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**ARNOLD CHIARI MALFORMATION: SYMPTOMS, TYPES, AND TREATMENT**

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**Abstract:** Arnold Chiari Malformation (ACM) is a complex neurological disorder characterized by structural defects in the base of the skull and the cerebellum. This article provides a comprehensive overview of ACM, including its symptoms, types, and treatment options. The symptoms of ACM can vary and affect various aspects of neurological functioning, including headaches, balance issues, and developmental delays. ACM is classified into four types, each with distinct characteristics and clinical presentations. Diagnosis involves a combination of medical history, physical examination, and imaging techniques. Treatment options range from conservative management to surgical interventions, depending on the severity of symptoms and neurological impairment. A multidisciplinary approach, including pain management and rehabilitation, is crucial for comprehensive care. Understanding the symptoms, types, and treatment options of ACM is essential for accurate diagnosis and optimal management of this condition.

**Keywords:** Arnold Chiari Malformation, ACM, Neurological disorder, Symptoms, Types, Treatment options

**Introduction** Arnold Chiari Malformation (ACM) is a congenital condition characterized by structural defects in the base of the skull and the cerebellum. This neurological disorder affects the flow of cerebrospinal fluid and can lead to a variety of symptoms. Named after the Austrian pathologist Hans Chiari, who first described the condition in the late 19th century, ACM has since been classified into several types based on the severity of the malformation. This article provides an in-depth exploration of Arnold Chiari Malformation, including its symptoms, types, and available treatment options.

This article is a comprehensive review of Arnold Chiari Malformation (ACM), focusing on its symptoms, types, and treatment options. The information presented in this article is based on a thorough analysis of existing literature, medical studies, and reputable sources.

The research for this article involved an extensive literature review using online databases such as PubMed, Google Scholar, and medical textbooks. Relevant keywords used in the search included "Arnold Chiari Malformation," "ACM symptoms," "ACM types," and "ACM treatment."

Multiple sources were consulted to gather information on the definition, prevalence, causes, anatomy, and pathophysiology of ACM. Symptoms were identified through a review of clinical studies and case reports. The types of ACM were described based on established classifications and diagnostic criteria.

Diagnostic methods, including medical history, physical examination, neurological tests, and imaging techniques, were explored. Treatment options were gathered from current medical guidelines and research papers. Conservative management approaches, surgical interventions, and multidisciplinary approaches were discussed in detail.

It is important to note that the information provided in this article is for educational purposes only and should not replace professional medical advice. Individuals with suspected

ACM should consult with a qualified healthcare provider for accurate diagnosis and personalized treatment.

Results:

The results of this article provide a comprehensive overview of Arnold Chiari Malformation (ACM), including its symptoms, types, and treatment options. The information presented is based on a thorough analysis of existing literature, medical studies, and reputable sources.

The symptoms of ACM were found to vary depending on the type and severity of the malformation. Common neurological symptoms include headaches, neck pain, dizziness, and balance issues. Spinal cord compression symptoms may manifest as weakness, numbness, and difficulty swallowing. Developmental and cognitive symptoms such as delayed motor skills and learning difficulties were also identified.

Four types of ACM were discussed in detail: Type I, Type II, Type III, and Type IV. Each type has distinct characteristics, clinical presentations, diagnostic criteria, and treatment approaches.

Diagnostic methods for ACM include medical history, physical examination, neurological tests, and imaging techniques such as magnetic resonance imaging (MRI) and computed tomography (CT) scans. These methods aid in accurate diagnosis and classification of the malformation.

Treatment options for ACM encompass both conservative management and surgical interventions. Conservative approaches include medication for symptom relief, physical therapy, and lifestyle modifications. Surgical interventions, such as decompression surgery and shunting procedures, are considered in cases where conservative measures are ineffective or when there is significant neurological impairment.

A multidisciplinary approach involving pain management, psychological support, and rehabilitation may be necessary to address the complex needs of individuals with ACM.

It is important to note that the information provided in this article is for educational purposes only and should not substitute professional medical advice. Individuals suspected of having ACM should seek evaluation and guidance from qualified healthcare professionals for accurate diagnosis and personalized treatment.

**Discussion:** The discussion of Arnold Chiari Malformation (ACM) in this article highlights the complexity of this condition and the importance of understanding its symptoms, types, and treatment options. By providing a comprehensive review of the available literature, this article aims to enhance awareness and knowledge about ACM among healthcare professionals and individuals affected by the condition.

The symptoms of ACM can range from mild to severe, and they can affect various aspects of an individual's neurological and cognitive functioning. Understanding these symptoms is crucial for early detection, accurate diagnosis, and appropriate management of the condition.

The classification of ACM into four types helps clarify the distinct characteristics and clinical presentations associated with each type. This classification system aids in tailoring treatment plans to address the specific needs of individuals with ACM.

Diagnostic methods discussed in this article emphasize the importance of a thorough medical history, physical examination, and various imaging techniques. These diagnostic tools enable healthcare providers to make informed decisions regarding treatment options and interventions.



The treatment options for ACM encompass both conservative approaches and surgical interventions. Conservative management focuses on symptom relief and improving quality of life, while surgery may be necessary in cases of significant neurological impairment or when conservative measures fail to provide adequate relief.

A multidisciplinary approach that involves pain management, psychological support, and rehabilitation is crucial for addressing the diverse needs of individuals with ACM.

In conclusion, this article serves as a valuable resource for healthcare professionals and individuals seeking information about ACM. By understanding the symptoms, types, and treatment options, individuals affected by ACM can make informed decisions and work closely with their healthcare providers to manage the condition effectively. Further research and advancements in treatment strategies are necessary to improve outcomes and enhance the quality of life for individuals with ACM.

