute of Architecture and Construction S. Saidaliev posted lectures on "Descriptive Geometry and Engineering Graphics" on the website of the institute. In this case, the author organized the lesson by drawing directly on the board during the lesson. AV Pavlov, a professor at the Kiev Polytechnic Institute, gave video lessons on "Axonometric projections", especially on youtube.com to draw a lot of practical assignments in Russian. The lesson was organized by VN Romanenko, associate professor of the Russian State Correspondence University, with high quality and clear, both drawn on the board and using a variety of exhibitions.

Therefore, as noted above, the organization of video lessons and their application to the educational process is relevant today.

There are video lectures on science in Uzbek. But there is not enough information on practical training. In particular, the lack of video tutorials for drawing a sequence, i.e., an algorithm, does not meet today's needs. This can be used as an example of drawing assignments. Because in each lesson the teacher explains to the students by drawing a sample of the assignment on the topic given in the practical lessons. Observations, analyzes show that the tasks given to students, the student in the process of performing it independently raises a variety of questions and problems. If the student is someone who gives insight or advice to complete the task, he or she will complete the task. In most cases, students will be at home during the completion of practical assignments, at which time there will be no one to give these concepts. As a result, the student can come the next day to find his teacher (if he can find one) and ask him to draw places he does not understand. Otherwise the work will not be completed.

Video lessons can be shown as a positive solution to these problems. At the same time, students can download video lessons on a computer, tablet, smartphone. In doing so, students can watch the desired lesson over and over as long as they want (i.e., master). This allows the student to master the course at the required level.

When studying technical sciences, students should first of all be able to draw and read drawings, graphs, shapes. This requires a set of assignments of good quality. The need to redesign a set of quality graphic assignments awaits its solution. To find an optimal solution to this problem, it is necessary to create an electronic version of a set of level graphic tasks in science.

Level graphic assignment is the development of graphic assignments given to students according to the principle of simple to complex.

M. Sroka, B. Radovan, T. Jelena, H. Stachel, Zongyi Zuo, Kaiping Feng, Bing Chen, J.J. Djanabaev, A.K. Khamrakulov, N.D. Yadgorov, D. .S.Saidakhmedova and others, T.S.Borichevsky, V.P.Matanov, L.M.Pyjevich, P. on creation of graphic tasks. Odilov, A.Ashirbaev, T.Rixsiboev, A.Valiev gave scientific recommendations.

According to PV Zelyonyy and EI Belyakova, they developed a set of tasks from engineering graphics, focusing mainly on the department of descriptive geometry. In addition, graphic tasks are not divided into levels of complexity. They developed a set of assignments from engineering graphics to projection drawing. They are also given in the form of colored details, as well as isometric (clear) images. But the principle of simplicity to complexity has been ignored.

K.A. Volxinym, P.I. Ilyushenko's set of tasks was drawn using modern computer technology and posted on the Internet. These options are available. But the tasks are not divided into levels of complexity.

The science of computer graphics, which is being studied today as a part of the science of graphic geometry and engineering graphics, has such opportunities that it greatly contributes to the quality of the set of tasks being created in a short period of time. Using AutoCAD graphics software, which is studied in computer graphics, is the most optimal way. It is more convenient to develop assignments on science topics in this program than in other programs.

For example, using AutoCAD graphics software, you can find a third view based on two views, create designs on joints, line types, axonometric projections, surfaces, cuts and sections, and more.

When reorganizing a set of assignments on topics, special attention should be paid to their level. The result is an increase in spatial imagination, the development of creative and logical performance skills.

A variety of programs can be used to develop level graphic tasks, but when comparing their capabilities, AutoCAD graphics program has an advantage in all respects. The possibilities of this program are very wide, and if the created tasks are created in 2D size, it can be converted to 3D size, created by performing short necessary actions. Measurement, coloring and similar operations can be performed on the created model without any difficulty. The use of this program is effective in all respects in the creation of level tasks on the subject of "Descriptive Geometry and Engineering Graphics".

Creating tasks on the subject of "Descriptive Geometry and Engineering Graphics" from simple to complex and their application in the educational process has a positive effect on the development of students' spatial imagination. Because as the level of the task increases, the student is required to have a strong spatial imagination. A student with a developed spatial imagination can think creatively. As a result, based on the acquired knowledge, creative skills will be developed and they will be able to create new ideas and implement them.

Research and observations have shown that the mistakes most students make when completing graphic assignments are the same. This indicates that the spatial imagination in students is not sufficiently developed. The optimal solution to this problem is to set up a computerized learning system. That is, to solve an existing problem through an imitation model to develop students 'spatial imagination. In addition, the simulation model in the development of students' spatial imagination should include requirements such as color computer graphics, animated sequence, step-by-step execution of tasks in accordance with the rules of science. As a result of applying the simulation model to the educational process, the science teacher has the opportunity to control the mastery of graphic tasks given to students. In addition, the student will have the skills to effectively master, consolidate and apply the acquired knowledge.

The work of Zorana Jelly, Branislav Popokonstantinovic and Misa Stojicevic also mentions the use of virtual teaching methods in the teaching of engineering graphics. It is also recommended to provide drawings and show its 3D model, as well as the possibilities of creating virtual detail models. But there is no approval for level assignments.

According to the experience of Zongyi Zuo, Kaiping Feng, Bing Chen, "... it is effective to use the possibility of 3D modeling of computer graphics to hand-drawn sketch drawings. Students complete most of the assignments throughout the semester using computer graphics. Creating three-dimensional graphic tasks on a computer based on design using AutoCAD and other 3D software, and seeing them directly, helps to develop students' imagination. One of the main goals in teaching the subject "Drawing Geometry and Engineering Graphics" in the country is to re-analyze and group the topics and to distinguish those that are suitable for organization on the basis of computer graphics and to develop skills in computer drawing and modeling. The use of a set of level assignments in teaching the subject "Descriptive Geometry and Engineering Graphics" is effective and gives positive results.

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One of the Methods and Ways of Dialect Word Formation

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Abstract: *The article discusses one of the methods and methods of word formation of the dialect that are the object of research, in which there are significantly more words-terms formed phonetically than in other Uzbek dialects. Due to the fact that the government of our country has set the task of organizing scientific expeditions on the territory of the republic in order to collect folklore materials and folk legends that are the property of the Uzbek language, opportunities are opening up for a wide study of folk legends. There are phonetic, lexical and grammatical manifestations of dialectisms, which are a means of ensuring the identity of the language.*

Key words: *dialect, word, lexical composition, grammatical manifestations, term, phonetic and lexical manifestations, language, source, task, homonym, paronym, synonym, area, lexical layer*

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1. Introduction

It is known that the merit of dialects in enriching and improving the literary language is invaluable. Common words have their own specifics that distinguish them from popular words. No less important is the place and role of dialectisms in the richness and attractiveness of the language of a work of art. Dialect is an important source of enrichment of the literary language. Nevertheless, over the past period, attention to the study of terms in Uzbek linguistics has somewhat weakened. Decree of the President of the Republic of Uzbekistan dated November 21, 2019 No. UP-5850 “On measures to further increase the prestige and status of the Uzbek language as the state language"[1] in addition, in the concept of the development of the Uzbek language and the improvement of language policy for 2020-2030, along with further increasing the status of the Uzbek language as the state language, special attention is paid to the study of Uzbek languages. The “Center of Uzbek Local Lore" started its activity in the Tashkent State University of Uzbek Language and Literature named after Alisher Navoi. This, along with the increase in the social significance of the Uzbek language, has opened up wide opportunities for studying folk traditions that feed the literary language.

Due to the fact that the government of our country has set the task of organizing scientific expeditions on the territory of the republic in order to collect folklore materials and folk legends that are the property of the Uzbek language, opportunities are opening up for a wide study of folk legends. There are phonetic, lexical and grammatical manifestations of dialectisms, which are a means of ensuring the identity of the language. Usually, linguists most often conduct research on lexical and grammatical features of phenomena. The fact that they can form a new word even with the help of the phonetic method remains unnoticed for them.

2. Experimental methods

The lexical composition of the dialects of the Uzbek language is very rich and diverse. This vocabulary wealth is justified by the presence of various semantic layers and a huge number of thematic groups of words, words quoted from other languages, words with polysemous and opposite meanings, homonyms, paronyms, synonyms, various forms of words, phraseological turns, substrates transmitted from the language of classical literature, word-forming forms, word-forming and connecting means.

For this reason, without a comprehensive study of folk dialects and studying their even the smallest internal features, it is impossible to determine the foundations of the historical formation, development and development of the normalized Uzbek literary language, about which scientists have not yet come to an unambiguous conclusion.

One of these dialects is considered to be the dialect of the Farish district of the Republic of Uzbekistan. Preliminary observations on the zones of the area of Sh.Egamberdieva, N. Nosirova. This is stated in the scientific articles of the Yusupovs. Farish district of the Republic of Uzbekistan is located in the north-west of the Jizzakh region. The territory of the district is located 60 kilometers from the railway station of Jizzakh, along the ridges of the Nuratinsky mountains. From the north and northeast, the district borders with the Republic of Kazakhstan through the Kyzylkum desert, from the east with Sharaf-Rashidovsky, Zafarabad, Arnasay, Dustlik-Mirzachul districts of the region, from the south with Gallyaralsky district and partially with Payariksky district of the Samarkand region. It borders on the West with the Nurat district of Navoi region and Kushrabat district of Samarkand region. The main part of the Arnasoy-Aidar lake, belonging to the Jizzakh region, also belongs to the Farish district.

The district was formed in 1935. In 1936, in order to develop the economy of the district, on the basis of the petition of the residents of the district to the government of the region and the Republic, collective farms on the territory of the Karabdol, Chakir-Chukursky, Nakrutsky village councils from the Gallyaralsky district were transferred to the district. In 1962, it was annexed to the Jizzakh (now Sharaf-Rashidovsky) district. Reorganized in 1964. Initially it was subordinated to the Samarkand region, and in 1964 to the Syrdarya region. Since 1974, it has been part of the Jizzakh region. The area is 9.53 thousand square kilometers. The population is about 75 thousand people.

The climate of the district is sharply continental. Summers are hot, dry, and winters are cold. Nature is peculiar, various medicinal plants grow here.

3. Development of oral speech skills

According to local residents, the name of the Persian village comes from the name of Paris, as well as the cities that Amir Temur wanted to build around Samarkand, such as Madrid, Damascus, Sheroz. There is an assumption that later this name was popularly transformed into such names as Faridj, Farish, Parasht.

About the Persian toponym B. Urinbayev, M. Nurnazarov, N. Rasulzoda, K. Khakimov, A. Abdullayev, R. Various industry experts, such as Shokirov, historians, geographers and linguists, expressed their opinion. According to the analysis of these studies, the Persian toponym is by origin a Sogdian name meaning "the foot of the fortress, the foot of the mountain, the lower part of Ganja". It came to its current form in the process of Arabization of geographical names after the Arab invasion, that is, as a result of pronouncing the consonant f instead of the consonant p in accordance with pronunciation. Therefore, in official documents and written sources, he began to be mentioned in the form of Farish. In the process of zoning the territory by the Soviet government, the village of Parasht (now old Farish) was initially designated as the district center. Subsequently, after moving for various reasons to the village of Bogdan (now Yangi kishlak), this village became known as old Farish. After gaining independence, by the decision of the district toponymic commission, the old Persian village was renamed Parasht.

There are also quite a lot of phrases with a phonetic way of word formation in the names of districts of the Farish district, and we will try to express an opinion about them below.

The dialect of the Farish district differs from other Uzbek dialects in its originality. Despite the fact that the lexical composition of the territory consists of lexical units characteristic of the Uzbek language, there are also specific lexical layers in it. The phonetic features of the dialect are quite complex, and one can see the features characteristic, on the one hand, for Karluk-Uighur, and on the other for Kipchak-Oguz dialects. There are ten vowels in the district dialect, the law of synharmonism is strongly preserved in the speech of adults. Vowel phonemes have anterolingual and posterolingual pairs. The law of lip tone has been preserved in some words. For example, Timur, bugizlogu (bugiz), semuz chugurtka and others. However, in the speech of the representatives of the dialect, the lip tone is not fully observed: etukn' (not etknu), ukavuz (not ukavuz), etc.

The Farish district is mainly inhabited by representatives of the Turkic clan, one of the 92 clans of Uzbeks. Observations made on the dialects of the district showed that representatives of this genus differ significantly not only from the literary language, but also from other dialects of the district in their specific phonetic, lexical and grammatical features. They are especially evidenced by the fact that they phonetically strongly influenced the music of other members of the genus.

As a result of long-term research conducted by us on the district dialect, which is the object of research, we found that there are significantly more words-terms formed phonetically than in other Uzbek dialects. Due to the fact that animal husbandry, hunting, gardening, and crop production are sufficiently developed on the territory, words and terms are used to denote the processes of preparing food, industrial and other products from raw materials using tools. The analysis of the accumulated material acquires special importance with the appearance of the vowel phoneme e in place of a in the main part of the names of the locality. For example, such word-terms as Temur (Timur), teherak (tevarak) are clearly noticeable in pronunciation. Also in the literary language, instead of the vowel a in the dialect, the vowel e \o is used: rapuda (rapida) and "o" in the dialect leg (stick), dobdela (dabdala); on the contrary, instead of the vowel a in the dialect, such characteristic features are used as: hekendoz (hokandoz) choinik (teapot), keza (bowl).

4. Activity monitoring

Such factual material is found throughout the lexical stratum peculiar to the dialect. We see them more perfect in those places where the main phonetic features are noted. Below we will try to give feedback on whether they can be studied in groups from the point of view of their industry affiliation:

1. Related words and terms: ono, bolo-choko, ael (woman), odash, adash (teska), ovlod (genus), apa (mother, mother), bacha (boy), ane (grandmother).
2. Words-terms denoting the names of household items: casa, ugur (keli), kappur, tarilka, bichok, bolgo, atashkur \alav kuek (Andijan) (fire shovel), engge (bakery product, device, engsa), and others.
3. Words-terms related to food names; nishollo, dulma, kand (sugar).
4. Words-terms denoting domestic animals and related names: pushak, ot (foal), kui (sheep), echki (goat), sigir (cow), calf\lamb, etc.
5. Words-terms related to wild animals: bat, jackal, rat, badger and others.
6. Words-terms related to the names of insects: asalari, kono, bee, wasp, etc.
7. Words-terms characteristic of birds: kolkhot, pigeon, chicken, rooster.
8. Words and terms related to the names of fruits: dulana, dugucha, olmo, onor, raisins, vayish, zoldori, darah,
9. Words and terms related to flowers and plants include: kartishkagul, Yo'nguchqo, yingnabark, hazarusvat, o'chkipidina (deer grass), gulbohor, idburun and others.
10. Words-terms denoting the names of clothes: pustun, inna (needle), duppy, kalpok (skullcap), burk.
11. Socio-political words-terms: purple, boyrok, orbob,
12. Cultural terms: ashulle, ashula (song).
13. Word\terms denoting human character:avush\phantom\hura(madman, imbecile), avush\chera hightop (madman, imbecile), cupcake (old man),
14. Words-terms denoting the state: ongkov onglodi, enmok, b(v) orottumon, ukuettumon, ildom, alhol (state), vulan\b'aldon(loss, destruction), dobdala (dobdala), bet' kaga(guilty), cajmajwuz\ cajmajwuz (can't wait), kolpetar(impure heart, black heart), and others.
15. Word\terms denoting time and quantity:vax\vac (time), veyur (allamahal), max\vac(time), dordj'(largest, whole), betkaya chevra (spirit of oftob, kun otki).
16. Words-terms characteristic of melon crops: tomato, paprika, star anise, pepper.

17. Technical words and terms: tilvisir, tiliphon, aptamate, jar, bathhouse, valasepit, vikulichatl, lamp, carbirater, karopka, thread,
18. Words and terms related to everyday life: bevozor, pursledok, romozon, kapan, kosod, kasapat, karamat, kamnono, doru\dor', dori (medicine), and others.
19. Religious words and terms: dovo, duo (prayer).
20. Dongsak (hilly part of the mountain, hilly place), dum (tail is good; rest: air dum \ air rest; calm:sit on the tail), dunam(never: pada bekemek in dunom park chalk will not stand on the ground) oshkerak (children's apron).
21. Terms denoting the state: alhol (state), ald (ahead), alus (far away), esnak esnoq (yawn).
22. Words expressing the meaning of the insult: bachcha, besokol (baby).
23. Terms denoting the names of parts of the human body: bashmaldok (bashbarmak), buyluq (tall: long-long uzkelar.
24. Auxiliary words agar (if), yoruq, yrva (unattended, unaided), ygqa, yuka (thin, thin paper).

It was also found that the following words/terms belonging to different groups are used in the speech of representatives of the dialect, although in small numbers: kuvak, dumburo, duvono, darvadar, dobdolo, conscience, bohsiz, bevozor, butono, darvadar, etc.

5. Conclusion and Recommendation

Another characteristic feature of the dialect of the district is that it contains phonetic variants of verbs that are not found in other Uzbek dialects or are very rare.

Due to the fact that the residents of the district are mainly engaged in agriculture and one of its major industries-animal husbandry, it is natural that words and terms related to these industries are found in their vocabulary. Although, of course, some of these words and terms are also found in the literary language or in the speech of closely related representatives of the dialect, they acquire a specific meaning with phonetic, lexical and even semantically different use of words and terms peculiar to the object of research. For example, in a number of dialectical words, including those characteristic of the nebulous dialect, there are the words byshkak (a special wooden tool for cooking kefir), nag (nov), chorvu (chorvi). In the Beshkent dialect, pishkak is pronounced as novo, chorvi [7]., 8., 9., 10].

The analysis of these factual materials shows that the specifics of the dialect of the Turkic tribe living in the area, speaking the Karluk-Chigil dialect, as well as the fact that it to a certain extent phonetically influenced all dialects in the district, can be traced in the speech of almost all residents of another district.

Thus, phonetic word formation (term formation), which is a special type of word formation in the dialects of the Farish district, is quite productive, which indicates one of the factors that reveal the identity of the dialect. This means that a broad and comprehensive study of this aspect of word formation is extremely important not only for dialectological science, but also for the section of linguistics "word formation".

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Current Problems of Selecting the Content of the Course of Mathematics in the Elementary Classes

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Abstract: *At present, the actual problems of teaching mathematics in modern schools are in the revision of the vast experience associated with the intensification of teaching schoolchildren. The goal of mathematics education is to acquire mathematical knowledge and develop the ability to apply this knowledge in solving applied problems. The article discusses the problems in the selection of a mathematics course in primary school.*

Key words: *mathematics, methodology, primary grades, problems of selecting a mathematics course, tasks, educational material*

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The profile orientation of mathematical education in schools requires a rethinking of many positions in the entire educational process - in the content, forms, methods and means of teaching and upbringing children. The structure of the profile training of future applicants of technical, economic or other universities at the present stage requires the solution of a number of problems associated with the optimal selection of the content of mathematics, structural components, the setting of goals and objectives of mathematical special courses, the development of criteria for the effectiveness of the process of assimilation by students of subject, special and profile-oriented knowledge.

The goal of mathematics education is to acquire mathematical knowledge and develop the ability to apply this knowledge in solving applied problems.

The actual problems of teaching mathematics in modern schools are the revision of the vast experience associated with the revitalization of the teaching of schoolchildren.

At the elementary level, that is, in grades 1-4, children are faced with numerous problem situations that prompt them to think mathematically. So the simple distribution of notebooks or textbooks can become a problem for first grade students if you ask them if there are enough supplies for the entire class. Seeing a relatively small pack of notebooks, children will think that they will not be enough, since they mean the size of certain elements. A test of the correctness of the assumption of children will be the distribution of notebooks. This problem is an example of comparing one set with another and estimating the number of units in the set.

By the definition of P.I. Pidkasisto, education is a purposeful preparation of the young generation for life in this and future society, carried out through specially created state and public structures, controlled and corrected by society. In addition, upbringing is viewed as a purposeful, meaningful professional activity of a teacher, contributing to the maximum development of the child's personality, the child's entry into the context of modern culture, and his formation as a subject and strategist of his own life, worthy of a Human [1]. The most important, in our opinion, is in this definition the direct connection between education and culture, cultural experience, the transmission of which is considered as the main goal of education.

The modern theory of upbringing, which should lead to a new quality of personality, is based on the following ideas: the realism of the goals of upbringing; joint activities of children and adults; self-determination; personal orientation; collectivism.

Problems in teaching mathematics arise quite naturally, without requiring any special exercises, artificially selected situations. In fact, not only every word problem, but also a good half of the other exercises presented in mathematics textbooks and didactic materials, are some kind of problems that the student should think about solving, if not turning them into purely training work related to solving according to a ready-made sample given by the teacher.

The teacher himself can harm the matter when he teaches children how to solve problems of a certain type, offering in a row a large number of exercises of the same type, each of which, being presented among exercises of other types, without additional explanations, could alienate the students' own thoughts.

It should be noted that students are attracted by tasks of a certain genre, in the special literature designated by various synonymous terms: problematic, creative, search, heuristic, entertaining, i.e. tasks, the solution of which is not at the disposal of the decisive, are objectively or subjectively non-standard tasks. Exercises in solving compound word problems for comparing expressions, requiring the use of patterns and connections in new conditions, as well as exercises with geometric content, requiring a rethinking of previously acquired knowledge, should be used to formulate problem situations by children. Only in this case, as pedagogical experience shows, teaching mathematics will provide effective assistance in solving educational, educational and developmental learning problems, and effectively organized educational activities of students when using problem situations is the most important means of forming mathematical culture and such qualities of mathematical thinking as flexibility. , criticality, rationality, consistency; their organic combination is manifested in the special abilities of a person, which give him the opportunity to successfully carry out creative activity.

Problems in a mathematical word problem lead to the fact that this task appears to the student as a holistic situation - with those elements that are available to fulfill this situation (data), and those that are available to introduce its solution (unknown). It can be a closed problem, and then there is no lack of data in the problem, or open, where the solution cannot be completed or the student must collect this data himself.

Not every material can serve as a basis for creating a problem situation. Non-problematic elements of educational material include all specific information containing digital and high-quality data that cannot be "discovered". Non-problematic tasks are tasks that are solved according to a model, according to an algorithm, according to a known method. Problem learning is possible for the assimilation of generalized knowledge - concepts, rules, laws, cause - effect and other logical dependencies. Due to the fact that the problematic way of acquiring knowledge always requires more time than communicating ready-made information, it is impossible to speak at all about the transition to problem learning.

The problem of fostering the creative activity of schoolchildren still does not lose its relevance. The solution is associated with overcoming numerous contradictions and a number of problems inherent in the learning process. Here are some of them:

- there are contradictions between the volume and content of educational material, which are strictly defined by the program and the natural desire of a creatively working teacher to go beyond its boundaries, to consider this or that issue in an interpretation different from that adopted by the textbook;
- the contradiction between efficiency (manifested in the communication of ready-made knowledge to students and often leading to their formal assimilation) and the inefficiency in time of inductive methods (widely used in problem learning and activating the independent cognitive activity of schoolchildren);
- the contradiction between the daily collective educational work of schoolchildren and the individual characteristics of their assimilation of knowledge, the formation of their skills and abilities, their pace and nature of work;

- the contradiction between the mass character of school mathematics education, which inevitably leads to a certain standardization, and the emphasized individual character of cognition (a way out of this contradiction in the differentiation of teaching based on the variability of education and teaching);
- the contradictions between the development of mathematics and the methods of teaching mathematics, if mathematics develops unusually quickly, acquiring more and more new knowledge that is reflected in school courses, then the methodology of teaching mathematics, especially in conditions of mass education, develops much more slowly.

Thus, on the one hand, it is necessary to teach students to solve problems with problem situations, since such tasks have a special role in the formation of a creative personality, on the other hand, numerous data, including the results of our research, indicate that the issue of formation the ability to solve such problems, teaching methods of finding solutions to problems and developing the creative abilities of students, more attention should be paid.

The solution of the system of problem situations accustom schoolchildren to mental stress, without which it is impossible to prepare for life, for work for the benefit of society.

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The Role of Gender Equality for Women Workers

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Abstract: *The article is devoted to the gender problem and labor protection for working women. Compared to men, working women make up 40%. The article presents statistical studies on the duration of working years in various countries of the world. It also notes the labor activity of women in Uzbekistan, their role in science.*

A woman is the keeper of the family hearth, a mother who brings up her children. Therefore, special attention is paid to women's work in our country. Due to a number of features of the females' body, their participation in motherhood and child rearing, a number of laws have been adopted in the country that help to ensure that women's body is not harmed, to create suitable conditions for pregnant women and to participate in the upbringing of children.

Key words: *gender equality, labor protection, woman, equality, science, legislation.*

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Introduction

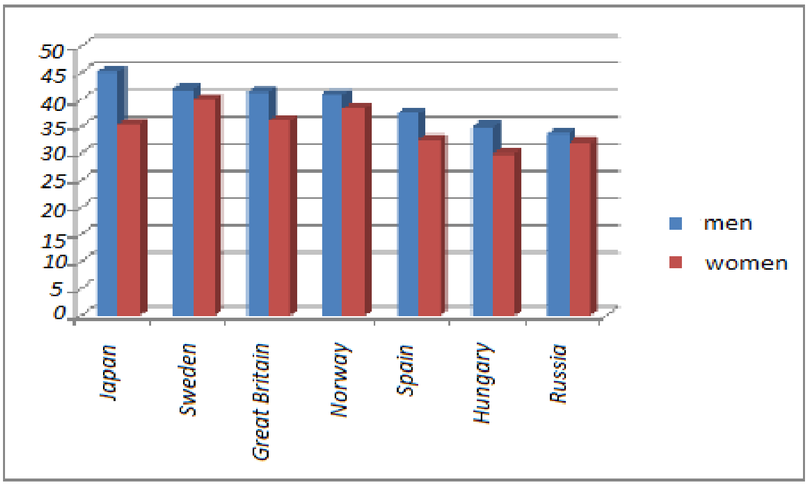
Gender equality means equality of position in life regarding their opportunities and abilities to participate in politics, economy, culture, public and social sphere of men and women. Over the years of independent development, Uzbekistan has made great strides in protecting the rights and legitimate interests of women. The republic was one of the first in Central Asia to approve a number of UN and International Labor Organization conventions, such as "On the elimination of all forms of discrimination against women", "On maternity protection", "On discrimination in the field of work and occupation" and other documents

In the modern world, of the working men and women, the weaker half is more than 40%. Approximately 70% of working women have a paid job.

Long-term statistics show that over twenty years the percentage of working women has increased. The area of gender inequality in employment has declined, and the level of education received by women is increasing in the whole world. Modern women have become more independent, their position in the family and society has changed.

Methods and achievements. The study of statistical data on labor protection of women, laws of labor, as well as the method of computer processing, which consists of building a diagram in Excel.

Results. The woman is the "keeper of the hearth", the mother. She is the main participant in the upbringing of the child, takes care the health of her children and family. At the same time, along with this, on the same rights, she works together with men. Despite this, taking into account some factors of women, the law imposes special requirements on labor protection for women. In some types of work, such as chemical, mining, etc. the law restricts, and in some cases, for example, at work with harmful and / or dangerous working conditions, as well as in underground work, even prohibits the work of women.



Pic 1. Duration of employment in different countries (years)

According to statistics, men outnumber women in terms of the number of years of work in various countries of the world. In Figure 1, you can see the difference between the working hours of women and men.

In Uzbekistan, women make up 49.6% of the population of Uzbekistan. The share of women in formal employment is still lower than men. Gender trends are clearly visible in the labor market: women are well represented in social sectors (education, health and social services, hotel services and catering) with lower wages, and men dominate technical and other more lucrative industries (e.g. construction, finance , industry, transport, communications). [2]

On January 21, 2021, the first international forum Women Career Forum 2021 was held in Tashkent in support of the government's initiative "On additional measures for social support of women" (Resolution of the Cabinet of Ministers dated 01/08/2021 No. 2).

The main goal of the forum was to support women in their search for self-realization, familiarization with professional skills and competencies, including motivation for present and future mothers. The issue of women's labor was also considered. Uzbekistan provides tremendous opportunities and several platforms to achieve these goals. Also of great importance is the issue of gender equality both in the field of water management and in science [5]. For example, the Ministry of Innovative Development of the Republic of Uzbekistan has announced a competition for the 40th round of the scientific project "scientist woman". There are 660 women doctors of sciences, six academicians working in Uzbekistan.

In scientific institutes at the Academy of Sciences of Uzbekistan, about three thousand women conduct researchs. Uzbek women scientists have proven themselves in the fields as chemistry, biotechnology, agriculture and water management and many other industries. Also, the labor legislation of the Republic of Uzbekistan notes a special position for women. The Labor Code of the Republic of Uzbekistan dated December 21, 1995, with amendments and additions as of December 3, 2020, provides special guarantees for women.

Labor protection at an enterprise is a set of legislative and regulatory acts that regulate working conditions in the production of certain types of work. Such a concept as labor protection for women is not separated into a separate block, but in almost every document one can find separate clauses that establish more benign conditions for women in comparison with other categories of workers. Also, for them, their own standards are established when they interact with various harmful and dangerous factors [1].

Article 224 of the Labor Code offers guarantees for the employment of pregnant women and women with children. It is forbidden to refuse to hire women and reduce their wages for reasons related to pregnancy or the presence of children. The Labor Code enshrines legislation prohibiting the use of women's labor in jobs with unfavorable working conditions, as well as in underground work, except for some underground work (non-physical work or work on sanitary and domestic services). Article 225 says about the Prohibition of lifting and moving by women of weights that exceed the maximum permissible norms for them.

The list of jobs with unfavorable working conditions, in which the work of women's labor is prohibited, and the maximum permissible norms of loads for women when lifting and moving weights are established by the Ministry of Employment and Labor Relations of the Republic of Uzbekistan and the Ministry of Health of the Republic of Uzbekistan in consultation with the Council of the Federation of Trade Unions of Uzbekistan and representatives of employers .

In article 226, labor legislation pays great attention to pregnant women in order to improve their health and unborn child. For pregnant women, in accordance with a medical report, production rates, service standards are reduced, or they are transferred to an easier job or excluding the impact of unfavorable production factors, while maintaining the average monthly earnings from their previous job.

Article 227 notes that the state takes care of women with children under two years of age. Transfer to a lighter or excluding the impact of unfavorable production factors on the work of women with children under the age of two. Restrictions on the work of women in night work, overtime work, work on weekends and their sending on a business trip are noted in article 228 of the labor legislation.

Article 229 of the labor legislation establishes part-time work for women and persons engaged in the performance of family responsibilities. At the request of a pregnant woman, a woman who has a child under the age of fourteen (a disabled child under sixteen years old), including those in her care, or a person caring for a sick family member in accordance with a medical opinion, the employer is obliged to establish part-time or part-time work (Article 119).