**Conclusion:** Arnold Chiari Malformation (ACM) is a complex neurological condition that requires a comprehensive understanding of its symptoms, types, and treatment options. This article has provided a detailed exploration of ACM, aiming to increase awareness and knowledge about this condition. The symptoms of ACM can vary widely and affect multiple aspects of a person's neurological functioning. It is crucial for healthcare professionals to recognize these symptoms to facilitate early diagnosis and appropriate management. The classification of ACM into different types helps guide treatment decisions and interventions. Each type has unique characteristics and clinical presentations, necessitating tailored approaches to address individual needs. Diagnostic methods, including medical history, physical examination, and imaging techniques, are essential for accurate diagnosis and classification of ACM. Treatment options for ACM encompass both conservative and surgical approaches, depending on the severity of symptoms and neurological impairment. A multidisciplinary approach that incorporates pain management, psychological support, and rehabilitation is vital to optimize outcomes and improve the quality of life for individuals with ACM. Continued research and advancements in treatment strategies are necessary to enhance our understanding of ACM and develop more effective interventions. By staying informed and working closely with healthcare professionals, individuals affected by ACM can achieve better management and improved well-being.

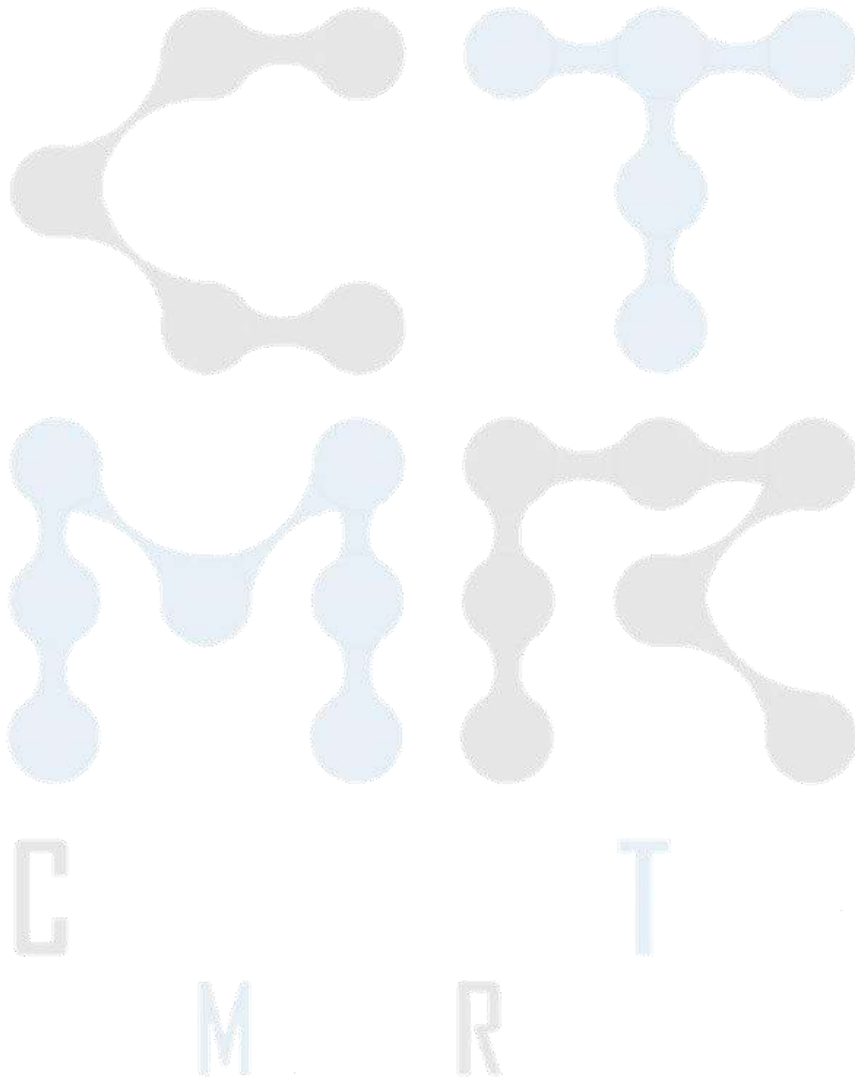
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**METHOD OF ORGANIZING LECTURE COURSES ON OBJECT-ORIENTED PROGRAMMING LANGUAGES USING BLENDED EDUCATIONAL TECHNOLOGY**

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**Abstract.** This article presents suggestions and recommendations for organizing object-oriented programming language classes using the "Face-to-Face Facilitator" model of blended learning technology.

**Key words:** blended learning, e-learning, object-oriented, programming, structure, competence.

"Algorithmization", "Algorithmization and Programming", "Basics of Programming", "Programming Languages", "Modern Programming" languages" are being taught. The content of these subjects includes object-oriented programming languages such as Java, Python, C++, Ruby, C#, JavaScript, Objective-C, PHP.

The development of students' logical, algorithmic, creative thinking and competence from the mentioned programming languages requires a lot of time, various researches and the use of modern educational technologies. Because the implementation of various project works in the mentioned programming languages requires the implementation of the following steps:

1. Effective use of the environment;
2. Writing program codes;
3. Link buttons with generated codes or switch to visual mode;
4. Preparation of various visual projects.

The given sequence consists of several stages, each of which requires a separate approach. This creates the need to use a certain technology. Therefore, it is recommended to use the method of using mixed educational technology in the organization of training within the framework of the research.

In the recommended methodology, the use of the "Face-to-face" model of blended learning of lecture training is defined as one of the main tasks of the research.

When lectures on object-oriented programming languages are conducted using the "Face-to-face" model of mixed education, an important part is conducted directly in cooperation between professors and students. E-learning resources serve as an additional tool.

Therefore, it is appropriate to use the capabilities of the web, that is, the global network, when conducting lectures on object-oriented programming languages. Because in connection with the popularization trend of the global network, special attention is being paid to the organization of lectures in higher education institutions with the help of didactic electronic educational resources, and its features are to humanize education, increase students' motivation, creative thinking. and is serving in the development of competence.

Using the capabilities of the global network, it is possible to become a highly qualified specialist by developing competitive qualities of students by conducting lectures on object-oriented programming languages. In this regard, the main task of the professor-teacher is to use the global network in programming education, taking into account the individual capabilities of students.

Mixed education serves as an innovative educational technology. Because at the same time, in the modern world, innovative technologies are playing an increasingly important role



in the organization of the educational process, approaches to education and teaching methods are changing.

Mixed education can be cited as one of the main modern technologies aimed at improving the quality of education. Blended learning technology provides a combination of classroom lectures and individual intensive training in an e-learning environment. In this case, the "Face-to-face" model of mixed education is of great importance.

The "Face-to-face" model of blended learning is a combination of traditional lectures and e-learning using distance technologies. Thus, the "Face-to-face" model of mixed education allows to create a new field of interaction between subjects of the educational process in all types of educational and cognitive activities [1, 2]. This integration makes it possible to present the topics of lectures on object-oriented programming languages in a visual form, which opens up new opportunities for the credit-module system of higher education institutions. In the application of blended learning technology from object-oriented programming languages to lectures, e-learning resources are software for traditional lectures, and educational materials are presented in electronic format. Such a lecture includes the design of an online course based on the systematization and integration of materials on separate academic subjects by the professor and its placement in educational environments.

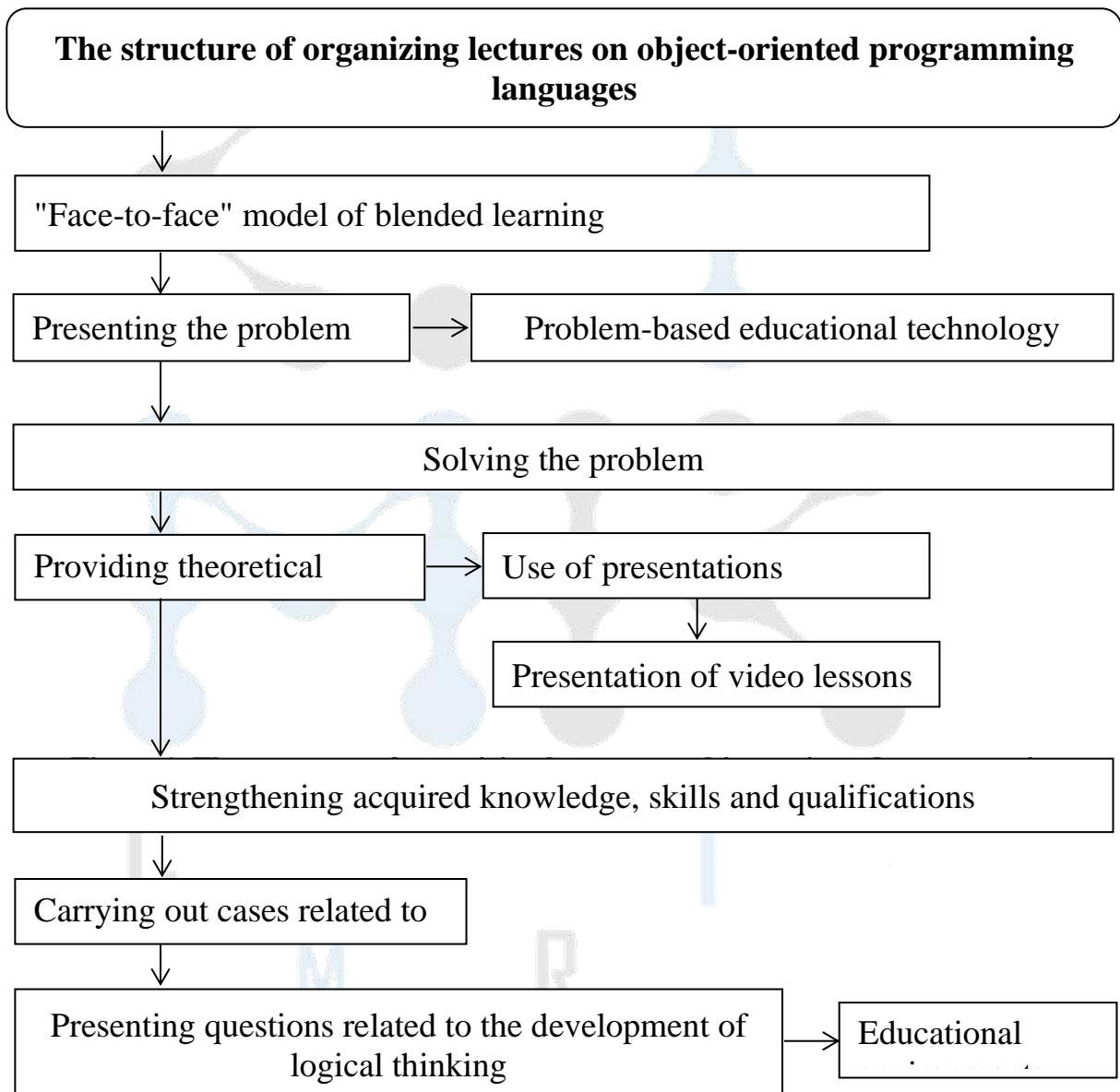
Recently, many research works and publications have appeared in scientific and methodical sources on conducting lecture classes with the help of electronic educational resources. In this regard, T.N. Kameneva, B.I.Zobova, P.I.Serdyukova, A.A.Andreev, S.O.Sysoeva have conducted scientific research, and they say that mixed education highly qualified specialists minimize the costs of various resources, individual characteristics of students, their capabilities, is based on traditional and innovative technologies that take into account preparation, as well as personnel and financial capabilities of higher education institutions [1]. Such studies are also presented in the works of the following scientists, in their studies, studies on the use of electronic educational resources in the organization of lectures on subjects related to informatics and information technologies: U.M. Mirsanov [3], M.R. Fayziyeva [4], F.J. Tokhirov [5], A.O.Norbekov [6], D.R.Roziyeva [7], Ye.V.Baranova [8], I.S.Spirin [9]. Although resources on the use of blended learning technology were not fully presented in their research, the idea of using blended learning technology was put forward. According to the cited scientists, electronic educational resources for the web serve as an important pedagogical software tool in the organization of lectures on subjects related to informatics and information technologies. Therefore, it is necessary to use electronic educational resources designed for the web when conducting lectures on programming languages, especially object-oriented programming languages.