Attention is paid to single parents-widows, widowers, divorced, single mothers and wives of conscripts, raising one or more children under the age of fourteen (a disabled child - up to sixteen years old), annual leaves, at their request, are provided in the summer time or at another convenient time for them (Article 144 of the Labor Code of Uzbekistan).

A woman, at her request, is also granted additional unpaid leave to care for a child until the child reaches the age of three. Parental leave can be used in full or in parts also by the child's father, grandmother, grandfather or other relative actually caring for the child.

At the request of a woman or persons specified in part three of Article 113, while on parental leave, they can work part-time or by agreement with the employer at home. At the same time, they retain the right to receive benefits. Article 236 says about women with children under the age of two years, in addition to a break for rest and meals, additional breaks for feeding the child are provided. These breaks shall be granted at least three hours apart, each lasting at least thirty minutes. In the presence of two or more children under the age of two, the duration of the break is set at least one hour.

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Conclusions and recommendations. The physiological characteristics of the female body, the interests of the protection of motherhood and childhood dictate a number of requirements related to the protection of labor and health of women, which are enshrined in the code of labor laws and the law "On labor protection" of our republic. It is prohibited to use the labor of women in heavy work and work with harmful and hazardous working conditions [4]. The guarantees and benefits provided to women in accordance with labor legislation help women combine work with family responsibilities. The laws and articles of the labor code are developed taking into account the psychophysiological characteristics of the body of women and are aimed at special protection against harmful production factors on the female body. They are also aimed at the well-being in the family life of working women and the growing up of a new, healthy generation. According to the program of gender equality and labor legislation in matters of women's labor, it is recommended to further develop the work of women in public affairs, as well as the participation of women in leadership positions.

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Who Wrote the First Novel "About Temurbek"!?

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Abstract: *This articl gives information about the huge number of books regarding the life of Amir Temur, in fact that one of the first epic poem was written "Story about Temurbek" by Haydar Khorazmiy.*

Key words: *NOVEL.*

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The First President of the Republic I.A. Karimov said "We understand that when we say the memory, we mean remembering our ancestors who passed away, lighting their lamps and continuing their noble deeds. This is an ancient virtue of our people".

In this regard, we would like to draw your attention to this article for teachers and the people who are interested in the field, who pay attention to the historical figures and historical works written by their contemporaries, written in black during the Soviet era.

Our great ancestor "Who wrote the first novel about Amir Temur !?" We would like to express our views on the fact that many works were written in the debates, including the first of which was a poetic short story by Haydar Khorezmi "The Story of Temurbek" (This work was written in 1405).

Maruf Jalil's article in the Milliy Tiklanish Gazeta (October 15, 1996) entitled "Tangri aziz qilgan" is probably the first novel about Amir Temur in the world.

The play was first staged in London in 1587 during the theatrical season and became very popular. It has delighted the audience for many years. There is no objection to Maruf Jalil's claim that it has become "very popular."

However, while reminding readers that the first person to write the novel was the famous Turkish poet Haydar Khorezmi whose poetic story about Amir Temur (perhaps it can be called a ballad or a poem in modern terms). We would like to draw your attention to the fact that historical events are written with such precision and skill which they are superior to many other works written at that time.

We can be say that hundreds and thousands of works have been written about unique talented Temurbek. After all, Amir Temur is a great statesman, a skilful commander, a patron of science and while many sultans and kings left a bad name, Amir Temur left an indelible mark as a great builder. His contemporaries, both those who knew him intimately and those who did not know him, sometimes deliberately and sometimes unknowingly. As we mentioned above, more and more works were written by Europeans than us. It can be said that scientific and artistic works about. Amir Temur were written in the first half of the fourteenth century.

According to many scholars, the first book about the great commander Sahibkiran was written in 1553 by the Italian Florentine scholar Perondini. At the same time, the Spanish historian Pero Mexico’s "History of the Great Timur ", "Memoirs" of the famous Spanish ambassador to Seville Clavijo (1582), the play "Great Timur" by British playwright Christopher Marlo, "Two great commanders - Genghis Khan and Amir Temur" (1874) Vladimir Cheravansky's historical novel Amir Temur (1898), Herman Vamberi's History of Bukhara or Movarounnahr, Luc en Keren's Amir Temur's Kingdom (1987) and other European scholars:

Hammer, Schlosser, Gibbon, Weber, Müller, Voltaire, Goethe, Marseille, Jurion, Jean Oben, Rene Grusse Russian orientalists: V.V.Bartold, I.I. Umnyakov , A.Yu. Yakubovsky and others’ scientific, popular and artistic works; In the East, Ghiyosiddin Ali's “Ro’znomai g’azoviti Hindiston”, Nizamiddin Shami's “Zafarnoma” (1404), Sharofiddin Ali Yazdi's “Zafarnoma” (1424), Mirkhand's “Ravzatus-safo”, Hafiz Abro's “Zubdat ut-tavorix” (History cream »), Abdurazzaq Samarkandi's« Matla' us-sa'dayn ... », Mu'iniddin Natanzi's "Muntahab ut-tavorix Mu'iniy", Fasih Khawafi's "Mujmali Fasihiy", Mirzo Ulugbek's "Tarixi arba ulus" ("History of the Four Nations"), Muhammad Fazlullah Mousavi's "Tarixi hayrat", Khatifi's "Temurnoma", B. Akhmedov’s “Amir Temur” historical novel, the essay "Ulugbek",

I.M.Muminov's “Amir Temur O’rta Osiyoda tutgan o’rni va roli” ("The place and role of Amir Temur in Central Asia"), T. Fayziev's “Temuriylar shajarasi” ("Tree of the Temurids"), “Buyuk Temurbek to’grisidagi haqiqat 21 asrda ayon bo’moqda” ("The truth about the great Temurbek in the XXI century") published in 2007 by the publishing house "Dor Nur al-Bashir" in Damascus happening ”(prepared by his student Abdulkadir Yahya al-Daromi for publication. “Haqiqatu Taymurbek al-azim tazharu fil qarnil vohid val ishriyn”, Ubaydulla Uvatov, “Another work about our ancestor”, UzAS, April 4, 2014, 14 (4257) and others.

The oldest of them are Shami's "Zafarnoma", Sharofiddin Ali Yazdi's "Zafarnoma", Ibn Arabshah's "Ajoib al maqdur fi tarikhi Temur" ("Wonders of destiny about Temur"), dedicated to Amir Temur's military campaigns and Sheikh Mahmud Zangi's "Joshu Khurush". In the poem, Christopher Morlo's play "The Great Temur" was also written after the death of Amir Temur.

However, Haydar Khorezmi's poetic story "The Story of Temurbek" (and Shami's "Zafarnoma"), written in Turkish which was written during the reign of Amir Temur during the reign of Alexander Sultan Sheroz. Although this work was not popular among Turkestans, Sherozu was very popular among Khorasan and Indian scholars. Speaking at the seventh session of the Majolis un-nafois, Alisher Navoi spoke about Alexander the Great and quoted Haydar Khorezmi's Gulshan ul-Asror:

Ҳиммат алидур яди байзо деган,

Эр нафасидур дами Исо деган,-[1]

(The people who are generous will be truthful person among the people)

Babur admits that his verse was written at a high level, and in his “Mukhtasar”:

Эр кишига ҳиммат агар бўлса ёр,

Оқибат ул амр муродин топор,

Ҳар кишига ҳиммат агар тўш бўлур,

Кўкни талашқувчи учар қуш бўлур.

Ҳар ғалат эр ўғлиға бир панд эрур

Ким, ғалатин билса харидманд эрур.-

(If the husband is generous,

As a result, he will achieve his goals,

If everyone is generous,

There will be a flying bird which can fly everywhere in the sky.

[1] Олимжон Жўраев. Алишер Навоийнинг эпик поэзиядаги туркийгўй салафи, Т., ФАН, 1990, 77 саҳифа. Бошқа мисоллар ҳам шу манбадан олинган.

This affects on every man

Who knows it, everything will be better.)

While his grandfather Temurbek saw the high devotion in his verses and saw that anyone who followed this proverb would achieve his goal, Babur's son Komron Mirzo who inspired by one of his verses, wrote:

Ҳайдар ўшул шоири фархундафар,

Бир икки сўз деди ажаб мухтасар:

«Эр кишига ҳиммат агар тўш бўлур.

Кўкни талашқувчи учар қуш бўлур.

Эр кишига ҳиммат агар бўлса ёр,

Оқибату-л-амр муродин топор».

Қўпқилу мақсуд қилғил талаб,

Чунки паямбар сўзидур «ман талаб»-

(Haydar, the poe of Farhundafar,

He said a word or two in a surprisingly concise way:

“If a man is generous to a man, he will be a stone.

There will be a flying bird which can fly everywhere in the sky.

If there is generosity to the husband,

As a result, he will achieve his goals.

Require purposeful,

Because the word of the prophet is "I demand" -)

It seems that Haydar Khorezmi's work “Gulshan ul-Asror”, which has long been considered a translation, was in fact an independent work and became popular among the general public, but it was ignored by Soviet scholars as a translation.

Many researches show that Haydar Khorezmi was one of the followers of Turkish poetry before Navoi (although he wrote in Sheroz), and his contemporaries and the next generation recognized him as their master. Sayyid Qasimi expressed his respect for his master to Nizami Ganjavi's "Mahzan ul-asror" in the epic "Majma ul-akhbar" in Haydar Khorezmi's response:

Ҳайдар агар бер деса сўз додини,

Жумла жаҳон айлар онинг ёдини.

«Махзани асрор»а айитти жавоб,

Сочти маоний дуррини чун ***саҳоб***.

Манда доғи бор эрди ушбу ҳавас,

Шукри Худо топдим анга дастрас.

(If Haydar says to give,

The world remembers her for months.

He replied to "Makhzani Asror",

He spreads his words.

I had a stain on this lust,

Thank God I found it accessible.)

Назм этай неча ҳикоятини,

Жамъ қилиб нақлу ривоятини.

Қилайин анда сўзуми боб-боб,

Ўзга йўсин бирла тузуб бу китоб.

«Мажмаъ ул ахбор» қилай отини,

«Махзани-асрор» дейин зотини...

(How many do I make stories of poetry,

Collectively narrate the narration.

At the moment, my words are chapter by chapter,

This book is composed in a different way.

"Majma 'ul akhbar"

Say "Makhzani-asror")

Although there are no ancient samples of Haydar Khorezmi's works on the areas of Turanzamin, in spite of the fact that the book "Gul va Navro’z" which is famous in Europe, Arabia and India, is revealed as the work of Haydar Khorezmi in Tarozi’s work “Funun ul-balog’a” which was published by Abdukodir Hayitmetov and Ergash Umarov, but the articles repeatedly refer to as a Lutfi’s work.

This situation is being ignored due to the fact that the work of Haydar Khorezmi has not yet been fully studied or due to our indifference. Briefly about the life and work of Haydar Khorezmi, we bring to your attention his poetic story "The story of Temurbek" dedicated to Amir Temur:

Чунки Темурбек бурун этди хуруж,

Давлати топмайдур эрди бу уруж!

Ожизу мафлук кезар эрди у зор,

Қилди ўз андишасини ул ошкор.

Саъй этагини тутуб ҳиммати,

Элтур эрди қайда керак давлати.

Тенгри қазоси била ахтар гузор,

Бу сиқув жо қилди илкин захмдор.

Кести уммед тилагиндин тамом,

Кўнгли бу андишасидин бўлди хом.

Ҳиммати Олий яна берди наҳийб

(Because Temurbek was sensitive,

The state could not find this tribe!

He was poor and alone,

He revealed his concern.

His diligence,

Eltur was where the state should be.

Search for God's wrath,

This compression did the initial injury.)

He make the people's dreams come true,
He is happy to solve it.
He was given a thing from the God.)

Зоҳир алинг топти эса бу шакаст,
Ғайб кучи берғай анго зўр даст.
Солма ўзунгни талаб устида бўл
Ким, очаберғай талабинг саъйи йўл!
Бек яна белин боғлаб мардивор,

(You should follow the person who can open any doors for you and be greatful for him.)

Бўлди қадим Тенгридин уммедвор.
Токи азал ҳукми била дасти ғайб,
Солди аёқина шикаст узра айб.
Бўлди бу кез чарх ишиндин ноумед,
Кўнгли кўтарди ўзиндин эътимед.
Бир илиги бир аёғи мубтало,
Қолди ғарибликда бу душман аро.
Захму жароҳат била бедасту пой,
Ҳеч киши йўқ тегрисинда жуз худой...

(It was the hope of God.
Until the hand of the unseen,
The left foot is to blame for the injury.
This time noumed from the wheel work,
Encouraged, self-confident.
A bone marrow, one leg,
The rest of the strangeness is between these enemies.
Injured and incurable,
There is only one god ...)

Кўлга учун том тубинда ётиб,
Мунглиқ эди, туз ичинда ётиб.
Кўрдики бир мўр аёғи али йўқ,
Бўксаси мажруҳу ёрим бели йўқ!...
Келди-ю ул томға ёвушти равон,
Саъй ҳамон эрди-ю, йиқилмоқ ҳамон!...

(Lying at the bottom of the roof for the lake,
It was gloomy, lying in the salt.
He saw that there was no pipe leg,
There is no half-waist in the box! ...

He came, and the seal was smooth,
The effort was still there, and it was still falling! ...)

Ушбу йиқилғонға тўнгулмади мўр,
Ёрмониб ул томға яна қилди зўр!...
Чиқти ёрим йўлға ёвушқунча тунд,
Тирноғи сустайди, тиши бўлди кунд.
Тушди яна бош қуйи ул томдин,
Келди-ю ёвушти яна нокомдин.

(The pipe did not freeze in this fall,
It's great that he's done it again! ...
It turned out to be half dark,
Her nails were weakening, her teeth were gone.
The roof fell again,
It came and went, and again it failed.)

Олти-етти қатлаъ туша ёрмана,
Чиқти ўшул том бошини тирмана.
Бек этиб ул иштин ўз ишини ёд,
Бўлди ўшул рамз бирла кўнгли шод!
Кучланиб ул дам юраки жўш этиб,
Захмати хуш бўлғучи хомуш этиб.

(Six or seven layers of grain,
It turned out that the roof was scratched.
He remembered his work,
Rejoice with this symbol!
Strengthened, he rested his heart,
It's hard work.)

Ҳиммат али давлат аёғи била,
Илик аёқ сўнди яроғи била.
Тутти жаҳон мулкиятин як қалам,
Урди етти кишвар ичинда алам!
Тинди анинг даврида рўйи замин,
Бўлди бир элу бир улус Руми Чин.

(Be generous with the foot of the state,
The bone marrow is gone.
One pen of worldly possession,
It hurts in seven countries!
During the time of Tindi,

It was a nation of Rumi Chin.)

Ҳиммат алидур яди байзо деган,

Эр нафасидур дами Исо деган.

Кимгаки ҳиммат назари тўш бўлур,

Кўкни талашқучи учар қуш бўлур!

Himmat alidur yadi bayzo deg,

(The earth is the breath of Jesus.

To whom the sight of generosity is a stone,

There will be a flying bird fighting for the sky!)

Ҳиммат али давлат этагин тутар,

Эр киши ҳиммат била ишга етар.

Ҳиммати бўлса кишининг жонда дурур,

Эр йўлинда жон берур осон дурур!...

(Generosity holds the skirt of the state,

The husband works diligently.

His devotion is in one's soul,

It's easy to die on the way to Earth!)

Because the events are based on clear evidence and written in an original Turkic language in the story which hasn't been lost its value in the country for seven centuries. The ideological and artistic analysis of the work is summarized in the article " Tindi aning davrida ro'yi zamin … (The place of Tindi in his time ...)" which deserves a special conversation.

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The Problem of Education in Modern Pedagogy

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Abstract: *The problem of education is one of the most controversial in modern pedagogy. Despite the fact that we will find the chapter on upbringing in any textbook or manual on pedagogy, upbringing continues to be one of the most theoretically undeveloped pedagogical problems.*

Key words: *education; educational process; educational technologies; reflection; culture; personality formation; the logic of the educational process.*

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By the definition of P.I. Pidkasistogo, education is a purposeful preparation of the young generation for life in this and future society, carried out through specially created state and public structures, controlled and corrected by society. In addition, upbringing is viewed as a purposeful, meaningful professional activity of a teacher, contributing to the maximum development of the child's personality, the child's entry into the context of modern culture, and his formation as a subject and strategist of his own life, worthy of a Human [1]. The most important, in our opinion, is in this definition the direct connection between education and culture, cultural experience, the transmission of which is considered as the main goal of education.

The modern theory of upbringing, which should lead to a new quality of personality, is based on the following ideas: the realism of the goals of upbringing; joint activities of children and adults; self-determination; personal orientation; collectivism.

Education as a process of transferring cultural experience has three aspects, which are traditionally considered by pedagogical theory: social-normative, individual-semantic and value-activity [2].

The socio-normative aspect is realized in identification with the socio-cultural and professional environment, the acceptance of its norms, traditions, rituals, public opinion, carries out the continuation of society in an individual, the assimilation of social culture by a person. All these "environmental influences" can become effective means of education - after all, culture programs not only activity, but also the way people perceive individual facts and events, predetermines their assessment and choice of behavior. The result is the choice of a mode of behavior corresponding to the accepted norm as a form of interaction with the outside world [2].

Education as a type of pedagogical activity is subject to certain laws that represent the theoretical basis for the development and implementation of educational systems and technologies.

The laws of education in pedagogical theory are traditionally formulated as follows:

1. The law of integral human development. The integrity of a person leads to the fact that any random or purposeful influence or influence causes changes not only in his personality structures, but also in his individual and subjective properties. These changes can be both positive and negative, both quantitative and qualitative.

2. The law of development of personality, individuality, human subjectivity through socially, subjective and culturally significant activities. If the pupil is not involved in such activities, then even under the most favorable external conditions, positive changes do not take place in him. The law of human development through activity requires the teacher to direct the activities of children towards achieving socially significant goals and solving specific educational tasks, filling it with cultural content, taking into account the interests, needs, abilities and capabilities of the child himself.

3. The law of development through overcoming is closely related to such a characteristic of the educational process as its crisis. In crisis situations, a person is simultaneously faced with the need to choose and the need to commit an act. At the same time, he has to overcome not only external obstacles that prevent him from following the chosen path, but also internal barriers: the desire to evade a choice and the need to commit an act, lack or lack of necessary knowledge and life experience, fear of the unknown, fear of being condemned by other people or look "different from everyone else" and much more.

4. The law of co-transformation (mutual change) between the teacher and the pupil states that the changes occurring with the teacher and the pupil within the framework of educational interaction are always reciprocal. This law testifies to the existence of a relationship between the professional competence of a teacher and the success of self-development of pupils, when both the intellectual level of the teacher's development and his emotional and moral culture, the ability to create conditions (organizational, material, psychological) for educational interaction are equally important. This law indicates the importance of constant professional, personal, spiritual self-improvement of the teacher, on which the effectiveness of his professional activity depends.

5. The law of resistance of human material. This law establishes a connection between the performance of the teacher-educator and the methods of pedagogical influence. The basis of this law is the recognition that the pupil is an equal, active participant in the educational process. The more openly, explicitly, and sometimes aggressively the influence on the educated person, the more actively he opposes it. Resistance is not necessarily open, it can be implicit, outwardly imperceptible.

6. The law of the growing need for a significant Other as a person becomes a person, individuality and subject of his own life. The formation of the semantic sphere of a person, his individual system of values, his functioning in the cultural space, the nature of the transformation of the external world and himself by a person depends on the direction, nature and organization of joint activities, joint creativity, sympathy, contemplation, co-assessment, empathy.

Laws are actually the theoretical basis of education, however, for their successful implementation in practice, principles are necessary, the observance of which will ensure the success of the educational process. In accordance with these laws, the following principles of education are formulated.

The principle of reflexivity means that the pupil understands his own life experience. The starting point in the formation of a personality's position is reliance on one's own experience as a sensory-empirical, semantic basis. The experience of experience is understood not only emotionally - it contains a moment called "awareness." This awareness, of course, is not devoid of emotionality, interest, passion, which play a huge role in achieving understanding. "Experiencing" provides material for reflection. Based on the experience of "experiences" acquired in a past life, a person forms his own partiality to social norms and rules, forms his own field of individual meanings. Thus, reflexivity is understood in the context of an individual reflection on one's own experience.

The principle of interactivity implies that the teacher and the student come to the realization of values through interaction. The interactive nature of upbringing stems from ideas about the value of the process of self-formation of an individual in interaction with her, about the formation of her own attitude to life. The position as a system of relations is formed precisely in the system of relations in the process of interactions with the environment. At the same time, it is not only the unity of goals that is important - it is not the goals themselves that activate the position, but the attitude of the interacting subjects towards them.

The principle of self-realization is to assert one's position in the community. This principle is a transfer into the sphere of social behavior of the priority of the pupil's initiative in the choice of ways of life as a means of self-realization. The implementation of this principle in upbringing obliges to use only those forms and methods that create conditions for the creative self-realization of the pupil, his self-development.

The principle of taking into account age characteristics. All known pedagogical systems are built on it. Age periodization in modern pedagogical theory is somewhat different from periodization in psychology, since it is associated with different types of pedagogical systems. The effectiveness of educational influences is directly dependent on a person's susceptibility to education.

The content of education consists of scientific facts, concepts, theories about nature, society, man, that is, knowledge on which social experience, values, norms, ideals, as well as abilities, skills, abilities, and behavioral habits are based. In other words, the subject of formation is the feelings, consciousness, attitudes, assessments, behavior of the educated person. Currently, a change in the concept of upbringing entails changes in the content of upbringing.

The upbringing process is part of a broad process of personality formation, which combines both training and upbringing in educational institutions, and upbringing in a family, and the impact of the microenvironment, social environment.

The process of upbringing is the least studied of the pedagogical phenomena, although it has its own characteristics and seems in a sense more complex than teaching. The psychological essence of the upbringing process consists in the transfer of a pupil from one state to another, and from the standpoint of psychology, upbringing is a process of internalization, that is, the transfer of experience, knowledge, values, norms, rules, external to the individual, into the inner mental plane of the individual, into her beliefs, attitudes, behavior. Thanks to upbringing, the actual psychological structure of the personality is formed.

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Text Phonopoetics

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Abstract: *The artistry of the language of a prose work is different; it cannot be approached with the criteria of poetry. The limitation of tropes in prose, about various stylistic figures, does not show the completeness of the language, since the beauty of the mystery of the language of fictional prose lies in its deeper layers.*

To systemize phonopoetic means of the Uzbek language, to define the theoretical foundations of phonopoetic means through poetic text analysis and revealing their aesthetic, emotional function.

Key words: *tone, accent features, prosodic units, pause, intonation period, intonation fraction, rhythm, tempo.*

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In an artistic text, all level units of language perform a poetic function. An integral part of lingvopoetics, which studies the emotional-expressive functions of sounds in the structure of artistic speech, is considered as phonopoetics - the ability of phonetic-phonological units to occur in speech, to polish, to achieve a specific goal. Linguist G. Abdurahmanov, according to "each type of style is formed by the means of creating methodological color (emotionality, expressiveness)."[1] In all types of artistic speech, melody serves a stylistic function. Phonetic-phonological means, which play an important role in artistic speech, form phonopoetic units.

Tone, accent, stop. One of the means of revealing some aspects of the features of poetic speech, of determining its figurative expression, and, of course, of reflecting the attitude of the speaker in a particular sense, is tone. Sound tempo, timbre, manner of speaking, pronunciation of words, intonation, which is assessed as the sound within the speech volume and for a certain unit of time anger) is the primary means of expression. This feature serves to make the poetic idea attractive, lively and impressive to the listener.

Any speech has its own intonational integrity, the syntactic structure of speech, the place of words in the sentence, the slow or fast pronunciation of some of them with a pause creates a different intonation. This is important in the correct understanding of the content underlying the speech (caressing, shouting, bitterness, etc.), in correctly determining the emotional sensitivity of the speech.

The importance of the intonation-syntactic structure of poetic speech is that the intro-unit that maintains the integrity of any speech, "cementing" them, is the intonation, because intonation plays an important role in distinguishing meaning, in expressing attitudes. In this case, the poetic idea finds its expression in a reasonable, purposeful way. As a characteristic feature of contextual poetry, it is traditional to symbolically express sorrow in figurative language as cold and dark, bitter. At this point, the speaker is pointing out that all the grief has disappeared with the bud, which is a symbol of warmth and awakening, swelled in the branch of the tree. Even though that universe, that space (but time was in motion) exists, the environment was freed from darkness, the universe seemed to be renewed.

[1] Abdurahmonov G‘. Yozma nutq uslubini yaratuvchi vositalar// O‘zbek tili va adabiyoti. – Toshkent, 1994. – B. 22.

It is obvious that the intonation of poetic speech is determined by the mood of the speaker, his mental state, the poetic purpose.

A piece of poetic speech consists of intonation cycles (independent and complete sentences between two ideas) and the intonation fragments that make up them (intonation-independent units within an intonation period and a unit consisting of two pauses).[2] In the example above, it can also be observed that there are three intonation periods and five intonation sections. From this point of view, it can be said that if the position, timbre, tempo of the pauses of poetic speech intonation change (which, of course, is due to punctuation features in written speech), it also has a significant effect on content productivity.

The polishing of a word is mainly determined by the prosodic units, tone, pause, stress, and the basic meaning of the polysemantic word, because in both the intersection and addition of polysemous words the central meaning is always at the center of the semantic field they form, and all other meanings directly or indirectly. subject to.

Not every verse always forms an intonation period. The intonation period tends to vary depending on the source of a particular speech situation.

It is natural for the speaker to quote words whose sounds are harmonized in order to achieve high sensitivity, because consonantal words create euphonia. In that case, not only the content but also the expression of the form is manifested in the form of a poetic possibility.

Tone is a set of elements such as musicality, tone of voice, tempo of speech, rhythm, emotional stress, speed, intensity, timbre, and so on. Tone organizes speech phonetically, is a means of expressing different syntactic meanings and categories, as well as enhancing the expressive-emotional color of expression.[3]

In phonopoetics, melody serves to convey the poetic idea to the listener in an attractive way. Tone plays a very important role in a play of art. The unique syntactic structure of each work, the place of words in the context, the pronunciation of some of them with a certain pause, slowly or quickly, create a different tone. Content differentiation by tone is common in classical literature:

Ёрим кечалар келарди бурун

Бу тун келмади, оҳ ёрим қани!

(Zahiriddin Muhammad Bobur)

In this night combination, it is understood through pronunciation and tone that it is a show diamond, and the meaning emerges tonight. If it is pronounced in the whole style, it will never be understood, and in this case spontaneous musicality will occur.

We find this not only in the dream, but also in the modern, finger-weighted poems.

The intonational integrity of artistic speech fully conforms to the requirements of the system of subject matter, ideas, and images derived from it. Every word, tone, harmony of sounds is inextricably linked with the content. In artistic speech, phonetic units serve to convey exactly the meaning of “artistic burden”, in particular, such as shout, irony, hint, anger, resentment, surprise, joy, appeal, pride, urge, anger.

In poetry, the nature of intonation is determined, first of all, by the emotions, the spiritual experiences of the lyrical protagonist. Rather, intonation is the most important tool that reveals the character of the lyrical protagonist. The intonation of a poem is usually associated with the construction of norms, sentences, in busy and bytes. Therefore, poetic sentence, sentence construction is not just a syntactic phenomenon, but a rhythmic-syntactic phenomenon.

***А**нор юзларингга*

*не бўлди, ан**о**р?*

Сенга ким бунчалар

[2] To‘ychiyev U. O‘zbek sovet poeziyasida barmoq sistemasi. Filol.fanlari nomzodi…diss. – Toshkent, 1962. – B.16.
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тикилди, чарос?

Нега бир ёноғинг

олдир, шафтоли?

*Г**и**лос лабларингдан*

*ким ўпди, гил**о**с?*

(Sirojiddin Sayyid. Vatan abadiy. 123-p.)

Emphasis also plays an important role in showing the poetic potential of phonetic-phonological units. In the example above, the separated sounds served to differentiate the meaning precisely in relation to the drop of stress. Emphasis on analogies, migrations, and the expression of various methodological means in a poetic text has a great influence, so it is important to shed light on the phonopoetic feature of such units before lexical-semantic analysis. In *pomegranate (**a**nor)* face simulation and *pomegranate (an**o**r)* impulse, *cherry (g**i**los)* lip resemblance, and *cherry (gil**o**s)* impulse, although symbolic, the meaning is differentiated by emphasis.

*К**а**рам истаб тизилгандай кар**а**млар,*

Бозорнинг ҳам бор ўз ҳадду ҳадиси.

Наманганнинг кўкатлари зулф тарар,

Анграяди Қашқадарё кадиси.

(Sirojiddin Sayyid. Vatan abadiy. 203-p.)

In this example, too, emphasis serves to differentiate meaning and provides formal-semantic expressiveness.

In short, tone, stress, and pause are the units that strike the most delicate threads of poetic speech. Indeed, although these units are not expressed in form, they are phonopoetic units that perform a semantically important function.

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Relapses of Differentiated Thyroid Cancer

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Thyroid cancer is the most common endocrine gland malignancy and accountsfor 1-3% of the overall cancer incidence [1]. Despite its relatively modest place in the structure of malignant tumors, the problem of thyroid cancer has been seriously worrying scientists and doctors from various fields of medicine in recent decades. Thisis largely due to the extremely rapid increase in morbidity among young and middle-aged people, which is associated with an increase in radiation exposure. Despite the more than a century-long history of developing treatment tactics for thyroid cancer, a single treatment algorithm still does not exist. Even in such a large medical center, the range of operations performed is extremely wide, from enucleation of the tumor to extirpation of the thyroidgland and 2-way preventive cervical lymph dissection. To date, most clinicians agree on only one thing: the main method of treating primary tumors and regional metastases is surgical intervention, which often allows for a complete cure. At the same time, it should be noted that for most malignant tumors, the survival rate of patients is primarily taken into account, while for differentiated breast cancer, not onlythe life expectancy, but also the frequency of relapses and metastases of the tumor becomes important.. Relapses may also occur at a later timeafter 10 or more years, and therefore long-term, lifelong monitoring of patients is necessary [12]. Treatment of patients with relapses and regional metastases is a complex task. Surgery постill plays an important role in the treatment of this pathology. The choice of treatment tactics in patients with local recurrences of thyroid cancer should be differentiated, taking into account a number of factors. When evaluating indications for re-intervention, it is necessary to take into account the prognostic factors characteristic of breast cancer: gender, age, the volume of previous опе-surgery, the histological structure of the tumor, as well as objective follow-up data. But the main factor is the assessment of the adequacy of the volume of resection of the affected organ during the first operation. Often, the cause of recurrence is partial resection or enucleation of the tumor node. Therefore, prevention of relapses can be an adequate volume and accurate execution of the first surgical intervention. During operation, observe the following Polo applications: be sure to conduct a thorough and wide audit of thyroid-Lesa and areas of regional metastasis (paratracheal region, loadeddinna space region of the vascularnerve bundles); the secretion of the thyroid gland should be ekstratascale, i.e., ligation of the upper and lower her thyroid arteries and visual control of the recurrent nerves.To avoid injury to the recurrentгonerve, do not apply clamps to the vessels of the gland; make a thorough assessment of the impact on the walker (the number, location and consistency of nodes, the condition of the capsule, etc.); to avoid implantation metastasesсле, the macroscopically damaged gland tissue should not be stitched or injured ; in cases of doubtful malignancy, the final method of intraoperative diagnosis should be used, and an urgent biopsy should be performed. In recent years, breast cancer surgery has reached a highlevel of excellence. Nevertheless, to this day, many of its fundamental aspects are subject to further scientific study. The main-issuesdiscussed in differentiated forms of thyroid cancer are the choice of an adequate amount of thyroid surgery, as well as the indications and volume of surgical intervention in areas of regionallymphoutflow. When determining the scope of thyroid surgery, there are 2 main opinions: the first is that regardless of the size of the tumor and other prognostic factors (morphological structure, age), thyroid extirpation is necessary in all cases of cancer [7, 14]. Formulatedtion position of complete removal of the thyroid gland "principle" is supported by the trailtivityIOMentame: mnogopotochnoy (up to 80%) the growth of thyroid cancer; reduce the likelihood of local recurrence and IU of tastanov; reducing the likelihood of repeated interventions, fromlichudis high risk of complications; prevention of cancer in thyroid OStatke; preventing the development of anaplasticth cancer on the background of differentiated tumor; scintigraphy of the whole body with iodine131 has painShui diagnostic value compared with the intervention of the Statesin which the remains of thyroid tissue; determining the level of thyroglobulin has pain Shay specificity for the diagnosis of recycled materials diva and metastasis; treatment of recurrence or metastasis (distant especially governmental) more efficiently in the absence of residual TKA neither of the thyroid gland. Proponents of the organ-preserving method of surgical treatment of differentiated forms of thyroid cancer proceed from the point of view that in the absence of tumor growth beyond the lobe ,hemitreoidectomy with an isthmus can be limited[1, 3, 4, 6].

This position is the authors prove the following circumstances: doubt high frequency of multicentric growth; the presence of multicentric microscopic foci of cancer growth does not mean they are implemented in the IP muddy tumor, the risk of developing anaplastic cancer on the background of high-grade tumors are exaggerated and not confirmed in clinical practice; the trauma of repeated operations not greater than that in resection of the thyroid gland; hormone replacement therapy after resection of the thyroid gland prominent never leads to normalization of the mountainsmoralnego balance; figures 10year survival of patients Diffa-retirolandia forms of thyroid cancer is almost the same when you organizarigation and "aggressive" approach. The discussion on the main controversial issues of surgical treatment of thyroid cancer continues. There are many publications on this topic, but no real serious international studies have been conducted. Analysis of the causes of regional metastases indicates that there is no consensus regarding surgical interventions on regional lymph collectors. At the same time, opinions differ both on the volume of cervical lymph dissectionand on the expediency of preventive removal of regional lymph nodes. Proponents of such surgery assume that clinically undetectable micrometastases in lymph nodes can become a source of dissemination of the tumor process. To prove the correctness of such tactics of treating thyroid cancer, reference is made to the data of S. Noguchi etal. [15], who found micrometastases in non-palpable regional lymph nodes in 81.8% of cases. On the other hand, most clinicians [1, 3] claimthat prophylactic removal of regional lymphocollectors in patients with differentiated forms of thyroid cancer does not affect the outcome of the disease at all. By the way, when analyzing the clinical material, the same S. Noguchi etal. It was shown that in patients who did not undergo preventive removal cof lymph nodes, regional relapse occurred only in 9.3%of cases. The authors explain the results of these studies by spontaneous regression of micrometastases after removal of the primary tumor. Although the question of the advantages of preventive lymphadenectomy over curative lymphadenectomy is still open, our own clinical experience confirms our opinion that it is inappropriate to remove non-palpable lymph nodes. We are deeply that attempts to find a more reliable method of detecting micrometastases in order to ensure that all lymphadenectomies are curative are justified. Recent publications have reported on the prophylactic removalof sentinel lymph node SLN (sentinel lymph node SLN). To visualize the " standing" lymph nodes , ultrasound examination, scintigraphy using a "radio probe" and special dyes are used directly at the time of interventionные. An interesting technique was proposed by A. F.Romanchishinim in patients with thyroid cancer [6]. For this purpose, 0.1-0.8 ml of 1% isosulfan blue alcoholic solutions of methylene blue and bryllium green were injected into the affected lobe, which stained thelymph nodes for 3-5 minutes. A small number наблю of observations did not allow the author to make a final conclusion about the effectiveness of this diagnostic procedure To date, there are many classifications of intervention on the lymphatic collectors of the neck. With regard to thyroid cancer, two modifications of the thyroid gland are most widely. 1) the so-called "thyroid" version of the operationKrail, developed by R. I. Wagner in 1962 [1] 2) [3]. The principal advantage of the first modification of lymphadenectomy is that a single block of removed tissues includes all groups of jugular lymph nodes and lymph nodes of the posterior junction, which are often affected by thyroid cancer. Providing for the obvious radicalism of the intervention, this technique has significant drawbacks in terms of cosmetic flaws (neck deformity, atrophy of the thyroid muscle) and the risk of blood circulation disorders in the elderly, etc. Recognizing the lower traumatic natureфут of fasciofutalexcision of the cervical tissue, it is necessary to know that this operation is inferior to the "thyroid" version of the operationThe extreme is radical, since the preservation of the internal jugular vein coand nodularmuscle creates a risk of lymphogenic and hematogenicраспро spread of the tumor. The tendency to decrease the volume of removed tissues during lymphadenectomy can be justified only by analyzing prognostic factors, including the main ones are the prevalence of the process, the tumor's growth of the lymph node capsule, the ingrowth of the primary tumor and metastases into neighboringestructures, the histological structure of the tumor, and age [2, 21, 22].

Over the past 10to 15 years, our clinic has reviewed the position of fasciocellularфутлярного removal of fiber, includinglateral triangle lymph nodes and retrosternal lymph nodes. "Thyroid" version of the operationKrailya" is performed only in the presence of a conglomerate of metastatic nodes, when the capsule of lymph nodes sprouts or grows into neighboring structures, with regional recurrences. At the same time, it should be borne in mind that often a surgeon operating on a patient with thyroid cancer is tempted to limit himself to a smaller intervention. There is a struggle for justice between thyroidectomy and the desire to maximize medical and social rehabilitation. The majority of Russian surgeons support organ-preserving surgeries for differentiated thyroid cancer. Perhaps this is due to the factстоятельствомthat in Russia there is only one center for the treatment of patients with radioactive iodine (Obninsk), and as you know, radioiodine therapy after expirpation the thyroid gland actually reduces the risk of developing a relapse of the disease. Arguments of proponents of sparing operations and proponents ofниковaggressive methods overthe past 15-20 years have not changed the essence of the contradictions regarding the scope of surgery for breast cancer. A number of surgeons with accumulated clinical experience have revised their position on this вопissue in the direction of expanding the indications for thyroid extirpation. The desire to limit indications for thyroid extirpation is dictated by the fear of possible complications (recurrent nerve paresis, parathyroid gland insufficiency). From an oncological point of view, thyroid extirpation followed by systemic radioiodine therapy is considered by most surgeons to be the method of choice for treating recurrent thyroid cancer. With appropriate experience and high surgicalкetechnique, total thyroidectomy can be performed with minimal riskof postoperative complications. The high technique of the operation, the use of parathyroid gland staining during опера the operation, as well as autotransplantation of parathyroid glands can dramatically reduce the risk of parathyroid insufficiency. In addition, the appearance of advanced hormonal drugs can significantly improve the quality of replacement therapy in the postoperative period. Many studies by foreign researchers [12, 14] have demonstrated a lower percentage of recurrences of differentiated thyroid cancer after total thyroidectomy and reported an increased survival rate in this group of patients compared to the group where a smaller operation was performed. In addition, differentiated thyroid cancer retains the ability to capture and utilize iodine, which makes it possible to use it for diagnosis and for therapeutic purposes.

In addition, cells of differentiated thyroid gland synthesize TG, the concentration of which in the blood after экстир extirpation the thyroid gland isafairlysensitive marker of relapses and metastases [16]. Retrospective analysis of the factors predisposing to tumor recurrence in 585 patients with papillary microcarcinoma of the thyroid gland performed at the Mayo Clinic showed that the presence of metastases in the regional lymph nodes and organ-preserving operations on the thyroid gland obviously increase the risk of relapse of the disease [22]. According to the Gustav ClinicAccording to a study conducted in Roussy (France), patients with papillary thyroid cancer are often multicentric, and therefore a complete thyroidectomy reduces the risk of tumor recurrence by 4 times compared to the removal of half of the organ[2]. At the same time, there are many casesвwhen thyroid cancer is not diagnosed before surgery. The surgeon is obviously sure of the diagnosis of goiter or adenoma and performs a savings operation. Urgent histological examination is not always performed, and only after1-2 weeks it turns out that the patient has a qualitative process. In such situations, it is necessary to determine treatment tactics in relation to patients who have not been operated radically, in the absence of visible signs of the disease. And the first question is whether to operate on the patient again, what is the optimal time for a second operation, and to what extent the intervention should be performed. In such a situation, it is equally difficult to decide on a second operation andrefuseit. In such patients, the suggestion of a second operation, and even in a short time afterthe first intervention, causes severe psychological trauma. Literature data on this issue are contradictory. According to the data of the P. A. Herzen Moscow Institute of Cancer Research [1,3], if there are no clinical signs of breast cancer recurrence, a second operation should not be rushed at all, and monitoring is recommended in such cases. At the same time, we take into account the fact that only 61.6остав% of patients were diagnosed with cancer in the remaining thyroid tissue after repeated surgery. Repeated operations should have clear indications of a cytologically confirmed relapse. Examination of patients with suspected recurrence of thyroid cancer should, if possible, begin with determining the scope of the first operation. Ultrasound ,radionuclidescanning of the thyroid gland is used to solve this сканированиещи problem. If it is not possible to review the micro-preparations of the removed tumor, then a puncture biopsy of the recurrent node is necessary. To assess the extent of recurrent tumor spread, computed tomography of the neck trachea and laryngoscopy are required to assess vocal folds due to recurrent nerve paresis.

Restriction of mobility or immobility of the holofold fold should be considered by the anesthesiologist during intubation and the surgeon, who should spare the remaining recurrent nerve to avoid acuterespiratory disorders after surgery. If there are signs of involvement of the trachea and esophagus ,tracheoand esophagoscopy are indicated. These studies make it possible to verify the feasibility of surgical intervention, the possibility of which largely depends on the nature of involvement of the trachea, esophagus and large vessels in the tumor process. Proponents of the aggressive approach, primarily Americans [22], believe that theminimal intervention for recurrent thyroid cancer can be immediate extirpationстирпация thyroid gland with subsequent radioyodtherapy. On the one hand, repeated operations for thyroid cancer, as already noted, are always very painful for patients, and on the other hand, they are dangerous for the development of severe postoperative complications. Thereforeопе , the operating surgeon should be aware of some special features of repeated surgery. First of all, it is necessary to remember about a good wide access, which involves cutting the skin to the lateral edges of the nodding muscles with mandatory dissection of the old postoperative scar. This makes it possible to conduct an audit of the remnants of the thyroid gland and areas of regional lymphatic outflow, including the parotracheal tissue and the anterior mediastinum. Often, scar tissue can resemble a tumor and thus make it difficult to navigate. In such cases, the approach to the thyroid gland or its bed is justified through unchanged muscles that need to be crossed above and below the scar tissue, and the fixed muscles are removed along with the recurrent tumor. It should be borne in mind that with relapses дифферен of differentiated thyroid cancer, the tumor can grow into the laryngeal wall, trachea, and esophagus. In such cases, it is advisable to start mobilizing the thyroid gland remnants from healthy tissues, isolate the unchanged part of the thyroid gland, mobilize it or cross it, go to the anterior surface of the affected organs and only then separate the tumor. If a tumor is suspected to be associated with the esophagu, a thick probe should be inserted into the esophagus immediately after intubation. At the same time, if the tumor grows to the wall of the esophagus, most often it is possible to limit the resection of the muscle layer without damaging the mucous membrane. Repeated operations for recurrent thyroid cancer dramatically increase the risk of damage to the return nerves and parathyroid glands. They can be soldered to the tumor node and do not differentiate well among the scars. If the tumor does not grow into the recurrent nerve, it can be isolated distal to the lower pole of the tumor node, take a rubber bandremove the empty holder and gradually release the entire length of the tumor. When the source of relapse is the upper pole of the thyroid gland, the tumor node can grow into the laryngeal cartilage. If a recurrent node is isolated, there is a risk of damage to the upper laryngeal nerve, which leads to epiglottis paresis. The act of swallowing is disrupted, and there is a risk of pneumonia. Serious difficulties are encountered in repeated operations for regional relapses. They are primarily associated with cicatricial fusion of metastatic nodes with large vessels. Most often, there is an intimate connection between the recurrent tumor and the wall of the internal jugular vein. Isolation of the trunk of the common carotid artery, as a rule, does not present great difficulties. During repeated operations , it is crucial to start isolating elements of the neurovascular bundle in unchanged tissues. First of all, make sure that the common carotid artery can be separated from the tumor. When planning operations for large recurrences of thyroid cancer, it is necessary to plan the possibility of vascular plastic surgery. To an even greater extent, it is necessary to provide for plastic surgery of the trachea when a recurrent node grows into it. Often, during extended operations for primary thyroid cancer, the surgeon meets with the growth of the primary tumor to the trachea and leaves tumor tissues on it. Naturally, these areas are the source of relapse that destroys the tracheal wall. In recent years, most surgeons are inclined to perform extensive operations with the removal of a recurrent tumor along with the removal of tissues surrounding the recurrent tumor, trachea, esophagus, larynx due to the lack of reliableradiation treatment, especially for papillary structure of the tumor. The justification of such operations is explained by the rather slow growth of a recurrent tumor, which for a long time has a "local" character and does not extend beyond the neck. According to E. A.'s dataAccording to V. V. Valdina [1], approximately one third of patients with papillary pathyroid cancer die without distant metastases.

The greatest experience of such crippling and traumatic operations is accumulated by American and Japanesesurgeonspatients with papillary thyroid cancer, in whom the tumor sprouted in the trachea, reported success in treatment. Circular tracheal resection was performed with removal of 3 to 10 tracheal rings, followed by end-to-end anastomosis. Of these 24 patients, 17 people are alive for 3 to 8 years, including 13 - without signs of relapse. However, there is another point of view regarding the treatment tactics for locally advanced thyroid cancer and relapses [8, 24]. The authors recommend limited resections with the protection of important anatomical structures and often with the preservation of plates of tumor tissue, suggesting further radiation therapy (radioactive iodine or xternaleradiation). G. Wolf Wolf et al. [24] believe that the combination of limited surgery with remote irradiation and brachytherapy and endoscopic laser therapy can achieve complete local regression of the tumor if thyroid cancer grows or relapses into the larynx and trachea. An example of successful palliative treatment of recurrent thyroid cancer using modern methods can be a therapeutic algorithm that combines argonнуюplasma coagulation and photodynamic therapy. At the N. N. Petrov Research Institute of Oncology, we observed3 patients with recurrent thyroid cancer growing into трathe trachea хеюand large vessels of the upper thoracic aperture. large degree of spread excluded the possibility of surgical intervention. Patients were admitted at various times after the first surgical вме intervention with the phenomenon обтурацииof tracheal obturation in an extremely тя severe condition. Argon plasma recanalization was performed and the second stage was photodynamic therapy with the use ofPhotoditazine™ and laser device "Atkus". The patients easily underwent treatment. There was a slight swelling of the larynx and trachea, which did not require medication and resolved independently. All these patients show slow tumor growth, which requires repeated argon plasma coagulation and PDT sessions every 6 months. However, these patients are alive for more than 4 years with a very satisfactory quality of life. Many clinicians are of the opinion that the radical nature of surgical intervention in рецithe recurrence of thyroid cancer is very conditional, and not so much in хирургическомsurgical terms, but in biological terms, dueto the presence of subclinical metastases. Therefore, in order to increaseшенияthe effectiveness of treatment of local and regional relapses of differentiated forms оправда of thyroid cancer, combined approaches are justified, which involve combining surgery with radiation and, to a lesser extent, hormonal exposure. Despite serious theoreticaland experimental justifications, the expansion of the range ofadjuvant radiation effects in the treatment of breast cancer relapses in the form of widespread use of systemic radiation therapy (radioactive iodine) in our country is hindered by an extremely weak materialиand technical base.

Conclusions: relapses of differentiated thyroid cancer are a diverse and difficult pathology to treat. Our own clinical experience convinces us that the return of the disease in most cases is associated not with a true relapse of the disease, but with the defects of the first operation. Mistakes are made both for the primary tumor and regional metastases. This is primarily due to improper revision of the thyroid gland and areas of regional metastasis. Analysis of the causes of regional recurrences shows that partial, obviously non-radical lymphadenectomies are often performed. Usually, only enlarged, clearly metastasized lymph nodes are removed in violation of the zoning and case principles . Thus, the upper boundary of the removed block does not reach the level of bifurcation of the common carotid artery, as a result, the group of upper jugular lymph nodes, which are often affected by metastases, is not removed. On the other hand, the upper parathyroid lymph nodes, which often cause the development of regional relapses, are not removed. As already mentioned, implantation metastases are caused by technical errors during the first operation, which lead to a violation of the integrity of the tumor, its "crushing" and scattering of tumormaterial in the surgical area. Thisis sometimes causedbya small skin incision and a deep wound. Analysis of the literature data and our own experience shows that surgical interventions for relapses of differentiated thyroid cancer are prognostically favorable. According to the Petrov Research Institute of Oncology, among patients operated on for differentiated forms of thyroid cancer, the 5-year survival rate was 92%. Despite the traumaticnature, there is no doubt that it is advisable to perform extended operations when relapses grow into трathe tracheaand larynx. Well-planned operations with this degree of process spread will allow you to expect a very satisfactory result. The use of modern methods of radiation therapy, physical and chemical techniques together with mountain monotherapy makes it possible to extend the life span of this category of severe patients while maintaining a good quality of life.

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Psycholinguistic Analysis of Anthroponyms

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Abstract: *The article discusses the spiritual, cultural, social features of anthroponyms and provides their psycholinguistic analysis. Aspects of anthroponyms related to national character, aspects related to human psychology are covered.*

Key words: *anthroponym, psycholinguistics, motive, psyche, objective assessment, subjective assessment, abstraction, communication, pragmatics*

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The names not only tell about the culture, life, history of each nation, but also about the period to which they belong and the psyche of the people. [1] Famous horses are divided into several groups according to the type of object known. The person and the names given to them are called anthroponyms. Anthroponyms include people's first, last, and last names. The names given to a person reflect the wishes of the parents, the appearance of the child, the customs of the people, the date of birth. E. Begmatov, who made an in-depth analysis of anthroponyms, notes that the Uzbek names appeared on the basis of cognate nouns, numbers, verbs, adjectives. The book "Uzbek Names", published in 1999, explains 14,600 names as a result of many years of hard work. The Uzbeks turn to this book to choose a beautiful, meaningful, happy-sounding name for their child, grandchild or grandchild. This is because Uzbeks approach the issue of naming responsibly. E. Begmatov explains this situation scientifically, emphasizing that anthroponymic units have the following features: Second, anthroponyms have been created over the centuries by individuals, peoples, and created to name themselves. Third, anthroponyms have preserved the ethnic, cultural, and religious beliefs and religious beliefs of the ancients. Fourthly, the anthroponyms reflect the beliefs of our ancestors in the past in the lineage, tribal period, as well as in the cultural, social and socio-economic life of our ancestors. [2]

According to E. Begmatov, from ancient times in the Turkic peoples, respect for a person's name was considered a sign of respect and esteem for the person. The main way to show such respect is not to call a person by name. Accordingly, in most Turkic peoples, it is customary for elders and husbands and wives not to call each other by name.

In our people, great attention is paid to names - anthroponyms. From time immemorial, naming has risen to the level of a divine ritual. When a child is born, a suitable name is sought for it. Books are reviewed, adults are consulted. Most importantly, they want the name to bring happiness and good luck to the child. When a child grows up and says that his name matches his name, we say, "His name is appropriate for his body." As the name becomes so ingrained in the human psyche that we always try not to tarnish our own name. But life is full of ups and downs, not always as smooth and smooth as we would like. There will be times when we come to the conclusion, "It's over, life is over for me," and from that moment the divinity, the sanctity, the significance of the Name, and our responsibility to it, disappear. It doesn't matter now, no matter what anyone says, the idea is firmly entrenched in our brains.

“Anvara. Hello, father. (She is ashamed of her situation and wants to get up)

Father Solomon. Sit down. Sit down, obbo, my daughter! .. It is true that a mountain does not meet a mountain, but a person meets a person, ***Maripat? Was your name Maripat?***

Anvara. ***It doesn't matter anymore. Say what you will.*** *(Sheds tears)*

Father Solomon. Yes! What do you mean by that? Do you remember? Do you know what a horse is and what a name is? The name is the offspring, the generation ... The seal that separates the good from the bad and the bad from the good. When a parent names a child, he puts all his hopes on it. If a man sees a boy, he puts Bakhtiyor, and if he sees a girl, he puts Bakhtigul. A man who has not walked two neighborhoods, with good intentions, calls his son Yulchivoy. He says let him see ways I have not seen. The point is, someone is worth their name, someone is not.

Anvara. I am Anvara.

Father Solomon. Anvara ... That's it, I remembered. You have a good name. Do you know what that means? Anvara, Anwar, Munavvar ... means light, means light. Your name must be like that, too ... Did you dedicate your life to the happiness of one person, did you light the way, are you really Anvara ... By the way, what was your husband ... was he a scientist ... did your banquets go well? (Anvara cries) Yes, what happened, why are you crying? I felt your heart fill. What happened?

Anvara. I'm an idiot, Dad. I am blind! ”[3]

For Anvara, who grew up in an orphanage, there was no one in the world closer than Nodirkhan. In accordance with his name, he unhesitatingly devoted all his youth and hopes to becoming a scientist. Now it turned out that Nodirkhan was a scientist, not a man, a "rare" example of a shiny exterior, a miserable man who did not live up to his name. Anwara became a doctor of science without being ashamed to take the money she earned in return for her hard work. Anvara instantly lost everything. All his dreams, not only his dream, but his whole being, his life, were directly connected with Nodirkhan. Now he is gone. Anvara was left alone as before in the middle of her life path. He could not even imagine that life could go on without Nodirkhan. Anvara felt like a finished person and nothing was important to her. In it the harmony of being and spirit, the harmony of spirit and name, was lost. It was the worst tragedy - the tragedy of anonymity. Such a state of mind can turn a person's life upside down, and nothing can stop him, neither wealth, nor rank, nor a friendly brother. Because in order to understand the essence of higher mental functions, it is necessary to look for their roots in the social environment outside our consciousness. [4] In particular, the study of mental processes initially implies the study of speech processes as well. [5]

Father Solomon explained the meaning of Anwara's name very nicely. The question we are interested in is different, that is, why a woman does not want to say her radiant name. I wonder if such a big change has happened in a week. There was a chain of associations in the mind of a talking, ten-laughing, life-loving woman who was separated from them by the loss of her husband (anthroponyms are not component analyzed, but they have mental semantics so can be drawn into psychosemantic analysis). A week ago, Anvara’s subjective assessment of herself was consistent with the objective assessment of society, those around her (first column of the Table). Anvara, who returned from Moscow with a severe trauma, has a completely reduced subjective self-esteem. However, there is no change in the objective assessment of those around him (the second column of the Table).

	Anvara as a married woman:		**Anvara as a single, cheating woman:**
	Subjective assessment		**Subjective assessment**
1	Happy +	1	Unhappy –
2	Family +	2	Without family –
3	Cheerful +	3	Cheerless –
4	Despot +	4	Tushkun –
5	Hopeful +	5	Hopeless –
6	Шўх +	6	Маъюс –
	Objective assessment		**Objective assessment**
7	Hardworking +	7	Hardworking +

8	Patriot +	8	Patriot +
9	Honest +	9	Honest +
10	Smart +	10	Smart +
11	Decent +	11	Decent +
12	Respectable +	12	Respectable +

Psychological analysis shows that Anvara did not impair her human and personality qualities. There was a state of depression related only to his emotions, all of which were related to his family and Nodirkhan. Anvara is well-rounded as a person and over time she can see the fruits of her labor, gain a suitable position in society, but it is difficult to say that she will find the strength to start her life all over again as a woman. His heart cracked. It will take a long time for Anvara to trust another man and light up his apartment. Based on the reality, such an opportunity may not come, because we see a lot of proof of this in life itself. In the psyche of women, especially Uzbek women, such cases are severe and often condemn themselves to loneliness for life.

In conclusion, the anthroponyms, which are an integral part of the Uzbek lexicon, reflect the beliefs of the Uzbek people, their belief in the magic of words, their parents' dreams and aspirations, their tastes, and their level. was considered an impossible task, and their **Names** were justified by indisputable evidence. So the name is not just a linguistic unit, but each a unique life, memory, history, and future.

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Organizational and Economic Mechanism of Government in the Development of Tourist-Recreational Complexes

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Abstract: *The article examines the physiological, medical, socio-economic processes of organizing modern leisure. If we look at the meanings of the terms "recreation" and "tourism" separately, it is not difficult to understand that "recreation" has a deeper meaning. At the same time, these phrases complement each other, creating a unique meaning and content. Therefore, in this study, we preferred to use the terms "tourist rest" or "recreational tourism". Recreational tourism is a trip organized for the purpose of rest, recovery, treatment, development of the physical, mental and emotional forces of a person. Recreational tourism is characterized by long journeys, mostly with fewer visits to one place and other dating sites.*

Key words: *Tourist enterprise, labor, mathematical methods, production, optimization model, firm, profit*

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One of the key issues in the development of the region's economy, including the tourist and recreational complex, is to determine the role and place of the state in this process. Because the scale of government intervention in market processes has a direct impact not only on business and competition, but also on the strategic goals of tourism policy. In economically developed countries, where the laws of supply and demand are dominant, the problems of public administration have been studied in depth and solved in practice. In the second half of the 20th century, there was a tendency to reduce government intervention in the economy and limit its role in the economy. Many of the scientific papers published by foreign scholars have argued that the market is self-governing. In the real economy, too, government intervention in the development of the process based on these principles has been assessed as a negative phenomenon. During this period, it was concluded that the task of the state in a market economy is not to change or regulate market mechanisms, but to create conditions for its free functioning. But the global financial and economic crisis has shown the need to control the mechanisms of a self-governing market economy, and the consequences of denying government intervention. An unfair assessment of the role of the state in the real sector of the economy and the financial system has had negative consequences. The global financial and economic crisis has called for a transformation of the socio-economic models that have developed over the years in most developed countries and a change in the principles of development. The role of public administration has once again proved to be an important link in the conditions of market relations. That fact must be taken into account.

The current imbalance in the regional economy, low rates of development and efficiency of the tourism product and tourism industry, uncompetitiveness of many types of tourist services, low investment in the tourism and recreation sector of the region, declining tourist consumption, statistical reporting All the shortcomings in the management indicate the need to expand the function of public administration in the field of tourism in the region and to improve the existing organizational and economic mechanism and methods used.

It is known that the tourist and recreational complex, as a subsystem of the socio-economic super system, is inextricably linked with such institutions as "economy", "society", "ecology". The effectiveness of this activity largely depends on the strength of its ties with other sectors of the economy. Due to the comprehensiveness and importance of tourism, it can be included in the list of strategic sectors of the economy. Such integration requires direct government intervention for the smooth, consistent development of tourism across the region.

Tourism enters into external economic, environmental and socio-cultural relations in the process of interaction with other sectors. In most cases, it is beyond the competence of tourism entities to resolve, regulate or control the issue. That is why it justifies the need for public administration (regulation) aimed at achieving positive results or reducing negative consequences.

The regulatory function of the state in the development of the tourist and recreational complex is to influence the activities of economic entities in order to create the necessary conditions for the sustainable operation of the market mechanism in practice. appears at the exit.

The practical manifestation of public administration in the development of tourist and recreational complexes, the solution of priority socio-economic issues and the development of an integrated concept of tourism development in order to create the necessary conditions for the proper functioning of market mechanisms in the tourism and recreation sector. 'means to keep a secret.

This process involves, first of all, the development of the principles of public administration policy for the development of tourism, the definition of its goals, objectives and the definition of tools and methods of management.

One of the peculiarities of tourism is that it has socially important aspects in the economic mechanism that cannot be solved by organizing on the basis of market relations, or are economically inefficient. Given the scale and importance of such issues, they cannot be resolved without government intervention. Among the most important of these

- Strengthen the legal framework to ensure a level playing field for all tourism businesses, ensure the inviolability of private property and protect the rights of owners, and encourage and promote effective and healthy competition in the industry.
- Managing economic growth in the tourism sector to ensure the balanced development of tourism in the region, encouraging positive shifts in sectoral and regional economic structures;
- Redistribution of financial resources for social protection purposes (providing conditions for the poor to use tourist services).

Economic instruments of state tourism management - the provision of financial incentives and sanctions for taxes, extra-budgetary payments, the allocation of general and targeted subsidies, the definition of sources of income and expenditure of extra-budgetary funds, income and expenditure of state enterprises and organizations regulates through control.

The scope of state management and regulation of the regional tourism market is determined by the means at the disposal and authority of state bodies.