Summarizing the above-mentioned theoretical analyzes and the opinions of scientists, in increasing the effectiveness of teaching informatics and information technologies, including object-oriented programming languages, and in developing the competence of students in object-oriented programming, mixed education "Face-to-face" It was concluded that it is necessary to use a new approach of the model, that is, information-educational environments. The main purpose of conducting lecture classes with the help of educational environments is the competent management of education, assessment of knowledge, analysis of the educational process, and improvement of educational efficiency. Therefore, the organization of lectures on object-oriented programming languages with the help of information-educational environments should be based on the following principles: availability; entertainment; specific features of

students' perception of the material on the screen; variety of forms; taking into account the dynamics.

With the help of lecture sessions organized from object-oriented programming languages based on the recommended principles, it is possible to attract students' attention and develop their logical and algorithmic thinking [1, 2, 10].

Thus, on the basis of the above-mentioned analytical sources, the structure of using the "Face-to-face" model of blended learning of lecture classes from object-oriented programming languages was developed (see Figure 1).



This structure envisages the use of the "Face-to-face instructor" model of blended learning when conducting lectures on object-oriented programming languages. In this case, it is recommended to use the technology of problem-based education before explaining the topic of the new lecture. With the help of problem-based learning technology, it is important to increase students' motivation for object-oriented programming languages, to solve problems through independent research, to form their intellectual potential, and to develop logical and creative thinking skills and competence.

In short, by organizing lectures on object-oriented programming languages with the help of mixed education technology, it is possible to increase the motivation of students to prepare visual projects, develop their creativity, cognitive and competence.

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O'ZBEK DAVLATCHILIGI TARIXIDA ARAB VA FORS TILLARINING  
DAVLAT TILI MAQOMIGA KO'TARILISHI

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**Annotatsiya.** Mazkur maqolada Arab xalifaligi tomonidan istilo etilgan Turon hududida xalifalikning davlat tili hisoblangan arab tilidan davlat tili sifatida foydalanilishi, xalifalik til siyosatining mahalliy tillarga ta'siri yoritilgan. Arab tilining islom mamlakatlarida birinchi xalqaro ilmiy til darajasiga ko'tarilgani, uning xalifalik hududida yagona ta'lim tili sifatida rivojlanish omillari tahlil qilingan. Somoniylar davriga kelib arab tili mavqeyining pasayishi va fors tilining davlat tili maqomiga ko'tarilishi sabablari yoritilgan. Forsiy tilning ilm-fan tiliga aylanishidagi muammolar haqida ma'lumot berilgan.

**Kalit so'zlar:** arab tili, islom dini, davlat tili, Arab xalifaligi, til siyosati, xorazm tili, xalqaro til, ta'lim tili, somoniylar, fors tili.

Arab tili paydo bo'lgan vaqtda (VII asrdan oldin) undan faqat Arabiston yarimorolining janubida yashovchi qabilalargina foydalangan bo'lsa [1], bir necha asrlar davomida u islom dini tarqalgan barcha mamlakatlarda davlat tili va ilm-fan tili vazifasini bajara boshladi. Arab xalifaligi boshqaruvi davrida xalifalikning davlat tili bo'lgan arab tili Turon xalqlari uchun ham davlat tiliga aylandi. Xalifalikda umaviylar sulolasining o'ninchi hukmdori Hishom (xalifalik muddati: 724 – 743) davrida devon ishlari to'liq arab tiliga o'tkazilgan edi [2].

VIII asrga kelib arablar tomonidan Movarounnahr deb atalgan hududlarning egallanishi Turonda mavjud qadimgi yozuvlarning asta-sekin yo'qolib ketishiga sabab bo'ldi. Arablar istilosiga qadar Xorazmda rasmiy hujjatlar ham, asarlar ham mahalliy tilda yozilgan. V.V.Bartold VIII asrdagi Xorazmni nazarda tutib, arablar bu yerda atrofdagi viloyatlar aholisidan kiyim-kechagi bilan ajralib turuvchi hamda boshqalarga tushunarli bo'lmagan va yozma hujjatlarda ham ishlatiladigan alohida tilda so'zlashuvchi o'ziga xos aholiga duch kelganlari haqida yozgan edi [3]. Xorazm istilo qilingach, xorazm tilida yozilgan barcha kitoblarni to'plash va o'tda kuydirishga buyruq berildi [4]. Bu holat Turonning istiloga uchragan boshqa yirik madaniy o'choqlarida ham sodir bo'ldi.