Tasks and methods of tourism management policy development in theregion are given in Table 4:

Methods and tasks of state regulation of tourist and recreational complex.4-table

	Functions	**Methods of implementation**
1	Creating a regulatory framework for the organization and regulation of tourism	➢ Unification of concepts and definitions of tourism activities into a single system and a single form ➢ Adaptation of treaties and agreements to international standards ➢ Establishing procedures for entry and exit, customs clearance
2	Determining the prospects for tourism	➢ Development of tourism development model, its

	development	general strategy and concept ➢ Introduction of effective mechanisms of financial and economic regulation of the industry, improvement of organizational structures ➢ Regulation of accommodation of tourism facilities on the basis of the principles of rational planning ➢ Defining plans for the development of tourism infrastructure
3	Regulation of types of tourist activities	➢ Development of state standards for the main types of tourist services ➢ Certification of tourism products ➢ Licensing of tourist services
4	Tourismsecurity	➢ Development of tourist protection and safety programs ➢ Insurance of tourists and their property ➢ Licensing of private security services ➢ Certification of private security companies ➢ Standardization
5	Touriststaffing	➢ Development of state standards, curricula for a continuous system of training for the tourism industry ➢ Formation of a system of professional development of personnel in the field ➢ Creation of a system of training, retraining and advanced training for enterprises of the tourism industry
6	Ensuring scientific research of the tourism market	➢ Increasing the scientific potential of tourism, the establishment of national centers for the study of tourism ➢ Conducting marketing research in the tourism market ➢ Creation of information support system for tourism enterprises
7	Supporting foreign economic activity of tourism companies	➢ Establishment of branches and representative offices abroad ➢ Concluding international agreements ➢ Participate in dispute resolution ➢ Promotion of national tourism products
8	Addressing issues of environmental protection and preservation of historical monuments	➢ Protection and restoration of natural resources ➢ creation of rules, laws and economic incentives for the restoration of historical monuments ➢ Financing of cultural institutions
9	Creating a strong image of the area	➢ Marketing in the tourism industry ➢ Defining the directions of information and advertising activities ➢ Conduct a favorable tax policy ➢ Encourage investment ➢ Monitoring the international competitiveness of national tourism products
10	Accountingandcontrolfunctions	➢ Current control, audit ➢ Introduction of statistical reporting forms and establishment of a mechanism for its maintenance

The current stage of development of the Samarkand regional tourist and recreational complex requires the improvement of public administration, strict financial and relatively liberal expansionist policies aimed at increasing investment and achieving overall economic development.

This includes state programming (programming) or indicative planning (development of targeted programs that define the tasks of socio-economic development of the tourism industry for a certain period).

World experience shows that programming is one of the most advanced methods of centralized public administration. The main purpose of programming should be to coordinate measures aimed at regulating investment issues, allocating loans, determining budget priorities, managing the money and credit market through changes in interest rates and lending rules, and so on.

Programming allows for a comprehensive use of the tools of state regulation of the economy, creating conditions for the prevention of inconsistencies and conflicts in the conduct of management activities. Therefore programming from available resources

can be considered as one of the ways to optimize the directions of rational use. Therefore, the main main task of the territorial bodies of management of the tourist and recreational complex is to develop a clearly defined strategy for the final stages and priorities of socio-economic development of the regional tourism sector.

One of the directions of the state's influence on the development of the tourism market is the formation of a favorable tax policy aimed at attracting domestic and foreign investors to the industry. The following benefits are provided for local and foreign investors in today's kundaturism:

- Tax support measures
- Exemption from customs duties and VAT on imported goods
- Soft loans. Tax benefits:

But in general, the development of the tourism industry is taking place in an environment where the taxation of tourist organizations and the hotel industry is as close as possible to the general system of business activities.

The current situation in the tourism market is volatile, tourism

the tax burden of business entities in the field, local

governance structures, pressure from oversight bodies, corruption

The failure of the elements to eliminate a number of disadvantages,

in the first place, it can lead to tax evasion by any means. As a result:

The mass transfer of tourism businesses to the shadow economy

Decrease in regional tour product competitiveness

There will be a reduction in budget revenues to the republican and regional budgets.

Tourism and recreation sector in Samarkand region

Based on the analysis of the evaluation of public administration, the following conclusions can be drawn:

First, declining efficiency of tourism production, problems in promoting regional tourism in the tourism market, insufficient level of competitiveness due to the uniformity of tourist offers, reduction of tourist consumption and other factors justify the need for state regulation of tourism and recreation.

Second, the means of economic influence, namely taxes and other payments, general and targeted subsidies, direct government funding and lending, quotas and licensing of tourism activities, the provision of state guarantees for investments, is the most influential trio of state management and regulation of the tourism sector.

Thirdly, it should be noted that the development of the tourism industry in our country is carried out in conditions that are as close as possible to the general system of taxation of tourist organizations, hotels. One of the important tasks of the state in relation to the TTT is to increase the efficiency of their activities by reducing the tax burden for enterprises in the tourism sector and to achieve sustainable development of the economy as a priority sector that forms the budget;

Fourth, the expansion of RONK Fifth, the regional tourist and recreational complex

it is not advisable to draw up comprehensive development programs for more than 5 years so that they do not become more declarative. At the regional level, the concept of tourism development should be developed in a short period of time, focusing on a clear development strategy based on marketing research.

While acknowledging the special role of government in the development of the tourism industry, it should be noted that the application of the principles and tools of self-government of the tourism market also plays an important role.

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The Spread of Emphysematous Carbuncle in Cattle

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Abstract: *The article presents the results of epizootic research carried out in dysfunctional farms on the emphysematous carbuncle of cattle, where mortality is often observed. The clinical signs of the disease are described. The results of pathologically examinations of dead animals are also presented. The causative agent of the disease was isolated, and it infected experimental animals, which showed clinical signs and pathological changes identical to the emphysematous carbuncle of cattle.*

Key words: *Emphysematous carbuncle, cattle, clinical signs, pathological material, edema, lameness, pathogen, Kitt-Tarozzi, culture, guinea pig, Cl. Chauvoei, microscopy*

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Introduction

The increase in the production of milk, meat and other animal products is associated with the cultivation of a healthy number of young cattle.

The problem of emphysematous carbuncle of cattle is one of the main tasks in the economic development of our country. Increasing attention to farm animals, their proper feeding, increasing the efficiency of increasing the number of livestock, preserving young cattle, as well as the introduction of new technologies is the main task in improving livestock products. Infectious diseases and the death of animals create serious obstacles in the production of animal products and causes great economic damage to farms and reduce the profit of animal husbandry, creates a great obstacle when increasing the number of livestock. Among the diseases of farm animals caused by pathogenic anaerobes, emphysematous carbuncle of cattle caused by Cl. Chauvoei deserves special attention. This disease occurs in all parts of the world, including in Uzbekistan, and causes great economic damage to animal husbandry, which consists of the death of sick animals, forced vaccination of animals in case of the disease in dysfunctional farms, as well as the cost of burning the corpses of those who died from emphysematous carbuncle of cattle and mechanical and chemical disinfection of the area where the sick animal was preserved.

Emphysematous carbuncle of cattle is increasingly found in some farms of our Republic and causes great economic damage to the national economy.

This report provides data on the spread of emphysematous carbuncle of cattle in some farms of the Samarkand region.

To solve these problems, trips were organized to the farms of the Samarkand region, they examined the area where animals are often grazed, checked their watering place, that is, from where they drink water. We met with veterinary specialists and local residents. They were interested in the issues of emphysematous carbuncle of cattle, that is, about the spread, the number of sick animals in previous years, the age of sick animals, as well as the time of year when this disease is most common. After determining the unfavorable points, we examined the area where animals are often grazed and their watering place. To isolate the causative agent of infection, samples of feed, water, soil, manure were taken from these places. If possible, pathological material was taken from fallen animals.

Material and methods of research. The material for the study was the farms of seven districts of the Samarkand region in which emphysematous carbuncle of cattle often occurred, which led to a fatal outcome. To detect the disease, the method of epizootological examination was used, as well as clinical, bacteriological and pathoanatomic diagnostic methods. During the epizootological examination of the disease, the main attention was paid to the morbidity, mortality, prevalence, seasonality, infectability of different animal species and duration. In a clinical study of more than 600 heads of animals, attention was paid to the clinical condition of the animal, that is, to body temperature, pulse, respiration. As well as the behavior of the animal, the reception of writing, on the gait, on the configuration of the animal's body. For bacteriological research, more than 800 samples of water, soil, feed, manure from animal grazing sites and, in some cases, blood from animals that were kept together with the fallen animal, as well as pathological material (pieces of liver, affected muscles and heart) were used. From water and blood, crops were sown on BCH, MPA, MPPB (Kitt-Tarozzi Medium) in a straight line and for the growth of microflora they were placed in a thermostat at 370C. The feed was first crushed, then dissolved in warm physiological water. The solution was filtered through 4 layers of gauze. The liquid was centrifuged at 3000 rpm for 10-15 minutes. From the upper part of the liquid, crops were sown on nutrient media with a sterile Pasteur pipette and placed in a thermostat at 370C. Samples of soil and manure were also dissolved in warm physiological water. The solution was filtered through 4 layers of gauze and centrifuged at 3000 rpm for 10-15 minutes. From the upper part of the liquid with a Pasteur pipette, crops were sown on nutrient media and also put in a thermostat at 37 0C for culture growth. By changing the turbidity of nutrient media and the formation of gas bubbles, the presence of pathogens in these samples was determined. Smears were prepared from daily cultures, which were examined under a light microscope after Gram staining. Thus, the presence of pathogens in the studied samples was determined. During the pathoanatomic examination of 7 corpses of fallen animals, attention was paid to its age and fatness, to the state of natural holes, to the swelling of the animal, whether there is a tumor, to the presence of crepitation when pressing on the tumor site.

Research results. As a result of an epizootological survey of disadvantaged farms in the above-mentioned regions, it was determined that the disease was more common in summer and autumn, less often in winter and spring. The incidence was 3-5%, sometimes up to 8 % of the total livestock. The mortality rate from the number of sick animals was 100 %. In some farms, the disease is widespread and there are several cases every year. Only cattle aged from 8 months to 3 years of average and above average fatness became ill. After the manifestation of clinical signs, the disease lasted from 18 hours to 2 days and ended in a fatal outcome.

In sick animals, the state is depressed, refusal to take food and water. Their body temperature rose sharply to 41-42 0C, their pulse reached up to 110-120 beats per minute. Breathing is difficult and shallow. In some cases, lameness of animals that could hardly move was observed. In some cases, the animals are lying down and cannot get to their feet. Edematous swellings were often found in the shoulder, sacrum, and hip area. When pressing on the place of swelling, the animal worries, feels soreness. By touch, with palpation, you can notice crepitation in the subcutaneous tissue.During the bacteriological study, more than 800 samples of water, soil, feed, manure and blood, as well as pathological material (pieces of liver, affected muscles and heart) were sown on nutrient media: MPB, MPA, MPPB (Kitt-Tarozzi medium). The crops were sown according to the above mentioned method. According to the change in the turbidity of the nutrient media and the formation of gas bubbles, smears were prepared from them. and they were colored by Gram and looked under a conventional light microscope. After isolation of a pure culture, they infected the most sensitive laboratory animals to emphysematous carbuncle - guinea pigs. At the death, which was carried out a pathoanatomic autopsy, smears were prepared, prints from the organs were prepared and crops were sown on nutrient media. Thus, the presence of pathogens of emphysematous carbuncle in the studied samples and pathological material was determined.

Pathoanatomic studies of 7 fallen animals showed that all the fallen animals were of average and above average fatness. There is no discharge from the natural orifices, in some cases a foamy, bloody liquid was released from the nasal openings. The corpses were swollen, had swellings, with pressure on which crepitations are noticeable. When cutting edematous swellings, a dark red liquid with gas bubbles was detected. The muscles are black and red in color. Regional lymph nodes are enlarged and hemorrhage was observed on the incision.

Conclusion. Emphysematous carbuncle of cattle is often found in the farms of the Samarkand region and tends to be widespread. The morbidity rate in disadvantaged farms is 3-6 % of the total livestock, and the mortality rate is 100 % of the number of cases. The disease occurs not only in the summer-autumn period, but also in the winter-spring periods.

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Immunogenicity of Vaccine Against Emphysematous Carbuncle of Big Horned Stock, Made From Local Stamm

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Abstract: *Local strain of the causative agent Cl. Chauvoei was isolated, from the affected area (the buttock muscle) of a bull calf, suffering from an emphysema carbuncle. From the isolated strain of the causative agent of the emphysematous carbuncle, GOA formaline-killed vaccine was prepared against the emphysematous carbuncle of animals. The immunogenicity of this vaccine was studied in experiments on sheep and a positive result was obtained.*

Key words: *Vaccine, Carbuncle*

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Introduction

Providing the country with meat, milk, skins and other livestock products is the main problem of today. To solve this problem, it is necessary to increase the number of livestock and increase its productivity. There are a number of negative factors, without which it is very difficult to achieve intentional goals to increase the number of livestock and increase its productivity. Among the diseases of farm animals caused by pathogenic anaerobes, emphysematous carbuncle of cattle, caused by spore-forming bacteria Cl.Chauvoei deserves special attention. Infectious diseases create not only a serious obstacle to the increase in the number of livestock, but also lead to their disease. Emphysematous carbuncle (Emcar) of cattle treats diseases that cause huge economic damage to agriculture. The damage consists of a case with sick animals, forced vaccination in case of illness in unfavorable farms, as well as expenses for burning corpses, disinfection of the territory where the sick animal was kept.

This disease occurs in all parts of the world where livestock is widely developed, including in Uzbekistan. The causative agent of the disease is Cl.Chauvoei, a strict anaerobic, gram-positive mobile bacillus, in the animal body it is distinguished by aggressors. In the corpses and in the external environment, the agent forms spores. Disputes remain indefinitely for a long time in the soil, causing permanent turmoil, a farmyard and pastures. For this reason, the foci of Emcar for a long time are preserved in nature, and they cannot be destroyed. The disease is sensitive to large and small cattle.

Emphysematous carbuncle is an acute infectious disease that occurs in animals between the ages of three months to four years of average and above average fatness. If you think that the illness lasts 1-2 days after the appearance of the first clinical signs, treatment of the disease does not give the desired effect. The basis of measures to combat this disease is prevention. To prevent the disease, it is necessary to vaccinate the weight of susceptible cattle against emphysematous carbuncle.

Until now, there has been no bio preparation in Uzbekistan against the emphysematous carbuncle of animals. To prevent the disease, an average of 4 million doses (8 tons) of vaccine are annually procured from the

Russian Federation. The need of our state in this vaccine is much higher, since there are about 11 million large and over 18 million small cattle in the country. The demand for this vaccine is increasing from year to year.

All this predetermined the goal - to isolate the local strains of the causative agent of the emphysematous carbuncle of Cl.Chauvoei cattle and on its basis to produce a vaccine against the carbuncle of emphysema. Thus, this will provide the country's livestock with an effective vaccine against the emphysematous carbuncle produced from the local strain of the pathogen.

Material and methods of investigation. To isolate the causative agent, blood samples from animals kept together with diseased and dead animals, as well as samples of pathological material (hearts with blood, liver, kidneys, muscle tissue from the affected area) taken from dead animals were brought to the laboratory. They were examined in the usual bacteriological method, in which meat-peptone broth (MPB), meat-peptone-agar (MPA), meat-peptone liver broth - Kitt-Tarozzi medium (MPLB), blood glucose used. To isolate the causative agent, Emcar from the blood samples of animals taken from the fallen animal and the pathological material taken from the dead animals were planted on MPLB nutrient media for vaseline oil. From samples of blood, affected area of muscles and internal organs, the crop was sown directly. Pathological material from dead animals was examined by the usual bacteriological method. To grow the inoculum, they were incubated in a thermostat at a temperature of 37.0-37.5° C. A day later the turbidity of the nutrient medium and the formation of gas on the surface of the medium were detected. Of these, the strokes were prepared on a gram-stained glass and examined by the immersion system of a microscope. The culture-morphological and biological properties of the Emcar pathogens were studied.

A highly pathogenic strain T-04 was selected from isolated strains from which concentrated GOA formaline-killed vaccine was prepared against the emphysematous carbuncle of cattle. To produce the vaccine strain Cl.Chauvoei T-04, MPLB, formalin, aluminum hydroxide, agar-agar, binary solution of sodium hydroxide was used. Guinea pigs weighing 350-450 g were used to determine the immunogenicity of the vaccine, and one-year-old karakul sheep of medium and higher average fatness were used to determine the duration of immunity. The experiments were carried out in the stove of Scientific research institute of Veterinary, observing all measures of septic tank and asepsis.

Own research. As a result of bacteriological studies of blood samples from animals containing dead animals and pathological material taken from dead animals, gram-positive, straight, thick sticks with rounded ends, arranged singly and in pairs, were isolated. In smears, a "hanging drop" was determined that the rods are very mobile. To determine the pathogenicity of the isolated pathogen, daily culture was administered to two guinea pigs at a dose of 0.5 ml in the abdominal muscle. After 36-48 hours, guinea pigs fell with the manifestation of clinical signs of emphysematous carbuncle. With pathological-anatomical autopsy of guinea pigs, an identical pathological picture was observed as in emphysematous carbuncle. From the muscles of the affected area and internal organs of the fallen guinea pigs, the pathogen of the emphysema carbuncle Cl.Chauvoei was re-isolated.

To produce the vaccine, a highly pathogenic local strain of Cl.Chauvoei T-04 was selected from which it was seeded into 1 liter flasks with Kitt-Tarozzi nutrient medium and incubated in a thermostat at 37.0-37.5 ° C for 36 hours. After turbidity of the nutrient media and gassing on their surface, the culture was released from the pieces of liver, and 0.4% of a chemically pure formalin containing 36% of formaldehyde was added to it.

The formalized culture was held at 38.0-39.0° C for 3 days, stirring 2-3 times a day. Three days later, a 3% solution of sterile aluminum hydroxide in an amount of 15% was added to the formalized culture. After thorough mixing, the vaccine was left at room temperature - 18-22° C for 2-3 days until the complete clarification of the supernatant.

A transparent top in an amount of 2/3 of the total volume of the vaccine was aspirated with a siphon and 0.1% of sterile molten agar-agar was heated to 37 °C to the remaining pellet. The pH of the vaccine was adjusted to 7.4 with a two-normal solution of caustic soda.

After thorough mixing, the vaccine was poured into vials, closed with rubber stoppers and rolled with aluminum caps.

Immunogenicity of the vaccine was checked by a single subcutaneous vaccination in the abdominal muscles area to 10 guinea pigs weighing 350-450 g in a dose of 0.4 ml. 18 days after vaccination, 10 vaccinated guinea pigs and 10 guinea pigs of the control group were injected intramuscularly with a daily culture of the highly pathogenic local strain Cl.Chauvoei X-04 at a dose of 20 LD_{50}, predetermined for guinea pig.

As a result of the studies, out of 10 vaccinated guinea pigs, 9 survived for 5 days, and in the control group of 10 non-vaccinated guinea pigs all died and not one survived until the indicated time. The results of the obtained data indicate the high immunogenicity of this vaccine made from a local strain.

To determine the duration of vaccine immunity, an experiment was conducted on 8 heads of sheep, which were divided into four heads into two: a 1-trial and a 2-control group.

The sheep of the experimental group were immunized with our developed GOA formaline-killed vaccine, made from the strain of Cl.Chauvoei T-04. The vaccine was injected intramuscularly at a dose of 2 ml into the inner, hairless side of the thigh. The sheep of both groups were under constant observation. Conditions of maintenance and feeding in animals of both groups were the same. Six months after the vaccination, the sheep of both groups were infected with the daily culture of Cl.Chauvoei X-04 in a dose of 20 LD_{50}, predetermined for sheep. The culture was introduced into the inner, hairless side of the thigh.

Behind the sheep, constant monitoring was established for 30 days. Clinical examination of infected animals was carried out. In the sheep of the experimental group, an increase in body temperature by 0.5-1.2 °C was determined 8 hours after infection, the pulse rate was 80-90 strokes and breathing 30-40 times per minute. The general condition of the animals was slightly depressed; the appetite was weak. This state lasted for 24-36 hours and after that time the condition improved and the clinical indices were equal to physiological norms and it was kept until the end of the experiments. During the observational period among the sheep of the experimental group, clinical signs of emphysematous carbuncle were not observed and they remained healthy.

In the control group, the first clinical signs of the disease appeared 8-10 hours after infection. Clinical signs in the sheep of this group were manifested and proceeded identically. They noted signs of lameness, moved with difficulty, inactive, try not to attack the limb, which introduced the causative agent of the disease. Feed intake is weak. The body temperature was increased from 40 to 40.8° C, the pulse rate was 100-120 beats per minute and the number of respiratory movements was 40-50 times per minute. On the second day of the experiment the lambs of the control group were observed lameness, they almost without movement are standing in one place. Appetite is absent, external irritations are poorly answered. Body temperature increased 40.6-41.3° C. The pulse rate was 130-140 strokes and the number of breaths was 60-70 times per minute. By the evening of the control group in one sheep, the condition deteriorated sharply, the temperature gradually subsided and by the morning of the third day of the experiment she fell. Having shown, the same clinical signs on the third and fourth days fell the remaining infected sheep of the control group.

When commissioning a pathologic-anatomical study of fallen sheep from infection with the causative agent of the emphysematous carbuncle, it was determined that the pathologic-anatomical changes are specific to the emphysematous carbuncle of cattle. During commission research, the identity of the pathologic-anatomical changes in all the sheep of this group was determined.

For the re-isolation of the causative agent of the emphysematous carbuncle, pieces from the internal organs (heart, liver, kidneys, affected muscle) of the exposed sheep were taken. As a result of bacteriological studies, gram-positive, straight, thick sticks with rounded ends, arranged singly and in pairs, were isolated from Kitt-Tarozzi media. These rods were morphologically identical with the causative agent of Cl.Chauvoei disease, with which they infected sheep.

Conclusion. Thus, based on the conducted studies and commission experiments, "Concentrated GOA formaline-killed vaccine against emphysematous carbuncle of big horned stock," made from the local strain Cl.Chauvoei T-04, is a highly immunogenic vaccine that reliably protects animals from disease, with experimental infection at a dose of 20 LD_{50} for 6 months (follow-up period).

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FEATURES OF THE TRAINING PROCESS OF VOLLEYBALL PLAYERS OF VARIOUS QUALIFICATIONS

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Abstract: *The article discusses the fundamentals of the technique of teaching the technique of playing volleyball and the development of physical qualities in students of different qualifications, necessary for them to effectively master the technique of playing and achieve high results in the process of physical education. Indicates the correct selection of methods, principles and means, are used in the classroom as an effective component of the formation of skills in mastering techniques and tactical actions.*

Key words: *physical qualities of students, volleyball, special physical training, training.*

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Introduction: Volleyball is an interesting, exciting sports game based on the intensity of the struggle. A significant part of young people are engaged in it and, of course, many strive to reach sporting heights. But in order to demonstrate skill in such a game, you need to go through a fairly long way of preparation. This preparation begins with the first steps of a volleyball player and ends with his retirement from the sport. It is clear that it is not possible to master the skill from the first lessons. Solving this problem as soon as possible is a task that worries the player and his coach [1].

Along with fulfilling the tasks of health promotion, versatile physical training, improving vital motor skills and abilities, a properly selected method of teaching volleyball promotes the education of "volleyball" talents among students, and also creates prerequisites for mass involvement of people of different genders and ages in systematic practice of this sport throughout their lives [2].

Analyzing literary sources and the work of specialists in the field of volleyball, we can say that this sports game has undergone significant changes over the past decades, both due to its natural process and changes in the rules. Despite a significant amount of research in volleyball, many aspects of this sports game remain undisclosed and are waiting for their improvements.

The general sports activity involves people who differ in professional training, life experience, individual traits and character, temperament, etc., therefore, the content of this sport and the psychophysiological aspects of the motor activity of the players and the coach, which are specifically important for volleyball, are of particular relevance [3].

The attention of psychologists, teachers, and physical education theorists is drawn to the study of ways to optimize the processes of education and training, the formation of the personality of a volleyball player.

Methods: The purpose of the methods is to generalize the main trends in the development of volleyball technique and to determine the features of the volleyball players' training process.

In order to assess motor qualities as indicators of the level of physical fitness of students, the in formativeness of state testing exercises is determined. The exercises included in the test system make it possible to assess the level of development of basic physical qualities, in particular strength, endurance, speed, flexibility and agility [4].

To determine the level of development of speed and strength qualities, most experts recommend:

- Long jump from a place;
- Pull-up on the crossbar;
- jump up from the spot;
- Flexion and extension of the arms in a prone position for 10 seconds;
- throwing a stuffed ball weighing 1 kg with two hands from behind the head, sitting legs apart;
- Triple jump from a place;
- lifting the trunk from the supine position to the vertical position in 10 seconds;
- jumping out of a squat in 10 seconds;
- lifting the legs from the supine position to the vertical position in 10 seconds [5, 6].

In order to assess the level of technical readiness of students, it is advisable to conduct such testing:

- passing the ball with two hands from above through the net in pairs;
- receiving and passing the ball with two hands from below through the net in pairs;
- Ball feed - upper and lower;
- receiving the ball from below after feeding into a given zone;
- Direct attacking kick from your own toss;
- An attacking strike from a partner's pass [7, 8].

Results: Modern volleyball is a very interesting and entertaining game. These are power serves, powerful attacking strikes, strikes at the net and from the back line, stunning actions in defense and during blocking and on the court, complex technical and tactical actions involving players of the front and back lines. Due to its emotionality, playing volleyball is a means not only of physical development, but also of active recreation [9].

The game of volleyball requires athletes to move quickly, jump high, and have a good arsenal of technical and tactical actions. An important role in volleyball is played by the technical training of an athlete, which includes a set of techniques with which the game is played. The technique of the game has the following elements: starting positions, serves, passes, attacking strikes and blocking. Therefore, it is very important to study the level of both tactical and physical fitness of students before starting training [10].

During volleyball training, based on the capabilities of students, it is especially necessary to follow the principle: step by step, step by step. There is a special logic in this, that is, the training of athletes is gradually becoming more complicated, their content is enriched.

It should be noted that there are no universal exercises equally suitable for training beginners and for training high-level volleyball players. Exercises for beginners should correspond to their real abilities and opportunities to complete the task of learning the basics of techniques and tactics of the game.

The number of exercises used to train and train volleyball players is theoretically limitless. It is with an abundance of funds that you can approximately recreate in training those game situations that may arise at competitions. In addition, by widely varying exercises, it is possible to build classes in an interesting way, and players are always interested in realizing their actions, which is an important factor in the implementation of training tasks [11].

We should not forget about the emotional side of the educational process. Here the main role is played by the same variety and novelty of exercises. The expediency of using this or that exercise or a group of similar exercises is dictated by the provisions adopted in sports games when mastering motor actions. According to these provisions , the study of techniques and tactical actions and their improvement are carried out in the following sequence:

- familiarization with the studied technique, action
- study in simplified conditions;
- study in complicated conditions;
- consolidation in conditions close to the game, and in the game [12, 13].

Such a sequence of studying and fixing practical material is typical for any contingent of volleyball players, regardless of the level of preparedness. However, for beginners, it will be noteworthy that the passage of all interrelated stages will be longer and more uniform in time. And for highly trained players, the main time will be mainly given to the last two stages [14].

Conclusions: Playing volleyball is not only an effective means of physical education, but also a means of active and useful recreation. This dynamic game develops in a person such qualities as speed, accuracy, endurance, agility, strength. Along with physical qualities, volleyball contributes in content and specifics to the education of moral qualities, primarily collectivism, sociability, courage.

A skillful, correct selection of methods, principles and tools used in the classroom will help to form skills and abilities in mastering techniques and tactical actions, contribute to the development of physical and moral-volitional qualities of an athlete. In the preparation of both beginners and highly qualified volleyball players, there are periods when you need to learn fundamentally new techniques, tactical actions and interactions. Therefore, there is no need for strict differentiation of the means of technical and tactical training of volleyball players, differing in the level of game qualification.

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ABOUT THE EDUCATIONAL IMPACT OF STUDENT YOUTH MARITAL STUDENTS

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Abstract: *This article discusses the issues of attracting students to physical education and sports, as well as to martial arts. Based on the analysis data presented in the scientific and methodological literature, the author studied a number of modern ways to improve the process of self-education through martial arts classes among students. A wide range of types of combat sports in higher educational institutions contributes to the development of students' self-discipline and self-education, leads to the development of physical, psychological, moral and intellectual qualities*

Key words: *students, combat sports, personal qualities, fights, courage, endurance, persistence, decisiveness, initiative.*

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Introduction: During the life of many generations, many varieties of martial arts have arisen among people. One of the main factors of their development and popularity is the combination of utilitarian value, original motor activity and the inner sacred content of this activity. After all, the main goal of all martial arts systems in general is not only to protect you physically or to gain an advantage over an opponent, but also to develop a certain moral code. It consists in being noble, ready to always come to the aid of the weak and in need of help [1]. All types of martial arts are characterized by a versatile influence on the body of that that are engaged in them, develop and improve, develops a whole complex of psychophysical qualities, motor skills and skills [2].

Currently, the group of modern martial arts includes boxing, wrestling (classical, freestyle, sambo, judo, national types of wrestling), and types of martial arts, fencing. This group of sports is characterized by direct interaction and opposition of rival athletes [3]. Duels are a physical and psychological confrontation that requires an active manifestation of strong-willed qualities, initiative, and self-control. In the process of sports improvement, general endurance, strength qualities of the main muscle groups and their speed characteristics are developed, coordination reactions are improved, and efficiency and productivity of sensitive mental processes are increased [4].

Methods: Martial arts as applied education are of great importance especially for youth sports, which help to neutralize the opponent with a special technique. Young people are always attracted to where they can express themselves.

After all, in addition to the need for motor activity, martial arts satisfy another very important need - for emotional discharge, so necessary in modern tense rhythms of life [5]. Martial arts also require a person to

show strong-willed efforts in managing their actions, deeds, thoughts, and experiences. Martial arts are needed as a school that can turn the weak into the strong, the weak-willed into the strong-willed, and the coward into the brave. In martial arts classes, the foundation of health, comprehensive preparedness, will and morality of the individual is laid [6].

A complex combination of physical, athletic, technical and psychological requirements for an athlete requires long-term training in improving sports skills [7]. During martial arts classes, a person learns to consciously influence the state of his health, and achieving success in this, acquires even greater confidence in his abilities, becomes more active and cheerful, and filled with self-esteem [8].

An important place in the training system of students of Termez State University engaged in martial arts in the sports sections of the national wrestling kurash, judo and boxing is occupied by educational work. It is carried out by means of moral, volitional, mental and physical training [9].

In martial arts classes, students are instilled with such moral qualities as collectivism, sociability, friendship, discipline, accuracy, honesty, modesty, social activity, hard work, a penchant for creativity, thrift, integrity, humanism, patriotism. Athletes must certainly observe these instilled qualities in the course of classes, competitions and in everyday life. And how fully these norms of behavior are observed by martial artists depends on their strong-willed qualities. If the sense of duty wins in the internal struggle with its innate needs, then it is a strong will and vice versa [10].

The strong-willed qualities of athletes include: courage, endurance, perseverance, determination, and initiative. It should be noted that courage develops with the successful performance of exercises that cause a feeling of fear or fear, that is, connected with what danger (to lose, not to complete the task, get injured, etc.). Unsuccessful attempts can contribute to the development of cowardice [11].

Results: Overcoming the feeling of thirst, hunger, fatigue, pain, and the wrestler forms self-control. Without this strong-willed quality, it is impossible to achieve sports results. Perseverance develops by setting tasks that cannot be successfully solved on the first attempt. But at the same time, it should be noted that tasks that cannot be completed in a set period of time negatively affect the development of this quality.