Islom mamlakatlarida arab tili birinchi xalqaro ilmiy til bo'lib xizmat qildi. Mazkur til bir necha asrlar davomida aslida arab bo'lmagan xalqlar uchun nasrda ham, nazmda ham asosiy til vazifasini bajardi [5]. O'zga tilli xalqlar uchun arab tili va yozuvini o'rganish mashaqqatli ish edi. Buning sababi xususida fikr yuritgan Beruniy arab yozuvining katta kamchiligi unda shaklan bir-biriga o'xshash harflarning mavjudligida ekanini qayd etgandi [6]. Shunday bo'lsa-da, bu tilni o'rganishga ehtiyoj kuchli bo'ldi. Islomni qabul qilgan aholi ibodat vaqtida Qur'on suralarini tilovat qilishda ushbu tildan foydalanadi. Mahalliy zodagonlar esa arab tilini xalifalik ma'murlari bilan yaqinlashish hamda o'z siyosiy mavqelarini tiklash vositasi deb bildi. Natijada ko'p vaqt o'tmay arab tili va yozuvini o'zlashtirib olgan bilimdonlar paydo bo'ladi. Beruniy zamon talabiga qarab o'z asarlarini ona tilida yoza olmaganidan afsuslanganini qayd etgan [7].

Arab tili, shuningdek, ta'lim tiliga ham aylanib, Turondagi barcha madrasalarda turli yo'nalishlarda mukammal o'rgatildi. Shuni alohida qayd etish kerakki, mazkur til grammatikasi o'zigacha yaratilgan grammatikalardan izchilligi, tizimliliigi va ilmiyligi bilan ajralib turadi [8]. Bunda Xorazmdan Arabistonga borib arab tilining mukammal grammatikasini ishlab chiqqan alloma, tarixdagi birinchi ko'p tilli lug'at muallifi Mahmud Zamaxshariyning xizmatlari beqiyos. Ammo XIII – XIV asrlarga kelib mo'g'ullar bosqini va hukmronligi bilan bog'liq keskinlik sabab arab tili o'z xalqaro mavqeyini yo'qota boshladi [9].

Milodiy VIII – IX asrlarda forslarning arablar tazyiqi natijasida Xurosonga ko'chib kelishlaridan so'ng Turonda g'arbiy eron til guruhiga mansub fors tili keng tarqaldi [10]. Ayni paytda bu davrda so'g'd tili o'rnini forsiy va turkiy tillar egalladi. Fors tili sharqiy eroniy tillar guruhiga kiruvchi so'g'd, baqtriya, xorazm tillaridan keskin farq qilgan. Shu tariqa o'rta asr adabiy tillari arab va fors tillarining kuchli ta'siri ostida rivojlandi. Somoniylar sulolasi hukm surgan davrdan boshlab arab tili sekin-asta o'z hukmronligini yo'qotib, uning o'rnini adabiy til sifatida shakllanib bo'lgan fors tili egallay boshladi. Ismoil Somoniy davrida fors tili davlat tili bo'ldi [11]. Biroq Ismoil Somoniyning o'g'li Ahmad Somoniy (hukmronlik yillari: 907 – 914) otasi vafotidan so'ng taxtga o'tirgach, davlatni idora etishda arab tilini qayta tikladi [12]. Bu esa mahalliy zodagonlar va turk g'ulomlari noroziligini uyg'otdi. Natijada u 914-yilda turk g'ulomlari tomonidan o'ldirildi.

Somoniylar davrida amaldorlarni davlat xizmatiga fabul qilishning ma'lum bir talablari amalda bo'ldi. Nafaqat markaziy boshqaruv organlari, balki mahalliy boshqaruv idoralari lavozimlariga xizmatga kirish uchun ham muayyan bilimlar talab etilar edi. O'qimishli hamda turli fanlardan xabardor bo'lgan da'vogarlar fors va arab tillarini egallagan bo'lishlari, Qur'oni karimni va shariat ahkomlarini bilishlari lozim edi [13]. Yuqoridagi talablarga mos bo'lgan bunday shaxslar tabaqasi Movarounnahrda arabcha "ahl al-qalam" va forsha "dabirlar" (kotiblar) deb atalardi [14]. Bunday talablar davlat tili mavqeyining mustahkamlanishiga, davlat boshqaruvi samaradorligini oshirishga xizmat qilar edi.

Manbalarda qayd etilishicha, IX asrda Samarqand So'g'dida yashab ijod etgan musiqashunos va shoir Abu Hafs So'g'diy arab aruz vaznida birinchi bo'lib fors tilida she'r bitdi [15]. Shuni alohida qayd etish joizki, X asrda somoniylar sulolasi vakillari hukmronlik qilgan yerlarda fors tili bilar bir qatorda arab tili ham kuchli ta'sirga ega edi. Shu sababli o'zlari arab bo'lmagan mahalliy olimlar, shoirlar o'z asarlarini arab tilida yozganlar [16]. Bu davrda Buxoroda forsiy tilda ijod etgan shoirlar bilan bir qatorda arab tilida ijod etgan ellikka yaqin arabiynavis shoirlar yashadi [17]. Lekin fors tili bu borada ilmiy adabiyot uchun hali mos kelmas edi [18]. Masalan, Beruniy o'zining XI asr o'rtalarida yozgan "Saydana" asarida fors tilini "faqat tundagi xusravona hikoyalar aytish uchun yaraydigan" va ilmiy asar yozish uchun yaramaydigan til deb ta'riflagan edi. Shu tariqa, asrlar davomida arab tili ilm tili bo'lgani singari fors tili adabiyot tili sifatida xizmat qildi. Mazkur tilda ko'plab badiiy va ayrim ilmiy kitoblar yaratildi. Ibn Sino, Abu Abdulloh Ro'dakiy, Abul Qosim Firdavsiy kabi bir qator olim va shoirlar o'z asarlarining bir qismini fors tilida yozdilar. XII – XIII asrlarda Umar Xayyom, Nasiriddin Tusiy va Qutbiddin Sheroziy kabi olimlar asarlarida fors tili ilmiy tilga aylanib, XIV – XV asrlarga kelib esa Turonda fors tili asosiy ilmiy til bo'lib qoldi.