In order to successfully implement the decisions made, one should learn to quickly overcome difficulties and confusing, distracting factors, primarily subjective and emotional (bias, half-heartedness, reinsurance, egocentrism, etc.), that is, to show determination [12]. If a martial artist has ready-made solutions for each situation of the duel, this indicates a sufficient degree of development of special determination. The development of determination contributes to compliance with the planned training plan, exercises with the rapid implementation of conceived techniques, tactical plans [13].

Discussion: By developing the ability to make unusual decisions in a duel, to act actively, to impose his will on an opponent, a martial artist forms initiative. Initiative is determined by the level of preparedness, the ability to think creatively. Therefore, a martial artist must study a large number of techniques, actions, and methods of protection. This will allow him to make the right decisions in various situations that may develop in a duel, to find new, unusual solutions [14].

Self-education becomes very important in the psychological training of wrestlers. First of all, you need to learn how to properly evaluate your actions, plans, intentions, see the positive and negative sides of your character, behavior, and know the degree of development of moral and volitional qualities. Self-education is helped by the advice of a coach, strict adherence to the daily routine and training regime, special exercises for the development of attention and strong-willed qualities.

Methods of varying the structure of techniques and tactics, changes in physical and psychological loads are used to improve special physical training during training of wrestlers. Complicated conditions are practiced in the classroom: performing techniques to overcome the load on the pace of movement, with a handicap, interval method, changing environmental conditions, changing partners, duels with heavy or light opponents, and the like. Simulation exercises are also widely used. They not only help to create an idea of the technique of the exercise and facilitate the process of mastering it, to ensure the adjustment of optimal coordination and structure of movements, but also provide effective coordination of motor and vegetative functions that contribute to the effective realization of functional potential in competitions.

Conclusions: Martial arts classes are positively noted for the training of students, the successful assimilation of materials and help in passing tests and exams. After graduation, there are examples of martial arts students receiving diplomas with honors, admission to graduate school. Graduates of universities who have been

engaged in sports in martial arts sections, in their further work, as a rule, are distinguished by ingenuity, thoroughness, poise, and show leadership skills.

Thus, martial arts classes contribute to the education of university students of physical, mental and moral-volitional qualities. These factors stimulate successful academic and subsequent work activities, help to lead a healthy lifestyle.

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METHODS OF ORGANIZATION OF PROJECT ACTIVITIES IN FUTURE TEACHERS ON THE BASIS OF TUTORING SKILLS

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Annotation: *Currently, the Uzbek higher school, as an institution reflecting the compliance of the results and various aspects of the pedagogical activity of an educational institution with the state educational standard, the needs and expectations of society, personality, production, is looking for answers to the challenges of modern reality. It can be argued that the content of higher education is being significantly updated; it already operates within the framework of a new paradigm that works to increase student mobility, to expand their opportunities for inclusion and involvement in educational and research networks, helps to educate individual, motivated students.*

Key words: *tutor support, educational paradigm, intellectual activity*

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One of the updates can be considered tutor support, which is increasingly being used in education. Domestic pedagogy faces the need to improve tutor support and use foreign experience at the same time. An example is English and American pedagogy with a system of personalized and personality-oriented learning that takes into account the psychological and physiological characteristics of individuals.

The study of tutor support in Great Britain is of particular interest, since there are unique historical traditions of education here, and this is what allows it to play an important role in world education for many centuries. For more than seven centuries of experience in the use of tutor support, a significant layer of ideas of tutor training has been accumulated, which represent a certain scientific and practical interest for pedagogy. And in US universities, new types of tutoring have become widespread (peer tutoring, volunteer tutoring, etc.), which is also important for this study.

The need to introduce tutor support in domestic education is connected with the processes of integration of Russia into the world educational space, with the introduction of a level-based learning system, with the development of new standards for the implementation of the ideas of the Bologna process, when a tutor can help students choose a specific direction of professionalization and contribute to the successful building of the trajectory of life at the university. The study of Russian literature has shown the lack of a comprehensive analysis of this problem, and the available studies are more fragmentary. Despite the presence of numerous scientific works by English and American teachers on the development of modern concepts of tutoring, there are not enough works in the Russian pedagogical literature that are focused on the systematic study of the experience of foreign teachers in the field of the organization of tutor support in higher educational institutions. Tutor support in the conditions of higher education has not acquired a systematic character, the main methods of the tutor's work in higher education have not been defined, and the introduction of a new type of mentoring training itself is quite chaotic. The methods of tutor support are being developed in school practice, but at the university level they have not developed into a specific system. It also becomes obvious that at the present stage, understanding the basic provisions of the Western educational paradigm is especially relevant, since it allows you to adjust the basic directions when reforming the domestic higher education system in the context of tutor support.

Tutor support technologies allow us to solve problems within the framework of continuing education, where the main thing is not only the transfer of knowledge, but also the formation of creative competencies, readiness for retraining, the ability to learn throughout life (lifelong learning), choose and update the professional path.

In accordance with the goal set in the dissertation, the solution of the following tasks is planned:

* clarify the concepts of "pedagogical support" and "tutor support" in the context of "met cognitive approach", "individualized approach", "competence approach"

* to identify and systematize the main provisions and leading trends in the historical development of tutor support in foreign and domestic higher education;

* to reveal the essence and features of the practical implementation of the institute of tutor support in domestic and foreign higher education;

* compare the experience and main trends in the implementation of tutor support in foreign and domestic higher education and identify effective ways to introduce tutor support technologies into domestic higher school practice.

The practical significance of the research is that it makes a significant contribution to the study of the problem of creating an effective system of tutor support in our country, its results allow us to make some adjustments to existing tutor training programs, as well as more effective student support, which contributes to the worldwide recognition of the quality of diplomas obtained in domestic universities. The main provisions and conclusions formulated in this paper on the tutor support system in the UK and the United States of America can be used by Russian teachers, organizers of the tutor support system, heads of universities, as well as all researchers studying foreign experience. This research can be useful for tutor organizations to create a guide to help the tutor. The results of the work are important and have practical significance at the methodological level, since methodological recommendations for the preparation of an effective tutor were developed on the basis of the materials of the dissertation. The main provisions of this dissertation research can be used in higher education in the process of teaching courses "Comparative Pedagogy", "History of Pedagogy", etc.; during pedagogical special seminars and special courses, at advanced training courses for tutors and teachers.

1. Tutor support - This is the interaction of a tutor and a tutor in order to build and implement programs for the professional and personal development of wards, adaptation in numerous innovative processes, stimulation of independent and motivated learning, development of intellectual activity, as a result of which students gain confidence in a successful professional future, trust their own judgments, become mobile and independent students, take responsibility for their own future, and also build their individual educational trajectory., which corresponds to the goals and aspirations of the tutor.

The functioning of tutor support takes place in the context of metacognitive, individualized, competence-based approaches.

2. It is advisable to consider the leading trends in the historical development of the process of tutor support in foreign and domestic higher education through a system that includes the following structural components: tutor, tutor, tutor support (types), the result of the tutor's activity. This

algorithm of activity creates opportunities for effective management of the process of tutor support in domestic education.

Pedagogical support is not just the sum of various methods of correctional and developmental work with students; it also acts as a complex technology, a special culture of support and assistance in solving problems of development, training, upbringing and socialization.

In order to determine the essence of pedagogical support, an analysis of the works of domestic teachers was carried out, which showed that the process of support is understood in a multifunctional way: as a technology, assistance, support, condition or set of measures.

The analysis of the current state of the problem has revealed the following contradictions to me:

- the established traditional forms of organization of the educational process in higher education and the need to search for new forms of personality-oriented education in the context of the introduction of a tiered education system;

- accumulated experience in the organization of tutor support of students in secondary schools and the lack of this experience in higher education;

- The need for a deep scientific understanding and generalization of the pedagogical experience and abroad and the lack of a holistic theory of tutor support in a single educational space;

- the need to expand the process of studying foreign experience of tutor support and the insufficiency of comparative pedagogical research.

In connection with the above contradictions, the actual problem of the study is to identify effective ways of tutor support for students based on the study of the theory and practice of tutor support abroad.

An analysis of the literature on the problems of tutor support has shown that the priority in developing the idea of tutor support belongs to English pedagogical thought, where tutoring originated. Foreign researchers touch upon the problem of tutor support in the course of considering a certain range of issues in the context of met cognitive, individualized, competence-based approaches.

The hypothesis of the study: the introduction of tutor support in domestic higher educational institutions is possible provided that the main provisions and leading trends of the foreign experience of tutor support of students are identified and used.

The methodological basis of the research is presented at the general scientific level by the concepts of competence-based, comparative, met cognitive, individualized approaches; continuous learning; modern psychological and pedagogical theories and concepts of tutor support, as well as the positions and ideas of domestic and foreign philosophers, psychologists, teachers, which reveal general scientific concepts about the essence of the formation of a student's personality, its development and self-development.

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CHANGES IN THE KIDNEYS IN PATIENTS WITH A PERIOD OF REHABILITATION AFTER THE DISEASE COVID-19

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Annotation: *although COVID-19 infection is a disease that is mainly accompanied by respiratory tract lesions, a few cases of the disease occurring at different levels (mild, moderate, severe), scientists have been telling. Against the background of post-covid syndrome, which develops after the disease at moderate to severe levels of Covid 19, violations of kidney functional activity and its dependence on the body's auto-immune processes are being studied until now.*

Key words: *COVID-19, reabsorption, filtration, rehabilitation, mochevina, creatinine, urea, proteinuria, acidosis, nephropathy.*

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Relevance: in December 2019, the Chinese government reported the onset of unknown pneumonia in the city of Wuhan, the province of Hubei, the etiology of which (perhaps in the seafood market) is unknown [1].

At the beginning of March 2020, the World Health Organization reported that the number of confirmed cases outside of China has increased by 13 times (37 364 patients), and the number of countries that have spread has tripled (113 countries) in 2 weeks. Thus, who announced a new coronavirus infection (COVID-19, SARS-CoV-2) as a pandemic.[2]

Kidney damage in patients with COVID-19 is a common symptom. More than 40% of hospitalized patients have animal proteinuria. Acute renal failure is common among patients who have undergone COVID-19 at a severe level, and acute renal failure in 20-40% of patients treated in the intensive care unit (intensive care unit) in the European and United States experience is one of the factors that negatively affect patient life. [3]

Various interrelated effects of SARS-CoV-2 infection increase the risk of acute kidney damage.

SARS-CoV-2 directly affects the epithelium of the renal ducts to vapodocytes, through the call of dependence on the angiotensin-converting 2 Type enzyme (APF2), the appearance of maculations in the process of mitochondrial dysfunction, acute renal canal necrosis, protein reabsorption, the collapsity of which produces lomerulopathy. [4]

In addition, there is evidence of the direct damaging effect of the virus on renal endothelial cells. The virus is indicated as a causative factor for damage to the renal endothelium of the brain and the development of kidney failure.

Another mechanism of acute renal failure is based on deregulatory immune response reactions associated with SARS-CoV-2 in this body , lymphapenia observed in patients and cytokines separation syndrome (cytokinlarboron). Oby's other findings are rabomyolysis, macrophages activity syndrome, endothelitis, and the development of microembolism against a background of hypercaogulation. [5]

Thus, it is very important to monitor kidney activity in patients with a severe degree of COVID-19. This can be very important in order to prevent violations of kidney function and to take immediate measures to control cytokine storm in patients with severe degrees of renal failure and to restore kidney function and damage. [6]

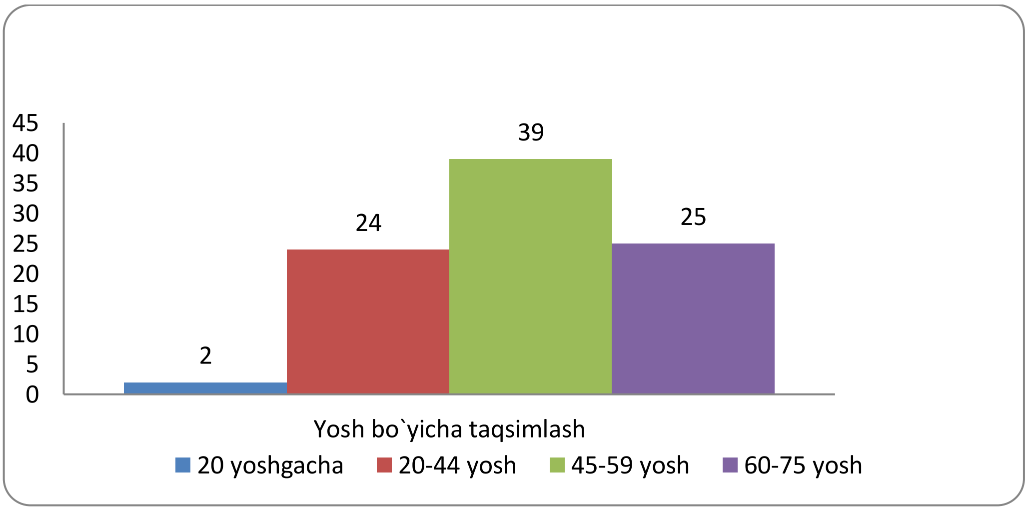
Currently, only approved patients after Covid-19 do not have dispensary control. Like other diseases with acute kidney damage, both patients after Covid - 19 should be under the control of the dispenser.

Objective: to determine changes in the functional activity of the kidneys during the period of reablition in patients undergoing Coronovirus (Covid-19) disease.

Research materials.Studies have studied the tests conducted in patients with a confirmed stage of REABLITATION, in which 90 cases of COVID-19 disease were hospitalized and outpatient treatment by the method of lobaratorio PZR.

These 90 patients will be included in the main groups. In the control group, 24 practical (relative or conditional) clinical tests are conducted in healthy people. Of the 90 patients in the main groups, women are 52 (57.8%) , men 38 (42.2%).

Our observation in major groups suggests that patients range from 18 years of age to 75 years of age. Patients age range from 20 years to 2 years (2.2%),20-44 years of age range 24 (26.7%), 45-59 years of age range 39 (43.3%), 60-75 years of age range 25(27.8%).



We study patients (90) and conditionally healthy(24) who were taken into our observation as 4 small A,B,C,D groups.

• A-group 22 (19,10%) patients who underwent coronovirus disease at a mild level.

• B-group 40 (35,10%) patients who underwent coronovirus disease at a moderately severe level.

• C-Group 28 (24,50%)patients who underwent severe coronovirus disease.

• N-controlled group 24 (21,10%) conditionally healthy people.

The main and control groups were examined to Covid-19 in the PZR method. Biochemical tests (mochevina, creatinine, uric acid, total protein content) of patients and control group blood samples were determined.

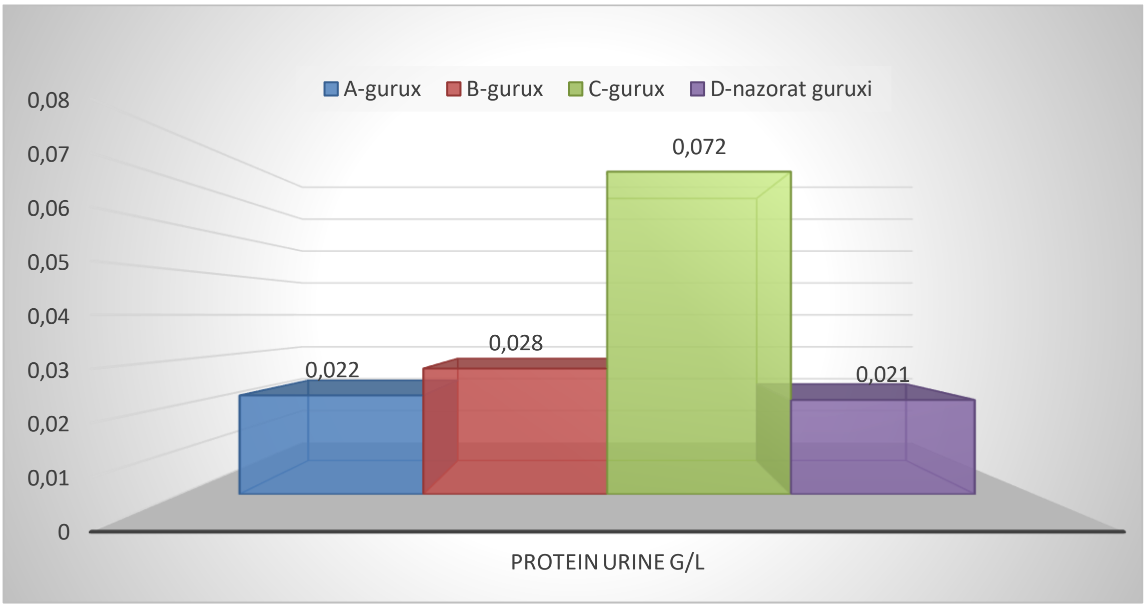
Results: Examination groups and control groups are indicators of the amount of silage taken from blood samples to the middle and the amount from the middle to the silage.

	Mochevina mmol\l	Creatine mmol/l	Uric acid mg/dl	Total Protein g/l
A-group	5,3±0,5	68,2±4,2	4,8±0,8	70±2,0
B-group	5,5±0,7	74,0±7,5	5,1±1,2	71±0,8
C-group	8,1±1,5	101,4±8,0	6,8±1,5	64±1,5
N-Group	4,8±0,6	55,7±7,5	4,5±0,8	69±2,0

The reviews of patients in the main group A and B indicate that they correspond to the reviews of healthy people in the N – control group. In 8 (28.6%) patients included in the C group , it can be seen that the tests are compatible with indicators compared to the N – Group, and in 20 (71.4%) patients the tests are higher than the indicators. Indicators show 0.8 times higher when compared to Group A tests with Group C tests, while indicators show 0.6 higher when compared to Group B tests with Group C tests.

From the results obtained, it is known that the above-mentioned changes indicate that the complication of SARS-CoV-2 infection with kidney activity is preserved in patients with severe course of the disease , in contrast to patients with mild and moderate severity, the effect of the drug on the reabsorption and filtration activity of the kidney.

A comparison of the results obtained from the main and control groups of using diagrams.



In the urine analysis conducted in patients , it is possible to see that the protein content in the urine is higher in the main A and B groups than in the main A and B groups, and in the C group patients higher than in the meyory index, respectively, according to the above blood tests.

It manifests itself in varying degrees of effect on the functional activity of the kidneys according to the severity of the course of the disease in patients with COVID-19. As the main reasons for this, the level of viremia occurring in the body, dysregulatory immune response reactions, cytokines separation syndrome (cytokines storm), hemodynamic effects of hyper coagulability syndrome. In addition, it is possible to cause a harmful effect of the virus directly on the endothelial cells of the kidney.

Conclusion: However, the conducted tests show the suitability of the proper organization of quality and proper dispensary control in order to prevent (prophylactic) the occurrence of chronic renal failure in patients after the disease.

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Problems of teacher mastery in school practice and the history of pedagogical thought

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Annotation: *This article presents the theories of Eastern and Western thinkers about teachers and students and their role in society from ancient times to the XIV century.*

Key words: *education, knowledge, upbringing, "Avesta", wise, skillful*

Date of Submission: 20-08-2021 ***Date Of Acceptance: 26-10-2021***

The profession of a teacher is called eternal and from the moment of its existence, a person has always felt the need to teach - to transfer experience to the younger generation and to learn — to master knowledge. The most knowledgeable and respected people became mentors of the youth. The importance of their work and the authority of the best teachers determined the respectful attitude to the teaching profession

In ancient Babylon, Egypt, Syria, the teachers were most often priests, in ancient Greece - the most intelligent, talented freelance citizens - pedonomists, didascals, teachers. In Central Asia - domli, mudarris. In ancient Rome, on behalf of the emperor, government officials were appointed teachers who knew the sciences well, but most importantly, traveled a lot and, consequently, saw a lot, knew the languages, culture and customs of different peoples. In the ancient Chinese chronicles that have come down to our days, it is mentioned that back in the XX century BC. there was a ministry in the country in charge of the education of the people, appointing the wisest representatives of society to the post of teacher. In the Middle Ages, as a rule, priests and monks were teachers, although in urban schools and universities they increasingly became people who received special education. Thinkers and educators of all times have emphasized the high social importance of the teacher.

The best pedagogical thoughts and experience of pedagogical activity were embodied in the book "Experiments" by M. Montaigne, and in "In the education of an orator" by M. Quintilian. Outstanding minds of past eras spoke about the need for proper upbringing of children, the need for labor education, knowledge of the goals of education, improving the skills of the teacher.

A person trusts a teacher when he is most susceptible to suggestions. The teacher forms the knowledge, skills, habits, ideals and life attitudes of the child. Even the ancient Greek philosopher Plato said that "... If a shoemaker is a bad master, the state will not suffer much from this, and citizens will only be slightly worse dressed, but if the educator of children does not perform his duties well, whole generations of ignorant and bad people will appear in the country."

The famous teacher, the head of the rhetorical school in Rome M. Quintilian (42-118 AD) in his treatise "On the education of the speaker" defined the skill of the teacher's educator by how the teacher organizes the training - without coercion, relying on the feelings of the child, skillfully using requests, then praise. Quintilian recommended that the teacher study the students, the properties of their mind and character, which makes it possible for the teacher to treat them better.

In one of the legends about the great thinker of China, Confucius, his conversation with a disciple is quoted: "This country is vast and densely populated. What does she lack, teacher?" the student addresses him. "Enrich her," the teacher replies. "But she's already rich. How can we enrich it?" - the student asks. "Teach her!" the teacher exclaims. According to Confucius: "The most difficult thing in teaching is to learn to honor the teacher. But only by honoring the mentor, you will be able to adopt his truth. And only by adopting the truth, people are able to honor science. Therefore, according to the ritual, even a teacher called to the sovereign does not bow to him - the ancients honored the teacher so highly..."

The rich experience of the upbringing of ancient Greece and Rome is interesting to study. In Greece, Socrates is considered the ancestor of pedagogy, who taught his students to conduct a dialogue, to think logically. He is the author of such a method, which is called "Socratic conversation". What is the point of such a conversation? Socrates, using the question-and-answer system, encouraged his student to consistently develop a controversial position and led him to realize the absurdity of this initial statement, and then pushed the interlocutor on the right path and led him to conclusions.

Democritus (460-370 BC) is an ancient Greek materialist philosopher, a representative of ancient democracy, an opponent of the slave-owning aristocracy: in order to prepare citizens capable of living in a democracy, it is important to take into account the "nature" of children in the process of education and prefer means of persuasion to means of coercion.

Selection of teachers and requirements for them according to the heritage of Eastern sages and thinkers. In the Avesta, the holy book of Zoroastrianism, which was the leading religion of the Central Asian peoples in ancient times, much attention is paid to education and upbringing. It says: "The most important pillar of life is education. Every young person should be brought up so, firstly, that he reads well, then writes. Rising to a high level." Even in the holy book "Avesta" the duties of teachers-mentors who taught children to read and write, the moral norms of Zarathustra were recorded. It was noted that teachers-mentors are obliged to teach children good morals, the ability to distinguish good from evil, to help in choosing the right way of life, and also praise was proclaimed for smart kind teachers who teach children to oppose evil, speak only the truth, think only about good. At the same time, the "Avesta" cursed those teachers-mentors who, due to their laziness and ignorance, irresponsibility and illiteracy, scared children away from studying.

The role of the teacher in the development of personality is great, as evidenced by the pedagogical heritage of the thinkers of the East.

The famous philosopher and thinker, the learned encyclopedist Abu Nasr Farabi (873-930) makes such a requirement for a teacher-mentor: "A teacher should not subject his students to either cruel oppression or excessive disappointment. Because excessive oppression makes the student disgusted with the teacher, if the teacher is too soft, the student despises him and even cools down from the knowledge he gives”"

Farabi's treatises offer specific methods of educating virtue by means of cognition. He divided them into "soft" and "hard". If the students themselves show a desire to master the sciences, strive for work and good deeds, then in this case "soft" methods of education are appropriate, helping to strengthen these aspirations. If the wards are malicious, self-willed, lazy, it is possible to apply "harsh methods" to them, i.e. coercion. At the same time, the use of such methods should be determined by the level of morality of the educator himself. Educational activity, therefore, requires extensive knowledge and high moral qualities of the educator in combination with the observation and experience of the students themselves.

The great scientist Abu Reyhan Biruni (970-1048) long before Jan Amos Komensky spoke about clarity and consistency in teaching, about the development of cognitive interests in teaching. The acquisition of knowledge, in his opinion, occurs primarily through experience and observation. Biruni created a treatise called "Tafkim", meaning "instruction in the rudiments of astrology." This work served as a kind of integrative course in mathematics, astronomy and geography and was intended for the initial acquisition of knowledge about the world. It was for a long time one of the most popular textbooks, which gave the student the opportunity to choose from several options at his discretion or to give a free answer to the question posed.

The great scientist Ibn Sina (980-1037), who was called the "King of Sciences" at the time, paid more attention to the role of the teacher in the education and training of young people. He formulates a number of requirements for the teacher 's personality:

1) teachers need to be moderate in their treatment of children;
2) the teacher should pay special attention to how the student implements his teaching;
3) in the learning process, the teacher should apply a variety of methods and forms of work with children;
4) the teacher should take into account the individual characteristics of each child and interest him in his studies.

The scientist demanded from the teacher that his thoughts be accessible to all listeners. Every word had to be accompanied by facial expressions and gestures, because teaching with such techniques, the scientist says, is more intelligible, causes an emotional response in children.

In the work of Yusuf Khos Khozhib "Kutadgu bilig" (XI century) e discusses the problems of the individual and society, as well as the responsibility of mentors in education. A major thinker of the East, Yusuf Khos Khozhib, says that people responsible for education should be educated and fair, because these qualities form the basis of a fair democratic state. For example, about educated people, he says this: "A real educated person is a pillar of truth. If there were no wise men in the world, the earth would not be fertile. Their knowledge is a torch illuminating the path of the people. With a sweet word, give strength to the sages and satisfy their material needs"

Muslihiddin Saadi (1184-1291) about the teacher - in education, the determining role belongs to the school and the teacher. Describes two types of teacher - evil (authoritarian) and kind (democratic). The first one was harsh, inhuman, tortured innocent children, did not allow them to fool around and express their thoughts, suppressed independence and will. Another teacher is kind, noble, softhearted; he speaks very little, but he knows how to listen to children, never offends them. But a teacher should not indulge children in everything, demand from them a serious attitude to learning.

Ulugbek's pedagogical ideas are closely connected with his practical activity as a scientist. He advocated the versatility of personality development, believed in the limitless possibilities of the mind. Developing the ideas of the importance of education in a person's life, Ulugbek emphasized the importance of training and mentoring in it, but mentoring wise, skillful.

In the Republic of Uzbekistan, the implementation of the construction of a democratic rule of law state and an open civil society, ensuring the observance of human rights and freedoms, the spiritual renewal of society, the formation of a socially oriented market economy continues. At present, as in all spheres of the republic, serious reforms are being carried out in the field of education.

Prosperity, social, economic and political stability of any society depends on the development of the intellectual and moral potential of its citizens at a high level, that is, the formation of a comprehensively developed personality. The formation of a comprehensively developed personality, the possession of a worthy profession is an invaluable force that contributes not only to the development, but also to the strengthening of society.

Based on the rich intellectual heritage of the people and universal values, new achievements of modern culture, economy, science and technology of training personnel with excellent training on the basis of education have become one of the important conditions for the development of the Republic of Uzbekistan. The Law "On Education" adopted in our country (2020) inspires optimism about the present and future of the education system. The law "On Education" provides for the formation of a fully developed personality of a citizen through the education system, which occupies a special place in higher education.

In his speech at the conference "Ensuring social stability, preserving the purity of our sacred religion - the demand of time" on June 15 in Tashkent, the President of our country Shavkat Mirziyoyev emphasized the role of educating the younger generation: "Another important issue that has always been in our minds is morality, behavior, in a word, the worldview of our youth. Today, times are changing rapidly. Most of all, these changes are felt by young people. But at the same time, don't forget your identity. Most of all, these changes are felt by young people. May the call of who we are and what generation of great beings we are always resonate in their hearts and encourage them to remain true to themselves. How do we achieve this? Through education, upbringing and only at the expense of education".

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METAPHORIZATION OF TERMS IN POETRY

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Annotation: *The article discusses stylistic features related to use figurative meaning of terms in poetry. Particularly, the metaphorical meaning of terms in poetry is analyzed.*

Key words: *lexical system development, terminosystem, terminology, style, poetic actualization, metaphorization in terms*

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The vocabulary of the Uzbek language has been enriched over the centuries inextricably linked with the material and spiritual history of the people from ancient times. It reflects the notions of words and terms related to the social life, lifestyle, profession, political views, traditions, customs and others' of the people, develops and refines the lexical layer and terminological systems being filled which are an integral part of it.

The system of terms is a unique language of each science and this system develops, enriches and improves with the development of science with science education. Terminological systems emerge and develop in a holistic language system in accordance with its general laws.

There is no insurmountable boundary between a term and a word, in addition, there is no significant difference in "form or content".

It is no exaggeration to say that the problem of the term and its methodological features, the study of poetic actualization in the literary text is becoming one of the most important areas of linguistics. Special attention is paid to the study of the functional-methodological and artistic-aesthetic nature of linguistic units in the text, as well as their connection with the outlook, national thinking and psyche of certain members of linguistic culture.

The problem of examining the linguocultural significance of terminology in terms of anthropocentric approach has not yet been resolved. n Terms are linguistically relevant in a literary text and can be used as analogies, epithets, and metaphorical migrations. Metaphors in the structure of artistic speech also occur as a result of certain linguistic laws.

The use of a previously existing name in a language to express a new meaning not only serves the function of nomination, but also serves to influence (expressively) the listener, expanding the possibilities of expression of the language. One such migration is metaphor.

The metaphor is a multifaceted and complex migration and the existence of its "anthropomorphic, zoomorphic, phytomorphic, cosmomorphic, abiomorphic, anthropocentric" species is enumerated by some researchers". Metaphor applies in all styles of speech, in all language units. In particular, it is possible to observe the expression of metaphorical meaning in terminosystems.

Metaphor is important not only in identifying similarities in the external world, but also in scientific knowledge. That is why H. Ortega-i-Gasset highly appreciates metaphor as a necessary and important means of thinking, scientific knowledge. He notes that the application of the metaphor in the second case is based more on the expression of mental concepts, that it is to say difficult not only to name mental objects, but also to imagine them, that is, that such objects do not have a certain dimension." In such a case, the ambiguity of the metaphorical dimension is implied in abstract things. For example, in compounds such as (g'amning ignasi) the needle of grief, (umr kosasi) the cup of life, it is difficult to clearly imagine the basis, the object of migration, that is to say, the concept that represents the portable meaning.

The analysis of this example shows that by using the word in a metaphorical sense, one's ability to imagine is expanded. In this process, the important cognitive role and place of metaphor in cognition is revealed. So, at the same time, it is possible to be convinced that metaphor is not only a means of naming and expression, but also an important tool of thinking.

The terminological system is a set of language units that can be used in texts specific to all speech styles. Although it is stated in all scientific sources that the terms are mainly lexical units expressing a concept, limited within the framework of the scientific method, the research work carried out in the field of linguistics in recent years, in particular, the work on the study of functional-methodological, semantic features of terminosystems, as well as research in the field of terminology, shows that terms, like other lexical-semantic groups, have specific, important aspects that need to be studied. By texts, material and spiritual life is covered in a variety of social, cultural, general and personal, artistic or scientific ways. In this sense, it is recognized that they are specific to different styles of speech. In this sense, it is recognized that they are specific to different styles of speech. Terms that are generally considered to be unambiguous also have the property of being used in various texts in both ordinary and occasional meanings. The meaning of any word can be fully understood in the context of the text, in relation to other words. In particular, the literary text is more important than other types of text in that it reflects different emotional, expressive, semantic, methodological, functional features of language units. Furthermore, this situation is further exaggerated in poetic texts. The artistic-aesthetic, semantic, methodological, communicative function of the terms used in the figurative meaning as a lexical unit in poetic texts can be fully appreciated only in a certain textual environment.

This means that the terms can be used in different texts, in figurative meanings. From this point of view, it can be said that the terms can participate in the poetic text as an important means in the expression of expressiveness, emotionality. This can also be seen through the following poetic texts.

Масалан:
Қўрқувнинг кўзи катта,
Юраги кичик бўлур,
Қўрқув зўр келган юртда
Арслонлар кучук бўлур.(Э.Воҳ.)

(The eye of frightening is big, its heart is little.If there is any fear in the country, the courage people will lose their power)

In this verse, the terms eye and heart in the field of medicine are used in a metaphorical meaning. This meaning has been referred to as an abstract object, that is, an eye-like, heart-like concept. There is a saying among our people that a cowardly hand is brave.

The poet may have succeeded in expressing this original metaphorical meaning by making an analogy to this article. We also see that the terms used in the second byte to describe the names of a lion and a puppy are also used in a figurative sense, not in their own sense. It is a figurative satirical move. A poetic metaphor with a strong expressive color.

Менга айтинг-чи? Баҳорнинг эгаси ким?...

Бойчечакнинг бошлиғи, бинафшанинг хўжайини-чи?...

(Tell me who is the owner of the spring, the head of the daisy and the master of the violet)

Осмоннинг охири эса, ялпизнинг елкасида.

Бир елкасида. Унинг бошқа елкаси тўла

соғингч, мурувват, муҳаббат... (М.Юсуф)

(The end of the sky which is on the shoulder of mint. It in on the first side. The other side is full of miss, grace, love….)

In the example above, the terms chief, possessor, master, shoulder (mint) have acquired an original metaphorical meaning and they have been used to refer to abstract object names. It is considered to be an expressive and poetic metaphor. These terms are also widely used in the vernacular to describe metaphorical meanings that have a negative connotation. (Shoulder - how much money is the boss, boss - don't be my boss, boss - now you're the boss, not the boss.)

Хотиралар соясида яшайсан, аммо

Чинакам бахт, ҳаловатдан бўлиб мосуво?! (А.Орипов)

(You live in the shadow of the memory, but you are living without true happiness)

In a given byte, the term shadow is used in a figurative sense. It is an artistic, expressive, original metaphor. The term shadow is also widely used in our language as a component of figurative metaphorical expressions that have a negative connotation. For example, to greet the shadow, to put a blanket in the shadow // to lay // to write.

Эзгу, латиф ҳислар бўлмасин таҳқир,

Булбулни бойқушга топширманг зинҳор.

Худбин ва дилозор кимсанинг ахир

Оғзи қон йиртқичдан қандай фарқи бор. (А.Орипов.)

(No insults, no subtle feelings,

Please do not hand over the nightingale to the owl.

After all, someone who is selfish and greedy

What is the difference between a blood predator in the mouth)

In the example above, the terms nightingale and owl form a zomorphic metaphor, which has a figurative meaning. These terms are also traditional metaphors that are widely used in language. In the vernacular, there is a combination of handing a sheep to a wolf, which can be somewhat analogous to this content.

The skillfully used of metaphor in a novel depends on the writer's artistic thinking and aesthetic taste. In this sense, metaphor is valued as one of the main means of ensuring the artistry of a work.

As we have seen in the above examples, it is possible to apply the same rules in other lexical units in terms whose usage is limited to a particular style. That's to say, terms are used in different texts which have specific imagery, expressiveness, emotionality and stylistic color.

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Treasury System and Organization of its Activities in Uzbekistan

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Abstract: *This article analyzes the introduction of the treasury system in our country and the achievements made as a result. Based on the results of the analysis, the prospects for further development of the system are given.*

Key words: *Treasury, budget, funds, financial structure, financial and tax system, expenditure, bank.*

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Introduction

The introduction of the treasury system in our country is one of the reforms aimed at improving the budget parameters. Today, the need to further improve this area makes it important to improve the organizational and legal system of the treasury, to study the directions of its development.

As the President of the Republic of Uzbekistan IA Karimov noted, "Development and strengthening of the Institute of the Treasury, aimed at the implementation of the state budget, will significantly increase the efficiency of the use of budget funds. In this regard, it is necessary to strengthen the material and technical base of the newly established Treasury Structure under the Ministry of Finance at all levels, provide it with qualified personnel, further improve the mechanism of financing budget organizations in the field of public education and health. "We need to do a lot of work."

As a result of the introduction of the treasury system, the state budget will be executed with a surplus in recent years. In particular, in 2018, the state budget was executed with a surplus of 0.2% of GDP, while the tax burden was reduced from 20.5% to 20.0% and the income tax rate was reduced from 9% to 8%. The full and consistent implementation of the economic policy developed by our government, the identification of important priority sectors of the economy and the mobilization of opportunities for their development play an important role in this.

Nevertheless, in order to make the treasury system more efficient and improve, it is necessary to carry out practical work in the following areas:

- Further improvement of the regulatory framework for the effective functioning of the Treasury system in the Republic;
- Increasing the number of economists and scientific literature in the field of treasury in our country;

- Improving the experience, knowledge and skills of treasury staff in the field;
- We can raise the level of use of modern information technologies, communication systems and a number of other problems in all regions of the country.

The treasury system is a young financial institution, but it has a very high level of development. The tasks and functions assigned to the treasury in the management of the state budget are improving year by year. The Treasury Institute allows for the proper planning and execution of budget revenues and expenditures.

The main thing is to form the forecast data for the preparation of the project for next year. Execution of the state budget is important in determining the stability of revenues and expenditures of the state budget, the success of economic reforms in the regions of the country. To date, many changes have taken place in the execution of the state budget. In 2010-2018, the country has developed in the following areas:

- regulation of state budget revenues in the budget system;
- calculation of local taxes and fees, taxable and non-taxable income of the republic;
- cash execution of state and local budgets;
- Step-by-step financing of lower budgets is prohibited;
- control over the targeted use of budget funds has been strengthened;
- Local budget execution report preparation time reduced and quality improved.

While there is a need to address pressing issues in the field of treasury execution, the activities of the treasury bodies are showing their positive aspects in the state budget reforms. The development and improvement of the "internal control" service, aimed at monitoring the correct implementation of the established procedure for the execution of the state budget, will significantly increase the efficiency of the use of budget funds.

In this regard, it is important to carry out large-scale work, such as strengthening the material and technical base of the internal control departments of the treasury at all levels, providing it with qualified personnel. According to the strategy of public finance management reform of the Ministry of Finance of the Republic of Uzbekistan, the ultimate goal is to improve control over the public financial management system in accordance with the concept of development of the internal control system in the Treasury of the Ministry of Finance.

Method

The process of economic liberalization and deepening reforms in the Republic of Uzbekistan also requires constant improvement of the financial and tax system. Tax policy as an important direction of financial system reform is becoming more important than ever in regulating the economy and ensuring its stability. Our President I.A. As Karimov noted, "in the transition to a market economy, taxes will remain the most important governing factor in the implementation of economic policy."

The main directions of the state policy on tax reform can be as follows:

- Establish a stable tax system that ensures the uniformity, consistency and consistency of taxes and non-tax payments during the fiscal year;
- Reducing the number of taxes by eliminating and enlarging targeted taxes that do not generate enough revenue;
- Consolidation of extra-budgetary funds of the state to the state budget, while maintaining the normative procedure for the targeted use of funds and the formation of the revenue side of the budget;
- Reducing the tax burden on producers, contractors and service providers and avoiding double taxation on the basis of a clear definition of the introduction of a mechanism that simultaneously increases the level of tax collection;

Another key goal in improving tax policy is to reduce the tax burden, develop production by reducing the tax burden on enterprises and ensure a quantitatively stable growth rate of tax payments. status will need to be determined. Determining the tax burden is complicated by a number of factors. In general, the tax burden can be defined as the share of taxes and fees in the income of each legal entity or individual. However, this concept does not have a clear meaning, because when we say income, we mean different quantitative indicators.

It should be noted that in many countries, especially in developing countries, including our country, in most cases, the amount of public spending determines the tax burden.

Internal control and audit in the field of public financial management in accordance with international standards is considered a necessary tool for achieving a developed society. It is necessary to control the use of centralized budget funds for the intended purpose, to improve the control over the expenditures on investments and capital investments in the execution of local budgets. It also requires the use of budget funds allocated for socio-cultural activities, a clear list on the basis of the program, simplification of the mechanism of financing of budget recipients, ensuring strong financial control over the use of budget funds.

Another important issue for further improvement of the Treasury system of the Republic of Uzbekistan is the public procurement system. The following elements are effective ways to improve the public procurement management system:

- coordination of public procurement policy to the objectives of economic policy of the state;

Monitoring Implementation of monitoring and evaluation of the current policy in the field of public procurement.

One of the important strategic issues in improving the public procurement system is to reduce public procurement planning. The principle of public procurement planning should be assessed as increasing the efficiency and economy of the use of budget funds. In order to further improve the functioning of the treasury system in the country, it is necessary to conduct regular monitoring of the Single Treasury Account of the Treasury. In order to improve the treasury in the current budget practice and the effective management of the state's financial resources, along with the improvement of forecasting and cash planning of the state budget, the mechanism of managing operations in the Single Treasury Account of the Treasury improvement is needed. The development and strengthening of the institution of the Treasury, aimed at the implementation of the state budget, will significantly increase the efficiency of the use of budget funds. In order to properly and effectively organize the procurement of budget organizations, it is necessary to take a comprehensive approach to the procurement of products (works, services).

At the stage of development of the national economy, we need to create the most optimal mechanism for the rational use of extra-budgetary funds. Therefore, it is important to take measures to improve the functioning of the state trust funds in the state budget in the future. A number of developed countries are adopting a new "targeted program planning" or "performance-oriented budgeting" approach to more efficient budgeting. One of the key areas of budget reform is the introduction of performance-oriented budgeting. Productivity-oriented budgeting (NYB) is about increasing the transparency, control and efficiency of the allocation and use of financial resources. In this case, limited financial resources are allocated according to the achievement of a specific goal in society and in accordance with the priorities of state budget policy. When we use performance-oriented budgeting, the budget for individual items of expenditure shifts to the implementation of targeted socio-economic indicators in the execution of the treasury.

In the program-targeted approach, planning is based on long-term assessments, and the allocation of budget expenditures is based on goals and programs. In this case, the budget is developed not only using "traditional" types of cost classification, but also for specific programs. The cost of each event under the program is shown separately. They reflect the status of the facility or service being funded under the program and the status that is planned to be achieved at the end of the program.

The NYB style allows you to solve the following tasks in the treasury:

- provision of services in accordance with the needs of the population;
- determine not only the cost but also the social efficiency;
- increase the validity and transparency of budget expenditures;

- Allocation of resources according to the budget classification by strategic goals, not by types of expenditures.

Conclusion

It is necessary to develop specific recommendations and proposals on budget classification so that the theoretical developments and practical bases for improving the management of the State Budget of the Republic of Uzbekistan, systematizing the budget process, improving the budget classification do not lag significantly behind modern requirements. In the context of modernization of the economy, the effective management of budgetary processes in ensuring the financial security of the state becomes more complex.

This requires the management of budget funds and the need to improve the mechanism of their distribution between the links of the budget system. The problem of effective management of budget execution in ensuring the financial security of the state remains relevant. Among the measures taken in the country are the strengthening of the banking, finance, budget and treasury systems. In this context, the effective use of the state budget will have a positive impact on the development of the national economy, as well as ensure socio-economic stability within the country.

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Methodology of Application of Innovative Educational Technologies from Astronomy to Laboratory Activities

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Abstract: *Innovation in Uzbekistan was one of the first to enter the education system after independence as follows: The Legislative Chamber on Innovative Activities for the Development of the Education System was adopted on April 7, 2020, approved by the Senate on June 19, 2020, and is widely used today. This Law, the Law "On Science and Scientific Activity" is aimed at ensuring freedom of scientific creation and information.*

Key words: *Sky sphere, innovation, technology, education, SWOT, learning process, independent work.*

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Basic concepts of science and research, the Cabinet of Ministers of the Republic of Uzbekistan, the Ministry of Innovative Development of the Republic of Uzbekistan, the Academy of Sciences of the Republic of Uzbekistan, the higher education system, as well as ministries, departments and organizations subordinate to scientific organizations. The powers of local authorities in the field of science and scientific activity are being strengthened.

In addition, the law defines the scope of subjects of scientific activity, their rights and obligations, the procedure for conducting scientific activities in higher education institutions. The following basic concepts are used in the law:

- Innovation – a new development that is included in the civil circulation or used for personal needs, the application of which in practice provides a large socio-economic effect;
- Innovative infrastructure – a set of enterprises, organizations, institutions, associations of any form of ownership, providing innovative activities in material, technical, financial, organizational and methodological, informational, advisory and other terms;
- Innovative project – a set of measures for the creation of new developments, providing deadlines, executors, sources of funding and the formation of appropriate infrastructure;
- Innovative activity – the organization of new developments, as well as activities to ensure their implementation and implementation in the field of production;
- The state order for creation of innovations – the task for implementation of the innovative project at the expense of means of the State budget of the Republic of Uzbekistan and other sources which are not forbidden by the legislation;

- technology transfer – a set of measures aimed at the transfer of new development from the field of its production (production) to the field of practical application;
- new development – the result of intellectual activity (new or perfect technology of production, administrative, commercial or other nature, which has new features in relation to the results of similar intellectual activity, can be applied in practice and achieve great socio-economic benefits when used in practice, service and organizational and technical solution).

One of the first innovations to enter the higher education system can be seen in the following:

1. The introduction of innovation into the education system is observed in the content of education, teaching methods, forms of teaching, types and means of teaching as follows:

- Innovation in the content of education in the introduction of non-traditional and distance learning;
- the introduction of innovative interactive methods in the teaching process;
- The use of non-standard and virtual forms of lesson organization;
- in problem-based, heuristic, hierarchical, integrated, interactive, informal types of education.

Application of innovative educational technologies in the educational process are:

- Orientation of the educational process to the student's personality, ensuring their perfection as an individual, increasing the effectiveness of the acquisition of knowledge, skills and competencies standardized by the STS;
- Improving the effectiveness of professional and pedagogical training of teachers, especially methodological training and preparation for innovative pedagogical activities;
- Realization of didactic goals, such as understanding the role of innovative technologies in future pedagogical activity, creating the basis for the acquisition of methodological knowledge, skills and abilities necessary for their use by making the active participation of future teachers in lessons based on innovative educational technologies.

The use of innovative educational technologies in the educational process sets the following tasks:

1. To study the need for the introduction of innovative educational technologies in the educational process of educational institutions.
2. Study of advanced foreign experience in modern educational technologies and selection of optimal technologies.
3. Establish the necessary conditions for the introduction of innovative educational technologies in the educational process.
4. Analysis of the state of application and use of innovative types and forms of educational technologies in the educational process, based on the nature of science.

One of the main tasks of teachers is to highlight the effective ways of introducing innovative educational technologies in the educational process of the educational institution and the development of appropriate methodological recommendations. At the same time, the use of innovative educational technologies provides interdisciplinary communication, qualitatively complements the content of education, improves the methodological training of future teachers and increases the effectiveness of the educational process, while organizing their methodological training at the level of modern requirements. [1; p.102, 2; p.38, 3; p.20, 4; p.15].

The use of innovative educational technologies encourages students to work and research independently, realizes initiative, ensures continuous work of the professor and leads to the renewal of their activities. The following are examples of physics lessons with the introduction of innovative educational technologies:

Below we present the application of the “Cube” method, which is applied step by step in the learning process. This method gives good results if used during lesson reinforcement.

Step 1. Once the topic is covered, an understanding of the topic is formed. It is suggested to write the formed concept (size, instrument, unit of measure) as follows:

Describe, Compare, Compare, Analyze, Use, State the pros and cons.

Step 2. For example, after the topic of “Heavenly Sphere,” students write as follows.

1. Celestial sphere, 2. Infinite, Diurnal motion, 3. Circle, Latitude, Geographic longitude., 4. Deviation., Straight output 5. Equatorial coordinate system, 6. Horizontal coordinate system, 7. Dream line, Universe axis, 8. Ecliptic, celestial meridian, celestial equator.

Step 3. The main point of the celestial sphere, a straight line, is introduced by its circles.

Information is given about the equatorial coordinate system and the catalysts that characterize the horizontal coordinate system.

Thus, in the process of learning, students can work independently, think freely and get a lot of additional information on the topic of “Sky Sphere”.

Innovative educational technologies can be used to teach students to organize the sequence of actions correctly, to think logically, to choose different ideas based on the science being studied, from the data. For example, the use of the method of “Blis-questionnaire” (quick survey) gives good results in strengthening the topic in the learning process. We apply this to the “Sky Sphere” above. Questions according to this method are asked by the teacher. The answers to the given questions can be returned in a modern, group, pair and individual way [1; p.102].

The teacher gives each student a handout and asks prospective teachers to study it carefully. The teacher then explains the content of the handout and the task to be performed, i.e. asks them to determine the given sequence of forces based on the sequence of the physics sections and include them in Table 1.1:

Sequence of evaluation of prospective teachers on a 10-point scale

Table 1.1

Group prices	**Group error**	**The correct answer**	**Alone error**	**Alone error**	**Sequence of actions**
1	+	1	+	1	The celestial sphere
2	+	2	+	2	Horizontal coordinate system
4	-	5	-	4	Equatorial coordinate system
3	+	3	+	3	Deviation
5	-	4	-	5	Exit correctly
6	+	6	+	6	Ecliptic

Rating: 4-5 correct complete answers – excellent;

2-3 correct incomplete answers – good;

5-6 Uncertain Responses – Satisfactory.

The use of the SWOT-analytical method of innovative education allows a future teacher to analyze the knowledge acquired in a particular section or topic of astronomy, which allows to obtain high results. We use this method to analyze the knowledge gained on the topic “Sky Sphere”:

The results of the SWOT-analysis of the knowledge of future teachers on the topic “Sky Sphere” are given in Table 1.2 below.

The effectiveness of the SWOT-analysis method.

Table 1.2

S - (strength) - strengths	**W- (weakness) -** weaknesses
- Mathematical construction of the daily movement of lights; - a hypothetical sphere with a random radius passing through the point of observation of the center;	- inability to use the celestial sphere for any situation.
O - (opportynity) - options	**T - (threat) -** threat
- use in the study of the starry sky; - Distinguish between geographical and equatorial coordinate systems, etc.	- inability to manage natural disasters;

The introduction of the "Written Debate" method in the assessment of future teachers' knowledge in the learning process allows prospective teachers to plan conversations with their peers in the classroom on topics of public concern. This method helps to create conditions for future teachers to deepen their knowledge in the given topic, to form a culture of discussion and to develop the ability to justify their opinions.

Using this method, the professor will be able to quickly and fairly assess future physics teachers. The method of written discussions allows such dialogues to be conducted in writing with the participation of all students in the classroom. The evaluated future teacher fills in the answer and its proof on the basis of the following table, which we will consider on the basis of the topic "Sky Sphere":

Discussion topic: The celestial sphere.

Answer: Mathematical construction of the daily motion of lamps;

Proof: The time taken for the Earth to revolve around its own axis is a day.

The rotation of any celestial body around a central celestial body is equal to a year.

Answer: A hypothetical sphere whose radius passes through a point where the center observer is arbitrarily chosen.

Proof: The lights are at different distances from us and are in constant motion.

Thus, in the education system, the teacher chooses the right educational technology according to the nature of physics and the form of training, the possibilities of its application. should also be enriched. That is, innovative educational technology and its application to education will ensure that future teachers have the knowledge, skills and competencies.

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Ways to Increase Budget Revenues

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Abstract: *The significance of this scientific work is that the studied and analyzed materials, opinions, conclusions and recommendations are given in the issues of improving the tax revenues of the state budget in the context of economic diversification and can be used in practice.*

Key words: *tax-budget, economic growth, investment, tax rates, income, funds, savings..*

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Introduction

Today, in the process of modernizing the country and building a civil society, it is planned to build a democratic state based on the rule of law. holds. This, in turn, means that local budgets will increase the importance of local taxes and levies, which are the main source of financial resources.

Strict adherence to fiscal policy, fulfillment of social obligations of the state, financing of salaries, pensions, benefits and stipends, financing of large investment projects and strengthening of the country's defense capabilities - these are the most important tasks.

Our most important priority is to further strengthen macroeconomic stability and maintain high rates of economic growth, including ensuring that the state budget is balanced at all levels, the national currency and the price level in the domestic market are stable.

In this regard, we can only talk about the budget surplus and it is necessary. This is a strategic task that requires unconditional fulfillment, not discussion.

Since the main source of replenishment of the state treasury with financial resources is taxes, it is the amount of money needed to carry out the important social, economic, spiritual, educational and many other tasks facing our society. should be provided. Taxes are one of the main elements that complement the state budget. Therefore, taxes should be considered as a source of revenue for the state budget to support the accumulation of funds necessary for the solution of national tasks.

Taxes in the tax system can be grouped in different ways depending on the nature, subject, object, economic nature, what budget is levied, and so on. The main purpose of this is to fully understand the nature of taxes and an objective analysis of the mechanism of their implementation. Proper taxes established in the process of liberalization of market relations in our country are related to the regulation of the economy in accordance with its functions, stimulating its development, ensuring a free and prosperous life of citizens and directing it from a democratic state to civil society. it must also perform a number of important functions. Like any tax, direct taxes have a direct and indirect effect on the economic development of a society.

There are also cases where direct taxes have an indirect effect on taxpayers and the national economy through them, including encouraging or regulating the attraction of foreign investment into the national economy and reinvestment by domestic producers; Influence on the cost of goods (services, works) produced by taxpayers, ie the addition of excess costs to the tax base, deduction of certain types of costs included in the cost of tax products from the total income.the activities of the subjects are encouraged and sorted out as necessary.

The direct effect of direct taxes on economic development is mainly to change tax rates, i.e. to reduce them or increase them depending on the economic situation;

- increase or decrease the number or size of taxable items by influencing the size of the object of direct taxes;
- complicate or simplify the basis (criteria) for determining tax benefits for direct taxes, increase or decrease the number of tax benefits;
- The unification of tax types with the same object and the simplification of taxation methods have a direct positive or negative impact on the activities of taxpayers, as well as the volume of tax revenues.

Method

Ease of regulating the activities of market participants From the changing traditions of economic policy in Uzbekistan, it can be seen that it is carried out in four main areas:

- tax regulation aimed at the development of priority economic activities;
- tax regulation aimed at the development of priority sectors and industries of the economy;
- tax regulation of social significance;
- tax regulation of income of individuals and legal entities.

Revenues of the state budget can be classified according to their sources, socio-economic nature, form of ownership, type of taxes and payments, form of receipt of funds and methods of their collection in the budget.

The structure of tax revenues of the budget consists of state taxes and levies, local taxes and levies, customs duties, customs duties and other customs payments, state duties, fines and penalties in accordance with the tax legislation of the country. Tax-free income includes:

- income from the use of state property (after taxes and fees paid in accordance with the legislation on taxes and fees);
- Revenues from paid services provided by budget organizations (after taxes and fees paid in accordance with the legislation on taxes and fees);
- Funds received as a result of the application of civil, administrative and criminal measures, including fines, confiscations, compensation and compensation for damages to state entities, as well as compulsory recovery other funds; income in the form of financial assistance (except for budget loans and budget loans);
- other tax-free income.

The following types of revenues can also be included in the budget revenues:

- rent or other funds received as a result of the temporary use of state property;
- Funds received in the form of interest on the balance of budget funds in the accounts of credit institutions;
- proceeds from the pledge or trust management of state-owned property;

- Fees for the use of budget funds transferred to other budgets, foreign countries or other legal entities on the basis of refunds and fees;
- Income in the form of profits corresponding to the share of the charter capital or dividends on shares of state-owned companies;
- part of the profits of state unitary enterprises (after taxes and fees paid in accordance with the legislation on taxes and fees);
- Other income provided by law as a result of the use of state-owned property.

State budget revenues are divided into the following groups according to their sources:

- taxable income;
- tax-free income;
- Non-refundable (non-refundable) remittances.

Revenues of entities can be obtained at the disposal of the state budget using two methods:

- tax methods;
- Faulty methods.

Tax methods are characterized by the collection of funds in favor of the state budget in clearly defined amounts and in predetermined periods. The collection of taxes depends on the distribution and redistribution of the country's gross domestic product and national income. With their help, part of the funds belonging to businesses and the population will be transferred to the state. Taxes include value added tax, excises, income (profit) tax, land tax, property tax and other taxes.

One of the sources of replenishment of the revenue side of the budget is subsidies, subventions and grants from the budget, which are at another level in the budget system, or financial assistance in other forms of non-refundable and non-refundable funds. Such financial assistance should be reflected in the budget revenues of the recipient. Non-refundable or non-refundable transfers from individuals and legal entities, international organizations and governments of foreign countries are also included in such budget revenues.

In current practice, state budget revenues are classified as follows:

1. Direct taxes.
2. Indirect taxes.
3. Resource fees and property tax.
4. Excess profit tax.
5. Tax for landscaping and development of social infrastructure.
6. Other income.

The efficiency of the state budget revenue system used in the national economy depends on the organization of budget revenues.

This includes:

- legal registration of budget revenues (taxes, fees, duties; - deductions, etc.);
- Procedure for determining the amount and timing of receipts;
- The order of transfer of income (payments) to the budget;
- accounting of income payers to the budget;
- responsibility of those who pay revenues to the budget;
- A system of measures aimed at ensuring the timely and complete transfer of revenues to the budget;
- The rights and obligations of the tax authorities in the collection of revenues to the budget

Budget revenues represent the economic relations that arise between the state and enterprises, associations, organizations and citizens in the process of forming the country's budget fund. These economic relations take the form of various payments to the budget by enterprises, organizations and the population, the material expression of which is the money transferred to the budget. The function of revenue is to cover budget expenditures. However, it is necessary to find such forms of financial relations with business entities, so that the methods of budget revenues serve to increase labor productivity, rational use of total resources, increase revenues. In order to formulate and develop production in the country, ensure the integrity of fiscal policy, regulate the budget deficit, it is necessary to properly develop and implement a mechanism for managing public revenues, especially through taxes, the economy. will be.

Ensuring the continuity of state budget revenues will allow to spend enough for the development of various sectors of the economy and improve the welfare of the population. If the budget is not met, there will be inconsistencies in the budget. This undermines the integrity of fiscal policy and leads to disproportionate revenues and expenditures. The impact of government fiscal policy on economic development and living standards needs to be coordinated. Because the budget represents not only the centralization, accumulation and accumulation of funds, but also the rational use of accumulated financial resources. If we look at the change in the share of state budget expenditures in GDP over the years, we can see that during this period there have been significant changes in the structure of budget expenditures. The main directions of the state policy on tax reform can be as follows:

- Establish a stable tax system that ensures the uniformity, consistency and consistency of taxes and non-tax payments during the fiscal year;
- Reducing the number of taxes by eliminating and enlarging targeted taxes that do not generate enough revenue;
- Consolidation of extra-budgetary funds of the state to the state budget, while maintaining the normative procedure for the targeted use of funds and the formation of the revenue side of the budget;
- To reduce the tax burden on producers, contractors and service providers and to avoid double taxation on the basis of a clear definition of the introduction of a mechanism that simultaneously increases the level of tax collection

Conclusion

Reforming the budget system in Uzbekistan will significantly increase the qualification requirements for staff involved in budgeting. This is determined by the need to correctly determine the optimal results of government agencies, to develop programs to achieve results, to analyze and compare alternative programs, to monitor their performance. the requirements for delivery will also increase. The reform envisages significant changes in infrastructure and restructuring of the budget network. Implementation of the reform can increase the willingness of the population to more actively influence the budget policy and budget structure. In the process of reform, there is a growing demand for coordination procedures. At the same time, qualitative changes should be made in the coordination procedures, in particular, not only the cost items, but also the end result should be discussed.

The analysis of the theoretical views devoted to revealing the essence of taxes as the main source of budget revenues in the formation of state budget revenues shows that:

First, taxes are the primary and primary source of government functions;

Second, the role of taxes in the redistribution of national income is directly determined by the degree of state intervention in the economy;

Third, it is practical to pay special attention to the use of taxes to finance budget expenditures, as structural restructuring of the economy in developing countries requires active financial intervention of the state in the economy;

Fourth, preventing violations of taxation principles has a decisive impact on the sustainability of tax revenues;

Fifth, the scientific study of the impact of taxes on savings in order to meet the high demand of the economy of the Republic for investment resources is of theoretical and practical importance.