Toshkentda olib borilgan qazish ishlarida topilgan IX – X asrlarga oid sopol idishlarning katta qismini umummusulmon dunyosiga xoslikning tasdig'i sifatida arab yozuvlari bitilgan sirli idishlar tashkil etadi. Bunday idishlarda aks etgan arabiy yozuvlarga qarab ushbu tilning ayrim shaharliklar xonadonida muomalada bo'lganini ko'rish mumkin [19]. Idishlarga tushirilgan kufiy yozuvlar yaxshi niyat yoki nasihatlar bitilgan so'zlardan, ayrim hikmatlar islom dini nufuzli arboblari so'zlaridan iborat bo'lgan. X – XII asr yozma manbalarida qayd etilishicha, chochliklar fors tilida juda yaxshi so'zlashganlar, choch tili esa "xaytal tillarining eng yaxshisi" hisoblangan. X – XI asrlardagi aholi tili shevalarini tadqiq etgan olim J.Lazarning ma'lumot berishicha, uch til – so'g'd, xorazm va Muqaddasiy tomonidan mustaqil til sifatida tavsiflangan choch tilidan tashqari tilga olingan barcha lahjalar muayyan umumiy tilning mahalliy shakllari bo'lgan [20].

Xulosa qilib aytganda, Arab xalifaligi boshqaruvi davrida xalifalikning davlat tili bo'lgan arab tili Turon xalqlari uchun ham davlat tiliga aylandi. Milodiy VIII – IX asrlarda forslarning arablar tazyiqi natijasida Xurosonga ko'chib kelishlaridan so'ng Turonda g'arbiy eron til guruhiga mansub fors tili keng tarqaldi. Somoniylar sulolasi hukm surgan davrdan boshlab arab tili sekin-asta o'z hukmronligini yo'qotib, uning o'rnini adabiy til sifatida shakllanib bo'lgan fors tili egallay boshladi. Ismoil Somoniylar davrida fors tili davlat tili bo'ldi.

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REQUIREMENTS FOR MEDIA COMPETENT KKA IN TRAINING HIGH  
ETHICAL PERSONNEL

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**Annotation.** This article describes the current scientific and practical aspects of media education. Based on the analysis of the studies conducted on the development of media literacy of students, theoretical conclusions and methodological recommendations were put forward. Furthermore, as technology continues to advance in the digital age, the development of media competency in professional education is becoming increasingly important. This article examines the development of media competency among students in professional education, explores its importance, challenges, and potential solutions, and explores the skills students need to thrive in the evolving media landscape.

**Key words:** media education, media literacy, media competence, media product, information technology, information communication tools.

**Introduction.** It is known that the educational process is a unique complex structure. The effectiveness of education depends on the activity of the teacher and the student-pupil, the availability of educational tools, the perfection of the organizational, scientific, methodical and media products of the educational process, the need for knowledgeable, deep-thinking people in society, and several other factors. In particular, information and communication technologies are considered an important tool for improving the quality of education.

Educational technologies are always based on information, and they are closely related to the storage, transmission, and delivery of various information to users. With the development of computer technology and communication tools, we observe that teaching technologies have changed radically. Telecommunication systems provide an opportunity to transfer new editorial and information and professional knowledge in various fields in the shortest possible time.

**The main part.** The development of information technologies also requires the development of media literacy of students. The use of media products is an important part of the student's independent work and free time. Therefore, it is natural to integrate media education into the process of working with young people.

Media is becoming more and more important in people's life and education. This situation indicates the importance of the rapid development of media education.

The main tasks of media education are: preparing the young generation for life in modern information conditions, teaching them to perceive various information, to understand it, to understand the consequences of its influence on the human psyche, to master the methods of using non-verbal forms of communication with the help of technical means. Of course, it should not be forgotten that "participants of the educational process have equal rights".

**L. Masterman, one of the most famous media editors and media theorists, justified seven reasons for the relevance and priority of media education in the modern world:**

- ✓ The highest level of media use and the media saturation of modern society.
- ✓ The ideological importance of the media is that it is an industry that influences the minds of the audience.

- ✓ The rapid increase in the volume of media information, the strengthening of their management and distribution mechanisms.
- ✓ The speed of penetration of the media into the main democratic processes.
- ✓ Increasing importance of visual communication and information in all areas.
- ✓ To provide education to the students in accordance with the requirements of the future.
- ✓ Increasing national and international processes of privatization of information.

According to S. Babadjanov, who conducts important research on the development of media literacy of students, media education is a process that helps to understand basic laws, helps to learn the language of media information in simple directions, contributes to the growth and development of students' artistic potential, reception, study and competent analysis of media texts. is an educational process aimed at forming the ability to achieve. As a result of media education, media competence develops.

Media comretence is a new term entering education, and it includes meanings such as the ability to transmit and evaluate media information in various forms, learn, and communicate.