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PSYCHOLOGICAL FEATURES OF PERSONAL RELATIONSHIPS IN PRIMARY SCHOOL AGE STUDENTS

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Annotation: *Interpersonal relationships of younger schoolchildren are characterized primarily by the narrowness of interpersonal ties. Most often, this is a relationship between two children; groups either do not arise at all, or appear sporadically. There are practically no mutual preferences between boys and girls. As a result, the structure of interpersonal relationships turns out to be very amorphous, consisting of two emerging substructures - boys and girls. Leadership here is of a single and expanded nature, and each of the substructures has its own leaders. Researchers of this problem agree that younger schoolchildren have an emotional attitude to their comrades.*

Key words: *individual characteristics, objective reasons, future tends*

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The main motives of interpersonal choice are gaming, as well as purely external motives. The motives of business relations are mainly formal, not substantive. There is also such a feature of interpersonal relations as their lack of generalization and stability [3]. For most children of this age, communication with classmates is limited to school and does not take up much space in life. Only a few of them have motives for communicating with their peers that reflect interests unrelated to school. Most interpersonal relationships that have arisen in primary school age break up at the stage of transition to adolescence. Thus, in terms of content, breadth, and stability, the interpersonal relationships of younger schoolchildren remain at a low (first) level of development. Only by the end of primary school age are the prerequisites for the transition to a higher level (there is a desire for mutual understanding, preferences related to the assessment of moral and psychological traits of the personality of comrades, etc.) [3]. When a junior student starts school, he becomes a member of many groups and collectives, some of which he chooses independently (circles, sections, etc.), and he becomes a member of others, and above all of the class collective, due to certain conditions. At this stage, as a part of society and a group, the child is obliged to accept the rules and norms of relationships that are characteristic of a particular team. He cannot ignore these norms, ignore them, because he wants to be accepted into the group, take a special position in itю

Stage 1 - adaptation of the personality in the team. There is an active development of social norms by a person, traditionally operating in this group, and mastering the appropriate forms of behavior. A person, having brought with him into interpersonal relations everything that makes up his individuality, is not able to fully express himself before he has mastered the norms in force in the group (educational, moral, etc.) and the methods of activity that other members of the group possess.

Stage 2 - individualization. It is caused by the contradiction between the adaptation formed by the personality in the team and the unsatisfied need for maximum personalization.

Stage 3 - integration of the individual in the team. At this stage, the team accepts the personality, evaluates its individual characteristics, and the personality, at the same time, establishes a cooperative relationship with its members. Here a person is able to fully express his individuality and creative contribution to the team.

Thus, the phenomenon of "reflected subjectivity" manifests itself, when there is an ideal representation and continuation of one person in another. Reflected in other people, the personality acts as an active principle, contributing to the strengthening or changing of their views, attitudes, the formation of new motives, the emergence of new plans and actions.

It is important for each person to assert himself in the group to varying degrees and to take a satisfactory position in it for himself. But for various subjective and objective reasons, not everyone succeeds. It is especially difficult for younger schoolchildren to cope with this task, since they still have insufficiently developed self-awareness and self-esteem, the ability to correctly assess the attitude of the group, classmates, to identify the position in the team that would allow the group to evaluate them as interesting and worthy of attention. However, in addition to subjective, there are objective reasons: the monotony of activity and the narrow range of those social roles that a junior student is able to play in interpersonal relationships; the monotony of organizational forms of communication and the poverty of their content between team members, the lack of culture of perception of each other, the inability to see in another person (classmate) something interesting and valuable that deserves attention [3].

The organization of collective activity contributes to the development of interpersonal relationships of younger schoolchildren. So sympathy, goodwill, friendship begins to manifest itself among the team members. This condition allows you to create a general emotionally positive tone of communication, an atmosphere of comfort and freedom for each child [2]. Developing collective relationships, the teacher shows younger students ways of making common decisions, cooperation and mutual assistance in joint activities; helps to understand and emotionally experience a sense of satisfaction from the results of common efforts. The task of the teacher is to contribute to the creation of conditions in the children's collective for favorable adaptation, individualization and integration of each individual in it.

At this age, self-awareness is actively developing. The younger student realizes that he is an individual who is amenable to social influences: he must study and transform himself in this process, mastering social knowledge, concepts, ideas, a system of social expectations regarding behavior and value orientations; at the same time, the student feels his uniqueness, his Self, strives to achieve approval among adults and peers. In educational activities, a junior student develops self-esteem, as well as self-control and self-regulation skills.

The child develops self-control in behavior, he is more accurately and differentially aware of the norms of behavior at home, in public places, shows special attention to the moral side of actions, strives to give the act a moral assessment, the norms of behavior turn into internal requirements for himself. The main task of moral education in primary school age is the development of an arbitrary level of moral self-regulation of behavior. An important task is the development of moral aspects in the attitude of children to learning, on the basis of which hard work develops. One of the most important tasks is to form students' understanding of the moral content of the requirements. Feelings as motives of behavior occupy a huge place in the life of a younger student. The development of the emotional sphere during this period is determined by restraint and awareness in the manifestations of emotions, increased emotional stability. The child is already more restrained in expressing his own emotions, especially negative ones, which is associated with distinguishing situations in which it is possible or impossible to show his feelings, that is, the arbitrariness of behavior gradually begins to affect the sphere of feelings. Nevertheless, in general, children of this age are characterized by impressionability and responsiveness.

At the end of primary school age, there is a deep motivational crisis, when the motivation associated with the desire to take a new social position has ended, and the meaningful motives of teaching are often absent. This crisis has the following symptoms: a negative attitude towards the school as a whole and the need to attend it; lack of desire to perform educational tasks; conflicts with teachers. This fact is further complicated by the fact that the school has a fairly stable negative status of the student, which in the future tends to persist during the transition from primary school to secondary school.

The basic psychological content of the pre-adolescent crisis is a reflexive turn on oneself — the emergence of "self-orientation", on one's own qualities and skills as the main condition for solving various kinds of tasks. This is a key milestone when a child realizes himself as a subject, feels the need to realize himself as a subject, to join the social at the level of transformation. Thus, the main neoplasm of the younger student's personality are: orientation to a group of peers; formation of personal reflection (the ability to independently set the limits of their capabilities); formation of conscious and generalized self-esteem; awareness and restraint in the manifestation of feelings, the formation of higher feelings; awareness of volitional actions, the formation of volitional qualities.

The theoretical analysis of the literature devoted to the problem of the formation of self-esteem of personality, and the considered age characteristics of younger schoolchildren allowed us to clarify the content of the concept of "self-esteem of younger schoolchildren". By the self-assessment of younger schoolchildren, we understand the integral quality of personality, which is based on a system of knowledge about oneself and one's capabilities, manifests itself in the need and ability to evaluate one's behavior, the process and the result of educational activity as a leading type of activity, due to a system of age-related personality neoplasm and a purposefully organized process of self-knowledge.

When implementing this condition, various forms and methods of work were used: teaching students to ask each other questions that motivate self-assessment, introspection and analysis of the results of their work; organization of group creative work of students; organization of project and research activities of students; systematic training seminars for parents; round tables for parents to exchange experience; holding contests and holidays with the participation of all subjects of the educational process, etc.

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Karate Sports and its History

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Abstract: *We know that karate, which has a long history, has received a lot of attention in the past. This article talks about the history of karate, its development, and its inclusion in the Olympic program.*

Key words: *World Karate Federation, Karate, History, Olympic games, kata, kumite.*

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Karate is an old martial art that focuses on kicking, striking and defending using arms and legs. The martial art which has also transitioned into a combat sport originated during the time period of the Okinawa Kingdom (Ryukyu Kingdom) that was in prevalence between 1429 to 1879 AD.

History states that it originated in the island of Okinawa and was popularized by Samurais during the 17th century. The main reason for the sport coming into existence was the prohibition of Okinawa people, banning them from using weapons. As a result of this, they began developing a self-defence technique that came to be known as Karate.

The Okinawan martial art evolved rapidly during the 19th and 20th century, and began revolutionizing the 'self-defence technique' scene. It slowly spread into mainland Japan following the large scale migration of the Ryukyuans, as they came in search of jobs in the country's central areas.

The name Karate is said to have originated based on the Chinese kanji. It was originally written as 'Tang Dynasty' hand. It then slowly semi-metamorphosed to an 'Empty Hand'. It basically meant martial art in China. The first time the word Karate was subject to documented use was in the year 1905. Someone who practises Karate is called a Karateka.

History of Karate: The Three K's of Karate

Kihon, Kata and Kumite are the three K's of Karate. Kihon refers to the basic fundamentals of the martial art, Karate. There is no Karate without Kihon. Only a mastery in Kihon would enable a practitioner to hone his skills further in Karate.

Kata is a solo form discipline. It is practised or choreographed alone. The origins of the same can be traced to China, and today it is practised in an 8×8 mat, and is also a part of the Olympics.

Kumite refers to Karate combat. It is the sparring discipline that involves two practitioners fighting it out in the 8×8 mat. Like Kata, Kumite is also a part of the Olympics. However, there is no Kumite without Kata. To put it in simple words, Kata forms the basis of Kumite.

Karate took shape as a sport during the 1940s. The first known instance of sparring using Karate techniques dates back to 1940 when a few karatekas were sent out from their training since they had learned the same during their time in Tokyo. It was only after the World Karate Federation was founded, the martial art began evolving as a popular combat sport.

The WKF was set up as the International Karate Union in the 1970s and later formed as the World Karate Federation in 1990. Since then the organization had been striving to make Karate an Olympic sport. Their efforts paid off as it finally made its debut in the 2020 Tokyo Olympic Games. Ithasbeen a bighit.

In *Karate-Do Kyohan,* Funakoshi quoted from the Heart Sutra, which is prominent in Shingon Buddhism: "Form is emptiness, emptiness is form itself" (*shikizokuzekūkūzokuzeshiki*). He interpreted the "kara" of Karate-dō to mean "to purge oneself of selfish and evil thoughts ... for only with a clear mind and conscience can the practitioner understand the knowledge which he receives." Funakoshi believed that one should be "inwardly humble and outwardly gentle." Only by behaving humbly can one be open to Karate's many lessons. This is done by listening and being receptive to criticism. He considered courtesy of prime importance. He said that "Karate is properly applied only in those rare situations in which one really must either down another or be downed by him." Funakoshi did not consider it unusual for a devotee to use Karate in a real physical confrontation no more than perhaps once in a lifetime. He stated that Karate practitioners must "never be easily drawn into a fight." It is understood that one blow from a real expert could mean death. It is clear that those who misuse what they have learned bring dishonor upon themselves. He promoted the character trait of personal conviction. In "time of grave public crisis, one must have the courage ... to face a million and one opponents." Hetaughtthatindecisivenessis a weakness.

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BREAST CANCER DIAGNOSTIC APPROACH

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Annotation: *According to European scientists, about 90% of newly diagnosed cancers occur in epithelial forms of cancer, among them, one of the most common is breast cancer (BC). In Western Europe, approximately 25% of breast cancers are detected in women under the age of 50. Breast cancer is less common in men and accounts for only 1% [5,8]. Mammographic screening conducted every two years in the age group from 50 to 69 years reduces the cancer mortality rate by 15%, but also increases the probability of hyperdiagnosis by 30% [4,8].*

Key words: *breast cancer, screening, diagnosis, treatment*

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Over the past twenty-plus years, breast cancer deaths in the United States and some developed European countries have been decreasing by 1-2% annually, thanks to early screening and continuous improvement of diagnosis and treatment [9]. Mortality from breast cancer in the Republic of Kazakhstan ranks first in the overall cancer structure – 11.6% (2011). Cancer screening, as part of the implementation of the "Program for the development of cancer care in the Republic of Kazakhstan for 2012-2016", has significantly improved the cancer situation. The incidence of breast cancer in 2012 was 23.5 / 100,000 and the mortality rate was 8.4 / 100,000. In general, the National Screening Program covers the following oncological diseases: breast cancer, prostate cancer, esophageal and gastric cancer, liver and colorectal cancer, and it is also planned to introduce an early lung cancer protocol [1,2,3].

Breast cancer diagnostics, with the participation of 24 leading Monitoring quality indicators, will allow you to justify the medical and economic costs of each service relative to the clinical outcome. Full version "Quality indicators in breast cancer care"can be found in the specified literature reference [9,27]. Experts ' efforts are aimed at achieving the final result by using routine measurements and evaluating available indicators, which will guarantee the quality of medical services provided with appropriate standards of diagnosis and treatment [9]. Annual mammographic screening and magnetic resonance imaging (MRI) of the breast are recommended for women with a "very high risk" of developing breast cancer: positive BRCA-1 or BRCA-2 mutations, as well as other gene predispositions that increase the risk of breast cancer; not tested carriers genetic mutation, in carriers of the first degree of kinship; hereditary breast cancer syndrome, when the total personal lifetime risk is more than 25%. Mammography and MRI screening, with less evidence, is recommended for women with a high marker risk, based on the results of biopsy (atypical ductal hyperplasia, atypical lobular hyperplasia, lobular carcinoma in situ) and after chest radiotherapy (under the age of 30 years or at least 8 previous years) [8]. ESMO experts recommend performing an annual breast MRI and mammogram to diagnose cancer for more than a year. favorable, preclinical stage, women with a family history of breast cancer, regardless of the proven carrier of the BRCA mutation. If BRCA carriage is confirmed by a test, preventive procedures are recommended for patients [7,8]. The pathological diagnosis of breast cancer is based on a primary puncture biopsy obtained under ultrasound or stereotactic control. The pathomorphological conclusion should include: determination of histological type; histological maturity; immunohistochemical (IHC) assessment of the status of estrogen receptors (ER), using standard Allred methods or H-core; assessment of cancer aggressiveness by IHC assessment of progesterone receptors (PR) and HER2 expression. Routine cancer identification is aimed at determining the local-local spread of cancer, so it is not necessary for all patients to conduct comprehensive laboratory and radiological staging of cancer, since distant metastases are very rarely asymptomatic [7,9,10]. Additional tests, such as computed tomography (CT) of the chest, abdominal ultrasound or CT, and X-ray examination of the bones, are necessary for patients: with clinically positive results. axillary nodules; with a large tumor formation (≥5 cm); with clinical symptoms or laboratory data suggesting the presence of metastases [4,9]. A method of functional and anatomical characterization, such as positron emission tomography (PET) / CT, is necessary when conventional methods do not allow a definitive diagnosis to be made. The use of PET / CT for staging the local / regional spread of cancer is not advisable, due to the limited specificity compared to the "gold standard" of axillary staging of breast cancer: sentinel lymph node biopsy. an axillary node block (SLNB), which is recommended if axillary node involvement is not proven [5,8,13]. Routine methods for determining the amplification status of the HER2 gene are fluorescent, chromogenic and silver in situ hybridization of histological material of the primary tumor. The choice of a reliable method for determining the status of the HER2 gene is very important for preventing overdiagnosis and hypertreatment with anti-HER targeted agents. In case of ambiguous HER(2+) IHC results, analysis by one of the in situ hybridization methods is recommended [7, 8, 9, 15]. In case of negative ER results/PR and HER2 in the puncture trepan biopsy material, it is necessary to re-check the ER/PR of HER2 on surgical material after resection of the tumor [19]. Complete postoperative pathomorphological evaluation of the surgical preparation should be performed according to the pTNM system. The final pathological diagnosis should be made according to the Classification of the World Health Organization [14] with an analysis of the entire volume of the resected tumor. AD Status/PR and HER2 are the most reliable and effective predictor markers of the response to hormonal therapy. and anti-HER2 therapy. In addition, high ER expression may predict less benefit from chemotherapy [5,7,11]. A proliferation marker such as the Ki67 index may provide additional useful information about the aggressiveness of the process [7,8,13,21]. After neoadjuvant systemic treatment, cancer response to treatment and the amount of residual disease are important prognostic factors, but more convincing standardized biological markers are still needed. Currently, there are no universal guidelines for evaluating the response to neoadjuvant treatment. Although there are many published results of scientific studies devoted to the study of the molecular panel of predictors of response to breast cancer treatment [5,6,7,8]. The original edition of the National Policy on Circulating Cancer Cells (Health Net, Inc. 2012) recommended the standard definition of circulating cancer cells by the CellSearch system (Veridex) in the United States for the prognosis and control of treatment, including metastatic breast cancer [6]. The latest National Policy Statement on Circulating Cancer Cells (Health Net, Inc. 2014) recommends that further research be conducted to study circulating cancer cells in all their possible values and available research options. Although they note the great importance of circulating cancer cells in predicting the development of disease and survival in some forms of metastatic cancer. The authors of the publication warn that there are no proven definitive results in the literature indicating the possibility of changing therapy and improving the results of treatment based on circulating cancer cells. It is noted that the sensitivity of circulating cancer cells is relatively lower than that of some imaging methods. In addition, the authors of the document claim:, that there are no data confirming the high efficacy and clinical benefit of circulating cancer cells over other cancer biomarkers, and perhaps the results of the expected numerous ongoing clinical trials will allow us to determine the clinical role and significance of circulating cancer cells in cancer treatment [6,28]. The importance of micro-metastatic dissemination and isolated circulating cancer cells for optimal management of the cancer process is a matter of ongoing research [5,6,21]. Determination of the predictive index – Nottingham The Prognostic Index (NPI), which depends on clinical parameters (tumor size, lymph node involvement, and the degree of histological maturity of cancer), will allow predicting the likelihood of recurrence and mortality from breast cancer [21,26]. The interpretation is presented in Table 2. You can calculate the index using the following program: NPI calculator-Primed.info or by the formula: NPI = [0,2 xS] + N + G, where S is the size of the indexed formation in cm; N is the number of lymph nodes involved: 0 =1, 1-3 = 2, >3 = 3 G is the degree of histological maturity of the tumor: GradeI =1, GradeII =2, GradeIII =3)Scale NPI 5 – year survival rate NPI prognosis >/=2.0 to></=2.4 93% Very good prognosis >2.4 to</=2.4 93% Very good prognosis ></=3.4 85% Good prognosis >3.4 to</=3.4 85% Good prognosis ></=5.4 70% Average prognosis >5.4 50% Poor prognosis The most important prognostic factors for early breast cancer are the expression of ER/PR, HER2 gene and proliferation marker, the number of regional lymph nodes involved.nodules, histological varian of the tumor, size, degree of histological maturity, and presence of peritumoral vascular invasion [5,7,8,9,21].

Surgical treatment tactics. Currently, about 60-80% of newly diagnosed cancers are subject to breast-preserving surgery, extensive local excision, and radiation therapy (RT). Although some patients still need a mastectomy due to the size of the tumor, the multifocality of the process, if negative surgical margins cannot be achieved after multiple resections, previous irradiation of the chest wall or chest, also due to other contraindications to RT or according to the patient's preference [29]. Tactics of preventive surgery for bilateral mastectomy in women with a "very high risk" of developing breast cancer, it reduces the risk of developing breast cancer by 90-95%. All women who need a mastectomy should have access to breast plastic surgery. Oncoplasty will allow achieving a better cosmetic result in patients with large breasts, with a less favorable tumor/breast size ratio, or from a cosmetic point of view, with difficult localization of the tumor [29,30]. In patients with ductal carcinoma in situ (non-invasive cancer), breast-preserving surgery is recommended if clean resection margins are achievable or mastectomy should be recommended [31].

Radiation therapy The extremely low rate of local cancer recurrence remains the main criterion for ensuring the quality of radiation therapy for cancer. ESMO experts determined the maximum allowable rate of local cancer recurrence: no more than 1% per year and no more than 10% in general after extensive excision of breast cancer and radiation therapy [4]. The results of studies indicate that further exposure to the axillary region is not required when there are micro-metastases up to 0.2-2.0 mm in the sentinel node. Patients with isolated cancer cells in the form of metastases breasts, and do not require further underarm procedures. The presence of macro-metastatic dissemination in the sentinel node requires mandatory axillary lymphodissection (clearance) as a standard of treatment [13]. Postoperative radiation therapy is recommended for patients who have organ-preserving surgery. Radiotherapy reduces the risk of further cancer progression by 50% and is an indicator of local control for patients with unfavorable risk factors [12]. Radical radiotherapy after organ-preserving surgery in patients with ductal carcinoma in situ reduces cancer recurrence [31]. Post-mastectomy RT is recommended for patients with four or more positive axillary nodes and/or a T3–T4 tumor, as well as for patients with one or three positive axillary lymph nodes, especially in the presence of additional risk factors [12,13,24,25]. Partial breast irradiation is an acceptable treatment option for patients older than 50 years with single-node, unifocal, node-negative, non-lobular breast cancer up to 3 cm in size, without extensive intra-ductal component or lymphovascular invasion [32]. Short fragmented regimens of 15-16 fragments with a single dose of 2.5-2.67 Gy have been confirmed in prospective clinical studies and are standardly recommended for the treatment of breast cancer [12,24,25].

Hyperthermia of cancerThe current U.S. National Policy on Breast Hyperthermia (Health Net, Inc. 2014) recommends local or regional external hyperthermia with warming up to 4 cm, only in combination with radiation therapy. From a medical point of view, this regimen is considered necessary to prevent the recurrence of breast cancer in the chest wall. Health Net, Inc. does not consider it effective or appropriate to use hyperthermia without radiation therapy, even in combination with chemotherapy or only one local/regional therapy. hyperthermia. Health Net, Inc. recommends the use of focus ultrasound (FU) hyperthermia after a preliminary course of radiation therapy, chemotherapy (CT) and hormone therapy (HT), in combination with a second course of radiation therapy (re-radiotherapy) 28-36 Gy (average 32 Gy) 3-8 courses of hyperthermia. It should be borne in mind that at T90, the maximum and average temperatures are: 39.8°C; 43.6°C and 41.2°C, respectively, and the cumulative equivalent of a minute (0.43°) of T90 is 4.58 minutes [33].

Chemistry Therapy The decision on systemic adjunctive therapies is based on the cancer phenotype defined by ER/ PR, HER2, and Ki67 score. Hormone therapy should be recommended for all patients with detected ER expression that identifies ≥1% of aggressive cancer cells. For preclimateric patients, Tamoxifen is the standard of care, and the value of ovarian suppression is not fully known. Administration of aromatase inhibitors (nonsteroidal and steroidal) and Tamoxifen to postmenopausal women is a proven treatment option for HT [7,9,11]. Indicators of chemotherapy luminal, HER2 negative These factors depend on the individual risk of breast cancer recurrence, the expected response to hormone therapy, and the patient's preferences [15,17]. Patients with luminal-B, HER2-positive cancer and treated with standard chemotherapy, HT and Trastuzumab, it should be noted that there are no data against the appointment of CT to patients in this subgroup [18,20]. Patients with non-luminal HER2-positive cancer should receive combined treatment with Pertuzumab, Trastuzumab, and Docetaxel [16,18,19,20]. Triple-negative breast cancer is recommended to be treated with adjuvant chemotherapy, with the exception of special medications. low-risk histological subtypes: medullary carcinoma or adenocystic carcinoma [14,15,17]. Chemotherapy for primary breast cancer is recommended in 4-8 cycles of anthracycline and / or taxane - based regimens. The sequential use of anthracyclines and taxanes is recommended, rather than their simultaneous use [7,9]. Trastuzumab with chemotherapy in patients with overexpression/amplification of the HER2 gene reduces the risk of cancer recurrence by approximately half and improves overall survival compared to CT alone [18,19]. With locally advanced cancer and large "operable" in some cancers, especially when mastectomy is necessary due to the size of the tumor, the use of basic systemic therapy, before surgical treatment, will allow you to achieve operability or reduce the amount of surgical intervention.

All adjuvant therapies: chemotherapy, hormone therapy, and targeted therapy can also be used before surgery [16,19,20]. Bevacizumab is recommended as first-line therapy for triple-negative, metastatic breast cancer [34] only in combination with Paclitaxel, with mandatory regular monitoring of side effects: general blood test, urea/electrolytes and liver function tests; CA 15-3, blood pressure monitoring and proteinuria test.

Imuno therapy Health Net, Inc. (2014) examines the value of adoptive immunotherapy for the treatment of breast cancer and there are ongoing clinical trials to date. Health Net, Inc. believes that there are insufficient scientific studies with adequate evidence - based support for the effectiveness and benefits of adoptive immunotherapy in breast cancer treatment than treatment with interleukin-2 (IL-2) alone [37]. HealthNetInc. determined the applicability of any of the following types of adoptive immunotherapy [37,38,39,40]: 1. For the treatment of epithelial renal cell carcinoma, melanoma or other tumors, by tumor-infiltrating lymphocytes or lymphokine-activated killers activated in vitro by recombinant or natural IL-2 or other lymphokines. 2. Antigen-charged dendritic cells, for advanced breast cancer, as well as other malignancies other than prostate cancer. 3. Autologous lymphocyte therapy using peripheral T cells stimulated in vitro with OKT3 (muromonab-CD3) monoclonal antibodies conjugated with IL-2. 4. Cell therapy. All possible options for adoptive cancer immunotherapy should be considered only in clinical trials with an adequate evidence base [37]. The implementation of "gold standards" for diagnosis and treatment, careful monitoring of side effects and risk management of possible complications should guarantee the safety and effectiveness of breast cancer treatment. One of the qualitative indicators of providing services to breast cancer patients is the provision of services in the "mammology department" or in a specialized institution that provides care to a large number of breast cancer patients. The department or center should be provided with a multidisciplinary team, which should include at least: oncologist surgeon, oncologist radiotherapist, treating oncologist, radioradiologist and pathologist — all doctors should have a specialization in breast cancer. Patients should be provided with complete information about their illness and preferably written information about treatment options. Age should not be a limitation for determining the treatment strategy for breast cancer.

After organ-preserving surgery, it should be recommended to perform contralateral mammography every 1-2 years [9, 10]. Recurrent breast cancer has a poor prognosis, existing methods of treating recurrent breast cancer include: surgery (radical mastectomy or breast-preserving surgery), radiation therapy; systemic CT or HT; combination therapy (Pertuzumab, Trastuzumab and CT, Bevacizumab and CT), etc., as well as hyperthermia and adoptive immunotherapy [14,18,20]. The results of the CLEOPATRA clinical trial showed survival in patients with metastatic HER2-positive Breast cancer treated with Pertuzumab, Trastuzumab and Docetaxel, which was 18.5 months, in contrast to the control group of 12.4 months (0.51 to 0.75; P Although the level of CNS metastasis was similar in both groups, Swain et al. suggest that Pertuzumab, Trastuzumab, and Docetaxel delay the onset of CNS metastasis compared to placebo, Trastuzumab, and Docetaxel [20]. The European Medical Association (EMA) approved Bevacizumab with Paclitaxel as a first-line treatment for metastatic breast cancer, while the Food and Drug Administration (FDA) rejected it. Bevacizumab for the treatment of metastatic breast cancer due to safety concerns and a high risk of complications that exceed the expected results, until convincing results are provided. In the FDA and EMA guidelines, Bevacizumab with other chemotherapy drugs for the treatment of breast cancer is allowed only in clinical trials [7,21,23,34]. Bevacizumab (Avastin), is a recombinant human monoclonal antibody that selectively binds to and neutralizes the biological activity of human VEGF. Bevacizumab suppresses vascularization by inhibiting tumor growth It has previously shown clinical efficacy in patients with HER2-negative metastatic breast cancer. Antiangiogenic therapy with Bevacizumab leads to normalization of blood flow and subsequently to the formation of inadequate blood supply. The results of treatment are a decrease in hypoxia and interstitial pressure, as well as an increase in the delivery of chemotherapy drugs to the tumor. Bevacizumab with CT improves efficacy, including 1-year survival in patients with a poor prognosis of the disease, than in patients treated with CT alone. The total pathologic response was 18.4% in the group of patients patients receiving combined CT with Bevacizumab, in contrast to patients receiving only Erbitux, Cyclophosphamide and Docetaxel – 14.9% [14,15,34]. Bevacizumab with CT significantly increases the risk of gastrointestinal perforation, especially with taxanes or oxaplatin. Chemotherapy with Bevacizumab is associated with an increased risk of fatal adverse outcomes, especially with platinum-based chemotherapy drugs [34,35]. In addition, Bevacizumab with CT causes arterial thromboembolic complications, including stroke, coronary heart disease and myocardial infarction. risk in patients over 65 years of age [14,34,35]. Although gastrointestinal (GI) perforations can occur at any time during treatment, they most often occur within 50 days of the start of treatment. Bevacizumab is completely discontinued in patients with tracheoesophageal fistula or fistula of any nature. A common complication of Bevacizumab is hemorrhage, especially in the tumor itself [14,15,23,34,35]. The method of treating cancer with hyperthermia is currently different from the original cancer hyperthermia, which was a hyperthermic effect on the tissue of high temperature. between 40°-45°C or 104 ° –113 ° F, without harming the surrounding healthy tissue. It is believed that heating areas of the body that contain cancer cells or heating the tumor itself can help kill cancer cells [33]. The efficacy and side effects of repeated radiation therapy plus hyperthermia (LT+HT) were evaluated in patients with post-radiation angiosarcoma of the chest and chest. Patients received an average radiation dose of 35 Gy (32-54 Gy) and 3-6 sessions of hyperthermia. Hyperthermia treatment sessions were performed several times a week after radiotherapy. Researches repeated LT+ HT, combined with or without surgery, has been shown to improve the local effect in patients with breast angiosarcoma [33]. Ali HR et al. concluded that T-cell infiltration significantly reduces the relative risk of death in all breast cancer patients, regardless of the hormonal status of ER/HER2 receptors. A total of 12,439 patients were analyzed, of which 2,674 (21%) died of breast cancer within 10 years after diagnosis. The average survival rate was 9.57 years (range 0.05-20.6 years). The analysis was carried out relatively slowly lymphocyte count, tumor morphology, and molecular subtype [39]. Geller et al. evaluated the tumor response and in vivo allogeneic expansion of natural killer cells (NK) in recurrent ovarian and breast cancers. Patients received pre-treatment with fludarabine 25 mg / m×5 doses, cyclophosphamide 60 mg / kg×2 doses, and seven patients received radical radiotherapy (RRT) 200 gy to increase the effect of immune suppression. NK cells from haplo-identical related donors were incubated in 1000 U / mL of interleukin (IL)-2 before intravenous infusion. Subcutaneous administration of IL-2 three once a week 6 doses after infusion of NK cells. Twenty patients (14 with ovarian cancer and 6 with breast cancer) were treated. The dose of NK cells was 2.16×10 cells/kg. Donor DNA was detected 7 days after administration of NK cells in 9/13 (69%) patients without RRT and in 6/7 (85%) patients after RRT. T-regulatory cells were increased by +14 per day compared to the group after pre-chemotherapy (P=0.03). The level of serum IL was increased in the group of patients after preliminary therapy (P= Patients who received RLT had a delay in restoring the blood formula (P=0.014). Geller et al. It was concluded that the adoptive transfer of haplo-identical NK cells after chemotherapeutic lymph drainage is associated with transient chimerism of the donor and may be limited by the reconstructivity of recipient T cells [37,38]. Richards, John M. et al., propose a method of lymph drainage by obtaining the original CD8+ T cells from patients after administration of cladribine; contacting the original CD8+ T cells with xenogenic, antigen-presenting cells that are loaded with one or more peptide antigens promotes the generation of activated cytotoxic T lymphocytes (CTLs) that target cells expressing the specified one or more peptide antigens. Intravenous administration of activated CTLs and two cytokines (at least) to the patient will improve the persistence of CTLs. Richards, John M. et al. believe that the method will improve the effectiveness of treatment by extending the persistence time of activated CTLs and reducing the number of infectious complications [40].Conclusions The introduction of appropriate standards for the diagnosis and treatment of breast cancer and the analysis of quality indicators for the provision of services to breast cancer patients will reduce the risk of cancer recurrence. Due to the lack of proven standards for the treatment of metastatic breast cancer, treatment of patients with metastatic/triple-negative breast cancer is recommended in well-developed, independent, prospective, randomized clinical trials. Bevacizumab, Pertuzumab, and Lapatinib are effective targeted agents, but clinical trials are needed to explore the best strategies for using targeted agents with CT. Knowledge of the molecular characteristics of cancer will make it possible to more effectively target HER2-negative metastatic breast cancer and reduce the risk of unwanted side effects and complications. New approaches to breast cancer treatment: hyperthermia, adoptive immunotherapy, new agents and chemotherapy should only be used in clinical trials until their safety and efficacy are fully confirmed.