Our research shows that paying more attention to several terms under the concept of media literacy, including media culture, media promotion, media education, media information, information culture, media literacy, has a special place in raising a mature generation. The result of media education is determined by the increase in the level of media literacy of the audience.

Media literacy refers to a set of skills and competencies for receiving and evaluating media. **The sources show the following content of media literacy:**

1. Understanding the role and functions of the media in a democratic society.
2. Understanding the conditions under which media can perform their functions.
3. Critical evaluation of media content in terms of its functions.
4. Communicate through the media to express your opinion and participate in democratic processes.
5. Activating the skills (including ICT skills) needed to create user content.

Media literacy emphasizes understanding the functions of the media, evaluating the quality of the implementation of these functions, and engaging in rational cooperation with the media for self-expression and participation in social processes. Media literacy is critical and requires a broad perspective based on a developmental structure of knowledge. The level of media literacy can be increased in the process of perceiving, interpreting and analyzing cognitive, emotional, aesthetic and ethical media information throughout a person's life.

"An audience with a high level of media literacy will have a high level of understanding, management and evaluation of the media world." Media literacy helps a person "to respond to historically limited content that is relevant to his perception and understanding ." It involves reading and re-understanding media texts, asking, "Who will I become when I see this?" to answer the question provider is literacy.

**Based on the analysis of research on the theory of media education, the development indicators of media literacy can be defined as follows:**

1. Motivational (genre, thematic, emotional , epistemological, hedonistic, psychological, ethical, intellectual, aesthetic, therapeutic and motivations for contact with other media texts );
2. With contact (conversation speed media culture works and media texts with contact );
3. Informational (terminology, theory and history of media culture, knowledge of mass communication process);
4. Reservative (media texts perception ability to do);

5. Interpretive evaluator (media perception, critical of independence certain level based on media texts comment, analytical skills);
6. Practical presentation (creating and distributing own media texts);
7. Creative (the creative beginning of different aspects of media activity is resertive, the game artistic, research and remains ).

**For editors in media education activities important was professional knowledge and of skills development indicators while defined as follows :**

- 1) Motivational (motives of media educational activity: emotional, epistemological, moral, aesthetic and others);
- 2) Informational (warning degree, theoretical and editorial knowledge in the field of media education);
- 3) Methodological (methodological in the field of media education skills, editorial artistry gorge );
- 4) Active (different in a row study the quality of media-educational activity during training );
- 5) Creative (initial creative level in media education activity).

This model Yu.N. Usov by developed optimality (convenience) corresponds to k indicator (systematic about media culture of knowledge development, media texts analysis to do skill, education, development, education dialectical unit, audience communicativeness opportunities for expansion , orientation to the development of the student's personality).

Development of students' media literacy one how many comronent (composition parts) based on

**The first comronent** is experience. How much we have with media and reality contact installation experience blind if that's it of media literacy high will have better oppourtunities for development .

**The second component** is the active recruitment of skills in the media sector.

**The third component** is maturity independent education willingness to receive .

High and low levels of audience media literacy development indicators put forward by Dj. Rotter this about important from the data and their wide use in the professional editorial process is highly effective:

**Description of a high level of media literacy development:**

- Head of media text separate the idea;
- Analysis: of the media text main identify elements;
- Compare: of the media text similar and drawing unique fragment-plates;
- Evaluation of the value of the media text or its film: making a conclusion by comparison based on certain criteria;
- Summarizing: the media short, sure and describe in such a way;
- Generalization;
- Deduction: separately information use general principles to explain ;
- Induction: inferring general principles by observing particular data;
- Synthesis: reassembling individual elements into a new structure.

**Media literacy the bottom of development level Description:**

- "Weak intelligence" (in the ratio of problem solving and creative abilities), "everyone thing own on time to be" preference; weak memory based on retaining only the most important facts (for example, the evening before the exam );
- Thematic dependence, the most important aspects of the message understand not get to the counselor to assistant to the manual, learning the need for guidance on;



- Lack of patience and lack of trust in blind meaning in media texts;
- Non-blind categories for posts there is when weak concerted specialization, a negative reaction to new messages that do not fit into the usual categories, or the easy manipulation of media text ;
- In the rights you need to make a decision impulsivity, accuracy rich be \_ The analysis of the work of media theorists and media editors shows that educational, educational and creative approaches to the use of mass media opportunities are important in media education concerts. Media is educational approaches done The main components of the increase can be divided as follows:
  - To acquire knowledge about the history, composition, language and theories of the media;
  - Development of perception of media texts, "reading" of its language, imagination, vision memory activation, development of types of thinking (critical, logical, creative, figurative, intuitive), ideas understood understanding (ethical, philosophical, formation of skills based on democratic humanistic) principles;
  - Development of creative practical skills based on media materials. Har one redagog which media education depending on the basis of the theory, the choice of a specific model and its basic components are different done increase possible

In recent writings media researchers and of editors attention media is focused on moral-democratic aspects of education. For example, modern media education of movement from the leaders one According to B. McMahon, terrorism and wars period XXI in the century of young people media education democratic of society the most important on demand turned. Foreign in studies listed concerts analysis to us of the west main concerts modern draw a conclusion about the important directions of adaptation enable gives

No doubt, one too editorial concert another of the country formed traditional education not adapted to the type without cannot be used . This is the concert politics of western media education content appropriation to the process as well related

Today's violent information exchange, technique development media products shape and content coloring , attraction expands the possibilities . That's it therefore student and multimedia in youth and information provide communications doing products choose sorting, acceptance to do mastering right of use improvement to the actual issue turning around remains. This about from reda gog researchers more swiftness, demand responsibility Demand will be done.