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MODERN APPROACH TO BREAST CANCER SCREENING

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Annotation: *International Agency for Research on Cancer and WHO Cancer Division, proven in 7 prospective studies, – mammography (film or, better, digital) in all (regardless of risk groups) women included in the "targeted" cohort of 50-69 years*

Key words: *breast cancer, screening, diagnosis, treatment*

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From the perspective of the International Agency for Research on Cancer (IARC, Lyon) breast cancer (BC) is an "ideal" tumor for population – based screening. This is the most common tumor in women, especially over the age of 50. Of the 10 million new cases of malignant tumors of various organs detected in the world, 10% are in the mammary gland. If we estimate only the female population, the proportion of breast cancer increases to 22%. In industrialized countries, the proportion of BC is even higher – 27%. But breast cancer is also the most common cancer in developing countries. In 2020 Breast cancer identified from 471 million women in developing countries, i.e., most often cervical cancer (379 million), the leader in the preceding years [1, 2]. More than half of the cases of breast cancer (579 million) annually in North America, Western Europe, Australia and New Zealand, where breast cancer occurs in 6% of the female population lifetime (75 years). The same frequency of these tumors is found in Argentina and Uruguay. The lowest incidence of breast cancer is observed in sub-Saharan Africa, South Africa, and South Africa.-Inin eastern Asia and in Japan, where the probability of developing breast cancer is one-third compared to the West (2% of women live up to 75 years). The Russian Federation and the countries of Central and Eastern Europe occupy an intermediate position in terms of breast cancer frequency. In the Russian Federation, about 50 thousand new cases of breast cancer are detected annually . According to the latest WHO data published in 2018, deaths from Cancer dairy products glands in Uzbekistan they reached 1.449 or 0.92% of the total mortality rate. The age-adjusted mortality rate is 11.00 per 100,000 population, which takes **Uzbekistan** No. 144 in the world. [2, 3]. Until the 1990s, morbidity and mortality increased in both economically developed and developing countries. Further, as mammographic screening was introduced and the prognosis of breast cancer cases improved in economically developed Western countries, these indicators changed significantly, with a slowdown and then a decrease in mortality rates (IARC, 2006). In contrast, morbidity and mortality continued to increase in Eastern Europe and Latin America [7]. At present, secondary prevention, i.e. preventive treatment, plays a high role in the strategy to combat breast cancer. detection of breast tumors at the stage when they can be cured by existing methods of treatment. In the practice of healthcare in developed countries, the concept of "screening" is firmly established, which means a mass periodic examination of a healthy population in order to detect a latent cancer, such as breast cancer [17, 19, 22, 26]. The ideology of screening is based on the fact that routine clinical examination and self-examination usually do not provide detection of curable forms of cancer. Therefore, it is necessary to use such instrumental diagnostic methods. drugs that would detect manifestations of significantly earlier forms of tumors that can be cured by existing surgical, chemohormonal, or radiation treatments. X-ray mammography was the most suitable method for this purpose. Screening involves the use of a method for detecting latent pathology in a large group of practically healthy individuals and therefore must meet the following requirements: High sensitivity of the applied method or test, which makes it possible to detect the majority of malignant tumors in the examined group with a minimum number of false negative conclusions.

High specificity of the method, which allows you to exclude the majority of healthy women who do not have breast cancer, and minimize the number of false positive conclusions. Acceptable average cost per detected cancer case. Minimal harm to the health of the subject. Easy operation and maintenance of equipment. Screening should not be confused with diagnostics. Mammography can only detect areas of the gland parenchyma that are suspicious of a tumor, the nature of changes in which needs to be clarified using additional diagnostic methods (stereotaxisbiopsy using the Mammotom complex mammotest or directed biopsy by ultrasound). The widespread use of mammographic screening in a number of countries has changed the ratio of removed benign and malignant breast tumors. In particular, the incidence of non-invasive breast cancer (in situ carcinoma) has dramatically increased, which causes a constant debate about the optimal treatment of such "initial" forms of cancer. While the ultimate goal of screening is to reduce breast cancer mortality, its immediate goal is to detect cancer before clinical manifestation. At the same time, the detection of cancer (or its consequences) occurs. pre-clinical presentation increases the risk of false positive diagnosis and overtreatment [31]. Breast cancer is a heterogeneous disease characterized by a different "natural history". The widespread opinion that epithelial breast tumors inevitably progress from atypia to carcinoma in situ, then to invasive cancer and subsequent metastasis is not supported by all researchers [6, 8]. Ductal and lobular epithelial proliferation, especially with atypia, undoubtedly increase the risk of breast cancer (RR=2-4). However, these diseases, most likely, only a part of the breast cancer incidence spectrum is determined. It is possible that this pathology is not the main basis for the development of all forms of breast cancer. Since screening mammography, in contrast to the clinical method (palpation), allows early detection of a variety of breast pathology, it becomes especially important to know more about the risk of progression of various types and forms of identified pathology. Understanding the threat and frequency of progression of this pathology is critical when conducting a screening program, including the choice of adequate treatment for the detected disease. Molecular and genetic features studies of DCIS (ductal carcinoma in situ) and atypical ductal hyperplasia using the "loss of heterozygosity" method showed similar genetic damage, indicating a clonal origin of these diseases [18]. In addition, it was shown that non-invasive (in situ) and invasive structures of breast cancer have identical molecular and genetic changes, i.e. they are steps of the same pathogenetic pathway. These findings coincide with observations on the similarity of the morphological characteristics of in situ and invasive components of cancer [3]. Data from the Swedish Screening Project they gave a basis for an alternative hypothesis. According to Tabar [28], the tumor progresses from a low to a high degree of malignancy, and the proportion of high-grade tumors increases with increasing tumor size. Ductal cancers, which make up the majority of breast tumors, are characterized by time-dependent prognostic factors (tumor size, lymph node status) that indicate the possible effectiveness of screening (for example, with a minimal tumor size and the absence of regional metastases). Invasive breast cancer presents It is a malignant tumor, part or all of which sprouts the basement membrane of the epithelial lining of the duct or lobule. Breast cancer prognosis depends on two groups of parameters. The first of them are the mentioned time-dependent indicators that determine the stage of cancer: the size of the tumor, the presence of regional or distant metastases. The second group determines the" internal " biological features of the tumor: histological type, degree of malignancy, expression of hormone receptors, growth factors (NER2), and other molecular characteristics of the tumor. From the listed signs, the size of the tumor, histological the type, degree of malignancy, vascular invasion, and condition of regional lymph nodes are directly related to the outcome of the disease. Both clinicians and pathologists agreed that both screening evaluation and treatment planning should initially focus on the minimum set of signs reflected in the TNM system from stage 0 (in situ) to stage IV. Determining the size of the primary tumor is particularly important during screening. The term "minimal" breast cancer was originally proposed to identify forms of breast cancer characterized by a particularly favorable prognosis. Gallagher [13] referred to "minimal" breast cancer is all forms of cancer in situ (ductal and lobular) and invasive cancers no more than 5 mm in diameter. Subsequently, the term was revised to take into account the tasks of mammographic screening, and, in particular, the American College of Surgeons, and later radiologists, adopted a size of 10 mm or less as the standard defining a "minimum" breast cancer. Tumor size is an important criterion for evaluating the quality of screening and determining the ability of X-ray mammography to detect non-palpable tumors. Therefore, it is extremely important that pathologists measure the diameter of the tumor as accurately as possible. The smaller the primary size is the greater the probability of error in determining the size of a tumor [31]. Mammography remains the main component of screening. X-ray mammography as a screening test was comprehensively studied and evaluated in randomized trials in which women with previously diagnosed breast cancer were excluded from the list of participants. In almost all trials (seven out of eight), the effect of early detection of invasive cancer was shown to manifest itself 5 years after the start of screening. In other words, the reduction in breast cancer mortality is delayed even with well-organized and high-quality screening. The positive effect can also occur much later if the women participating in the screening are younger than 50 years of age [6, 22, 28], as was observed in the Swedish Screening. As population-based screening programs are implemented (nationwide or regionally), the techniques developed in randomized trials need to be adapted to the more complex situation of practical healthcare. In contrast to randomized trials, population-based screening programs will require a significantly longer interval (more than 7 years) to demonstrate a reduction in breast cancer mortality. In contrast from female volunteers in experimental screening studies, the general female population often hesitates whether to participate in the proposed program, and women with previously diagnosed and treated breast cancer are not easily excluded when calculating overall mortality rates. Accurate mortality rates can be established if there is a cancer registry and a well-established link to the screening program database. Therefore, predictive screening estimates based on short-term criteria are useful for determining the future expected reduction in breast cancer mortality. Short-term criteria These include such parameters as "sensitivity", "specificity", distribution by stages of breast cancer, frequency of "interval" inter-screening breast cancer. This method of determining the benefits of screening may be useful only in the initial stages of screening programs, but it cannot replace the subsequent analysis of the overall survival of breast cancer patients and the determination of observed (actual) mortality. Almost all non-palpable forms of breast cancer were detected by chance during mammography or ultrasonography earlier (in the pre-screening period). There is always a question concerning the choice of an effective algorithm for diagnostic measures if focal formations or calcifications of unclear origin are detected on mammograms. Until recently, there were two ways to solve this problem: the first – performing an excisional biopsy, i.e., a sectoral resection with urgent morphological examination; the second-dynamic observation. The first approach did not always turn out to be optimal, since it is not always possible to make an accurate diagnosis with an urgent study, which ultimately can lead to an inadequate amount of surgical intervention (both over-economical and ultra-radical surgery). In addition, in more than 50% of cases an excisional biopsy is performed for a benign process and not always a tumor. The second way may result in delayed detection of a malignant tumor. In order to avoid these mistakes, recently they are trying to establish an accurate diagnosis already at the preoperative (outpatient) stage, for which a biopsy under the control of ultrasound or radiography of the breast is increasingly used – the so-called stethotactic biopsy. At the same time, the choice of the type of biopsy depends on the method in which the tumor is better visualized and there is convenient access for the procedure, which means that It depends on the size of the breast, the ratio of fat and glandular components, the location, size and nature of the pathological focus. All these parameters should be carefully evaluated before performing a targeted biopsy. Puncture under ultrasound control. Using ultrasound, you can perform both a fine-needle aspiration biopsy and a trepan biopsy. The procedure is performed in the following situations: with nodular formations (less often with microcalcinates), in the case of the location of the tumor in those areas of the breast that are not reflected on mammograms (submammary, subclavian and axillary area). Under the control of ultrasound, it is most convenient to perform a biopsy for relatively large nodular non-palpable formations, which are better fixed during the procedure than small ones (less than 0.5 cm). Despite the fact that some of these formations are clearly visible on mammography, an ultrasound-guided biopsy may be preferred as the simplest method in such cases. However, in situations where an ultrasound-guided biopsy cannot produce enough material for verification, patients need to perform a stereotactic biopsy. Stereotactic biopsy. Indications for breast trepaniopsy under X-ray control are X-ray signs that require verification: the presence of a formation with signs of malignancy, for example, high-density foci, grouped or diffuse microcalculates, local deformation of the breast structure, etc. The biopsy is performed using a stereotactic biopsy unit. The procedure is performed under local anesthesia using 11G or 14G trepaniopsy needles. During each biopsy, 6 to 20 samples are taken (an average of 10). The number of samples depends on the nature of the resulting tissue. If there is a predominance of adipose tissue (especially in diffuse microcalcification), it is necessary to increase the number of samples in order to ensure that the probability of obtaining tumor tissue remains high. To confirm the accuracy of the biopsy, a follow-up mammogram is always performed after each procedure, and if there is a buildup of microcalcifications

The only "natural" risk factor that significantly increases the incidence of breast cancer is age, especially from the age of 50. That is why in 20 of the 22 countries where nationwide (population-based) mammography screening is conducted, the lower age peak is defined at 50 years, and the upper age peak is 69 years. There is no reliable evidence, recognized by the WHO Cancer Division and IARC, of a positive effect of screening in women younger than 50 years and older than 70 years.

Constantly and carefully analyzing various methods and proposals for mass preventive examination For women, the International Agency for Research on Cancer (IARC, Lyon) and the WHO Cancer Division recommend only one test proven in 7 prospective studies – mammography (film or, better, digital) in all (regardless of risk groups) women included in the "targeted" cohort of 50-69 years. Based on 25 years of screening experience in Europe and North America, IARC guidelines are simple and clear: 1) a single screening test, mammography, is used; 2) the examination of women is repeated every 2 years and for many years; 3) all women are examined and invited for examination 50-69 years of age (regardless of belonging to risk groups); 4) all women invited to participate in screening should be informed that no other screening tests other than mammography (self-examination, physical examination, ultrasonography, etc.) lead to a decrease in breast cancer mortality; 5) in countries where general mammographic screening and standard treatment are not practiced, there is no decrease in breast cancer mortality [12].

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ANALYSIS OF MORPHOLOGICAL (TIPOLOGICAL) CLASSIFICATION OF LANGUAGES

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Annotation: *The morphological classification of languages is based on typological and grammatical features. It is based on the comparison of languages with invariant lexical units and languages with lexical units that are interconnected and subject to change. The division of languages into amorphous languages, agglutinative languages, inflected languages, and polysynthetic languages is also based on this classification. None of these species is pure: the characteristics of all the languages in the world are transient.*

Key words: *morphology, classification, inflection, grammatical form, verb, classification, feature, polysynthetic languages, analytic languages.*

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Introduction: The morphological classification of languages is based on typological and grammatical features. It is based on the comparison of languages with invariant lexical units and languages with lexical units that are interconnected and subject to change. The division of languages into amorphous languages, agglutinative languages, inflected languages, and polysynthetic languages is also based on this classification. None of these species is pure: the characteristics of all the languages in the world are transient.

Keywords: morphology, classification, inflection, grammatical form, verb, classification, feature, polysynthetic languages, analytic languages.

Introduction: Morphological (typological) classification of languages - the division of languages into groups according to differences in the methods of grammatical form formation; a type of typological classification of languages. According to this classification, the following types of languages are distinguished: amorphous (core) languages, agglutinative languages, inflected languages, polysynthetic languages.

Inflected languages are characterized by affixes being attached to the core and absorbed into it. In such languages, grammatical meanings are represented by inflection: for example, in Arabic book (singular) - kutub (plural) or in Russian drug (singular) - druzya (plural), which includes Indo-European and Som families. Inflected languages are also divided into synthetic and analytical languages. In synthetic languages, grammatical meanings (the relationship of words in a sentence) are expressed through form-forming affixes (e.g., Russian, German). In analytical languages, grammatical meanings are expressed not through word forms (formative affixes) but through auxiliary words, word order, tone (e.g., English, French, Spanish).

Inflected languages are languages in which grammatical, sometimes lexical meanings are expressed by inflection; linguistic typology is one of the basic concepts in the morphological classification of languages. The concept of inflected languages was introduced to science in 1809 by the German scientist F. Schlegel. It includes Som languages, Georgian, and some Indo-European languages as inflected languages. Inflected languages are usually divided into two groups of mutually compatible internal and external flexors.

In internal inflection, the unconditional substitution of vowels in a morpheme has a grammatical meaning: in German geht - goes, ging - went, der Gang - go; in Arabic qatala - (he) killed, kutila - killed, qattal - killer, etc. The mechanism of internal inflection is especially evident in the morphology of verbs, in the verb series of som languages. Flexion often occurs in language in combination with other means of meaning expression.

Synthetic languages (Greek synthetikos - joining, joining) - languages in which several morphemes (lexical, word-forming and word-changing) of languages, therefore, combine lexical and grammatical meanings. In them, methods of expressing synthetics - internal grammar - can include internal inflection, affixation, word repetition, word addition, and emphasis. For example, the Uzbek word for “workers” is in a synthetic form, with both lexical (ish and -chi) and grammatical (-s and -ga) meanings. Synthetic languages are contrasted with analytic languages in terms of the presence or absence of synthetics, and polysynthetic languages in terms of their abundance. But it is not possible to draw a strict boundary between synthetic languages and analytical languages, because synthetic languages use analytical method tools to a certain extent, and analytical languages use synthetic method tools. Synthetic languages include inflective and agglutinative languages. Of the Indo-European languages of ancient writing, Sanskrit, ancient Greek, Latin, Old Slavic, modern Russian, Lithuanian, and German are pure, exemplary synthetic languages; Although Turkic, Mongolian, Som, and Finno-Ugric languages also have many synthetic forms, they also have a number of analytic features.

Analytical languages are a type of language. Grammatical meanings (word relationships) are expressed not through form-forming affixes, but through auxiliary words, word order, and intonation. English, French, Spanish, New Persian are analytical languages. Other languages in the Indo-European family also have their symptoms.

Polysynthetic languages are a type of synthetic language. The basic unit of speech is speech. In such languages, all grammatical meanings are usually given in a word structure whose morphemes are in a continuous sequence. Polysynthetic languages are mainly Chukchi-Kamchatka, Eskimo-Aleutian, Abkhazian-Adyghe languages, which have an ergative structure (a syntactic structure in which the executor and the object are in a special agreement), as well as many Indian languages in North and Central America. The most numerous series of affixes (suffixes denoting person, number, tense, inclination, mode of action, etc.) occur in the form of verbs. In polysynthetic languages, the verb form usually means the full sentence content.

It is not possible to draw a strict boundary between classified languages, as some linguistic phenomena that occur in one language may occur in others. For example, Oceanian languages can be described as both amorphous and agglutinative languages.

The morphological (typological) classification of languages is important in terms of grouping the world's languages according to certain morphological features, creating their general scheme, so it has not lost its attention even now. There is also a third type of language classification - area or geographical classification. This classification is in an additional, auxiliary position relative to these two classifications (genealogical and typological) and arises from the geographical location of languages or dialects and dialects within a single language.

In short, linguistic geography, dialectography is a branch of dialectology in which the regional distribution of linguistic elements and phenomena specific to dialects and dialects is studied. Linguistic geography identifies linguistic phenomena (sounds, grammatical forms, words) prevalent in a particular area, compares and explains regional linguistic features in relation to folk history, language history, and represents the location and extent of specific linguistic phenomena through atlases and maps. Both the map and the atlas are a means of expression of linguistic geography, the main purpose of which is to explain the laws and ways of language development, the reasons for the emergence and existence of a particular dialect, as well as the relationship of dialect features to literary language. Linguistic geography emerged in the mid-19th century. In Uzbekistan, the study of dialects by linguogeographical methods began in the 1940s.

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INNOVATIVE LEADERSHIP AS A SUBJECT OF SOCIAL PSYCHOLOGY

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Annotation: *The article is devoted to the topic of innovative leadership as a subject of social psychology. The text also includes innovative leadership, changes in society and personality, socio-psychological qualities of a leading leader, psychological aspects of innovation, psychological components that ensure the qualities of innovative leadership, creative personality and its capabilities, approaches to the problem of innovative leadership, scientific views and phenomenological Aspects. In addition, on the basis of the opinions of many psychologists, the description of the socio-psychological qualities inherent in innovative leaders has been analyzed.*

Key words: *innovation, innovation leader, news, modern society, creative leader, research, organization, management, initiative, superiority, self-confidence, achievement, motivation, activism, social activity, responsibility, cooperation, corporate culture.*

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It is known that innovative leadership is inextricably linked with the activities of every leader, the main goal of which is to develop new ideas, concepts and plans for the future of the organization. That is, an innovative leader is a highly motivated person who is indifferent to the interests of subordinates and the interests of the enterprise, with new ideas. Although the phenomenon of innovative leadership is a psychological phenomenon, its true meaning is reflected in the concepts and approaches to the science of sociopsychology. Although some research may also address the general psychological aspects of the problem of innovative leadership, most of the research has been conducted in the framework of socio-psychological research. This is due to the fact that innovative leadership is inextricably linked with management activities, which are characterized by a number of socio-psychological qualities formed in the personality of the leader.

Leadership skills inherent in a leader are embedded in their content, for example, organization, high empathic skills, management style, creative thinking style, professional skills and competencies, special competencies, high quality, self-confidence, stress resistance, independence, initiative, aspiration. to success, responsibility also includes a set of adjectives. Therefore, the problem of innovative leadership is a purely socio-psychological problem. Below we will try to focus on a series of scientific studies by various psychologists to study the problem of innovative leadership.

According to N.Yu. Kruglova, the following aspects of innovation activity are distinguished [1,56]:

-Technical and technological (new means of production and new technologies);

- From these innovations, employees of organizations

- Negative is not expected;

- Organizational and managerial (new organizational structures and methods

- Team management, development of managerial decisions and control over their implementation);

- Socio-economic (new material incentives, wage systems).

L.R. Krichevsky explains the above list with other reasons [2,123]:

- Legal (changes in labor and economic legislation, the emergence of new laws, for example, the law on the protection of intellectual property);

-Pedagogical (new methods, models and forms of education and upbringing, the creation of new public bodies). The last four types of innovations evoke in workers.

-The negative reaction is understandable: it is most difficult to achieve effective change in people's behavior, since the natural striving for stability, healthy conservatism and the presence of life and professional stereotypes induce all of us to be careful and incline us to fear.

According to L.G. Pochebut, innovations of any type affect the interests of many employees of the organization, each of whom must take some role position: problem supplier, innovator, initiator, developer, expert, manufacturer, organizer, user [3,98]. This set of role positions depends on the content and scale of innovations and is rarely found in one person in production. There are two obligatory positions: organizer and user. Often, the innovative position and the functional position of the employee may not coincide. Normally, as scientists note, the initiator and implementer of the innovation process should be the head of the organization, and his behavior should reflect the standards of innovative behavior - striving for leadership, entrepreneurial spirit, desire to give freedom of action to creative and talented people, support of enthusiasts. The main thing in the innovative behavior of a leader is to develop the motivation of innovators among employees. N. According to V. Serbinovskaya, the features of an innovative leader are [4,145]:

- Dominance;
- Self confidence;
- Emotional balance;
- Stress tolerance;
- Creativity;
- Striving to achieve;
- Entrepreneurship;
- A responsibility;
- Reliability in the performance of the assignment;
- Independence;
- Sociability and others.

In our opinion, innovation is the process of introducing something new into various spheres of organizational and social activity, production and industry. This process is directly related to the scientific and technological revolution, which involves significant changes in actively developing companies every 4-5 years.

According to O.S. Sovetova, there are the following socio-psychological reasons for the need for innovation [5,65]:

-Order;

- Decrease in the quality, efficiency of labor in the organization and on production;

- Striving for self-improvement;

- New circumstances, conditions of activity, operation.

In fact, any enterprise operating in a rapidly changing external environment is forced to constantly monitor the change in these conditions and accordingly plan and carry out its development. In this regard, the extremely important role of socio-psychological factors in the introduction of innovations becomes clear. For psychologists, this is expressed in solving the problem of providing "psychological support ”of innovations, which allows to overcome the barriers of innovations with the least losses.

According to E.P. Ilyina, there are quite a few classifications of innovations by type. They can be [6,223]:

- Radical and modifying;
- Product;
- Technological;
- Social.

According to the above classifications, the more successful the innovation activity is, the higher the person's need for something new. There are different points of view regarding the essence of this need, including the opposite. The French writer and philosopher-educator Voltaire believed that if a person did not have a need for something new, then we would still "climb trees and eat acorns." The founder of German classical idealistic philosophy, Georg Wilhelm and Friedrich Hegel, believed that the need for the new is an essential characteristic of the "social person". However, the point of view is also known, according to which the main meaning of human life is self-preservation, the maintenance of one's existence precisely through the cultivation of self-restraint, invisibility and meekness [7, 65]. However, the last factor is quite important, since It is precisely in relation to the initiative, which may turn out to be ineffectual, and in some cases even give rise to temporary difficulties, that the leader's true attitude towards the prospects of innovative development is manifested. In the scientific literature, various approaches to the classification of the types of influence of a leader on the parameters of the innovativeness of an organization or a system are presented. The division into transactional and transformational leadership is quite common. Transactional leadership is focused on the use of methods of exchange, remuneration, and a standard set of management influences to manage subordinates that stimulate certain forms of behavior, but do not change the participants in the innovation process “from the inside”.

According to V.V. Kazakova, transformational leadership involves the provision of a more powerful deep impact on the members of the group or employees of the organization, bringing the efficiency of their work to a completely new level. This is due to the fact that transformational leaders inspire others, while using their sincere interest in strategic development, as well as orientation towards future success. [8,73] and short-term creative plans.

According to another definition of transformational leadership, it is the process of matching the values and goals of employees and the entire organization as a whole by changing their attitudes and beliefs. A distinctive feature of a transformational leader is that he is able not only to change the basic parameters of an organization or a system, but also to actively form an organizational culture, stimulate entrepreneurial activity, etc.

Transformational leaders have the following qualities: Self-confidence; attention to other people, their needs and requirements; ability to think strategically; the ability to quickly perceive the reactions of other group members to certain events and circumstances; individual approach to employees;

inspiring motivation; intellectual stimulation. A transformational leader is able to significantly influence the attitude of employees to the activities of the organization, as well as to form their orientation towards effective work to ensure innovative development and increase the competitiveness of its activities. The innovative readiness of consciousness largely depends on what kind of emotional and motivational states a particular problem situation causes in a person. These conditions certainly have a negative impact on the effectiveness and efficiency of innovation. It is known that an increase in motivation leads to an increased increase in innovative activity leash to a certain limit. This observation is used for justification. According to the research of A.N. Sukhovoi, the innovative leadership of a person also largely depends on the level of development of her creative abilities. It should be noted here that there are at least three main approaches to the problem of creativity [9,65]:

- First approach. Within the framework of this approach, it is believed that there are no such creative abilities. But as a necessary (but not sufficient) condition for the creative activity of a person, intellectual giftedness acts. The main role in the determination of creative activity is played by motives, values, personality traits.

-Second approach. Creativity is an independent factor, independent of intelligence. In a milder version, this theory states that there is little correlation between the level of intelligence and the level of creativity.

-Third approach. A high level of intelligence development implies a high level of creativity and vice versat. There is no creative process as a specific form of mental activity. In conclusion, the problem of innovative leadership still requires new socio-psychological research. In addition, the psychological study of the qualities of an innovative leader is very important not only for science, but also for the development of our society. When a leader is intellectually, professionally mature, has the ability to think creatively and foresee situations, then the development of society and the state is likely to flourish.

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Principles Of Formation Of A Culture Of Target Use Of Youth Internet Resources

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Abstract: *Today, the majority of the world's population uses the Internet. Man and society do not stand still, they are constantly changing, it has become commonplace to call the present we live in a period of globalization. Data transmission tools*

The development of the country has served to create a single information system that includes all countries. It is thanks to the Internet that local information networks are integrated into a single global network.

Key words: *Introduction to the Internet, some areas of Internet resources that may be of interest*

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The word "Internet" is an abbreviated phrase in a foreign language, which in our language means "international data network". However, after the invention of the name, as a result of the continuous development of the Internet, it has become not only the provision and reception of information, but also to carry out even greater work. The benefits of ease, affordability, and speed have become apparent in all areas of life using the Internet.

Despite the fact that all schools today have computer technology, it has been criticized that the internet service is not used enough. The Ministry of Public Education and the Ministry of Information Technologies and Communications have been tasked to develop an action plan to provide computer classrooms in all schools with modern technologies and high-speed Internet by 2021.

It was noted that the establishment of computer game centers with the involvement of enterprising entrepreneurs should include tests, quizzes, development strategies and other useful programs that will serve to expand the knowledge and outlook of children and youth.

Awakening in young people from childhood a love for books, the formation of independent thinking and a broad outlook will be a solid foundation in their way of life. But many villages and neighborhoods do not have the necessary conditions for this. The Information Resource Centers, which were established in place of the previous libraries, failed to fulfill the tasks assigned to them.

Given these circumstances, the new initiative plans to deliver additional books to places based on the number of young people.

The head of state instructed the relevant ministries and departments to publish books on artistic, educational and social topics within the Caravan of Enlightenment project and deliver at least 1 million copies to the Republic of Karakalpakstan and all regions.

It is necessary and important to teach parents to distinguish between the benefits and harms of the Internet, rather than banning children from accessing the Internet, as opposed to a "scourge" that promotes destructive and alien ideas and leads to the criminal world. Then we need to explain to our children that this or that resource or social network can harm them morally or materially, while others can help them increase their spirituality, knowledge and skills. On top of that, there are sites on the Internet that are full of ways to start a business and many other useful resources like that. In short, the Internet is a source of endless opportunities to make money. If we can explain all this to our children in bed, if we instill in them from an early age that they can earn money on their own by using the appropriate Internet resources, children will want to contribute to the family budget without wasting time and reducing the burden on their parents. .

For information, I would like to remind you that the younger generation of Inter

In order to create a comfortable and safe environment on the Internet, to protect against information and cyber-attacks that adversely affect their health and development by organizing a single point of use of educational and educational resources, Uzbektelecom JSC in 2017 launched special tariff plans, "Safe Internet" series and introduced additional services.

The Internet is a set of global computer networks. Simply put, it is the only network in the world that allows for the exchange of different types of data by establishing interconnection between computers. Plain text, video, audio resources, various programs, and other information are exchanged, transmitted, and received in extremely large amounts over that network. The words of our great enlightener Abdullah Avloni, "Education is for us a matter of life and death, salvation - a matter of destruction, happiness - a catastrophe" - are as important and relevant for our nation a century ago as they are today.

The following is an Internet resource that may be of interest to young people.

We can get acquainted with some directions of

- online surveys;
- Paid search on the Internet;
- Open your site and take advantage of it;
- Cash review of websites and web applications;
- Work with social networks.

So what is the difference between a news site and an info business? A site with content that was initially useful information also seems to make money from the information. But in the first case, the money comes from outside (advertising, affiliate programs), you sell a particular information product in the info business and get money from customers for it. The following may be information products:

- webinars;
- trainings;
- online training courses;
- e-books.

The feature of this method of making money is that you create the product once and take the profit from it permanently. At the same time, in parallel, it will be possible to create new products, develop in new directions and earn huge profits.

The world of the Internet has accumulated endless possibilities. Taking advantage of the opportunities in it will help us to spend our time productively, to bring up our children as mature spiritual people who will benefit their families and society. The fact that the young people of the Uzbek people are using the full potential of the Internet, no less than anyone else, gives hope that it will certainly contribute to the development of our country.

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