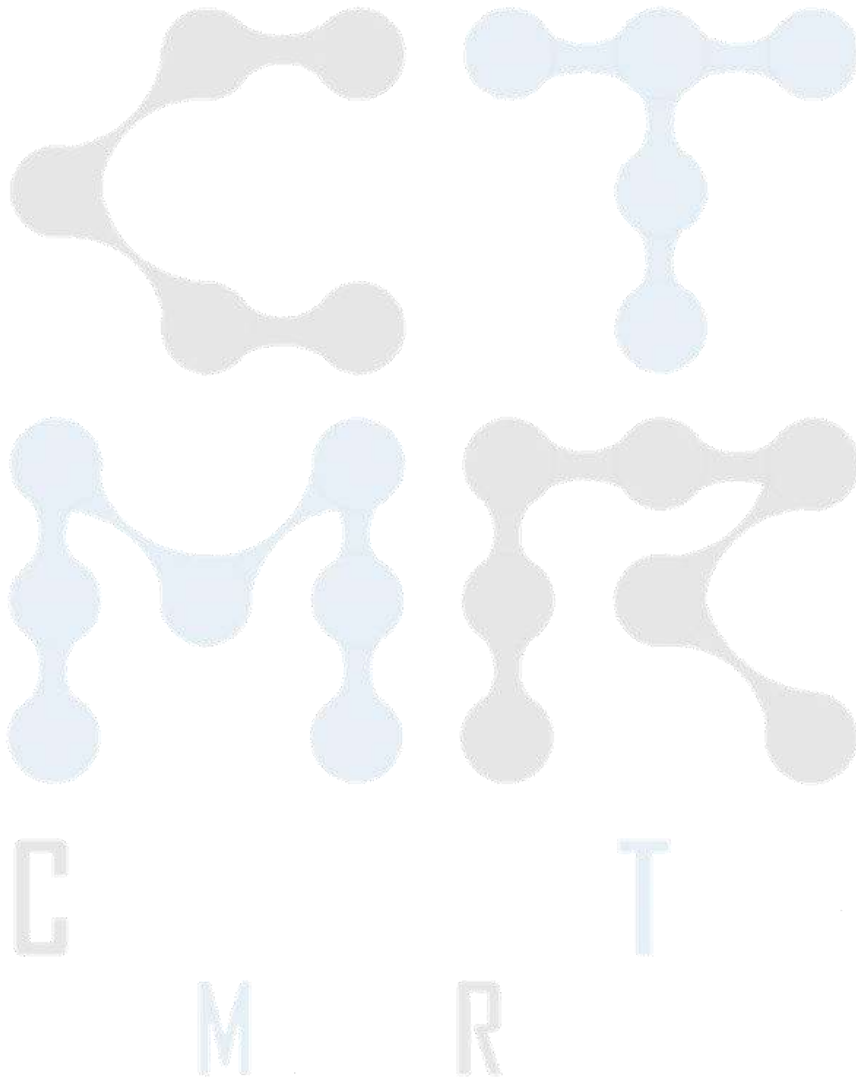
Research has concluded that parents who actively engage and guide their children in media content are more likely to have children with higher levels of media literacy. more.

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**Annotation.** When determining the focal point of the Surkhandarya dialect zone, the city of Termiz is defined as a weak focal point, which indicates that the dialect of the region is not well studied. In this article, the Denov district dialect of Surkhandarya region is analyzed. The influence of the studied regional dialect on neighboring dialects and, conversely, the influence of the neighboring dialect and the Tajik language on the regional dialect were studied by comparing the morphological features of existing places.

**Keywords.** dialect, dialect zone, territory, area, conjugation, tense, verb, affix.

When determining the focal point of the Surkhandarya dialect zone, the city of Termiz is defined as a weak focal point, which indicates that the dialect of the region is not well studied. In this article, the Denov district dialect of Surkhandarya region is analyzed.

According to the phonetic, grammatical, lexical features of the Karaganda dialects in the dialectal zone, they can be divided into

#### 2. Morphological features of the I-type Karak dialects:

It is a 5-conjugate system, and nominative conjugation is also represented by the subjunctive conjugation. For example, the book of oneself (adab.) *ozinī kitābi*, the water of a river (adab.) *dajrāni suvi*.

The accusative agreement is represented by the affixes *-ni/-di/-ti* in the dialect. Affixes *-ni* (*bizani*), after voiced consonants *-di* (*ojdi*), and voiceless consonants *-ti* (*gošti*) are used after vowels. We can observe this situation in the dialects of Tashkent region<sup>1</sup>.

The plural is used in the form *-lār* in the same way as in the literary language. This affix expresses the meaning of respect together with the plural. In particular, this situation is being actively used later as a result of the influence of the literary language and type II Karaganda dialects.

The affixes *-di/ti* are used to express the definite past tense. After vowels and voiced consonants, the suffix *-di* is used (*bārdi, keldi, turdi, ushledi*), and after voiceless consonants, the suffix *-ti* (*otti, ketti, išti (ichdi), bāšti*) is used.

When expressing the long past tense, the analytic forms of the verb *-gān edi, -jātgān edi, -(ā)r edi*, together with the single *-gan/-kān/-qān*, as in the literary language, are also expressed as an incomplete verb in the form of *-(ā)r edi, bārgān had come*

The present continuous verb is represented by the affix *-jāp*, one *ä* sound is added between the stem of the verb ending in a consonant and this affix, *kelājāppān/ kelājāpmān, orājāpmān, ketājāpmā, oqījāpmān*.

Present-future verbs are used with the affixes *-ä* and *-j*, *bārādi, oqījdi*.

#### Morphological features of type II Karagkh dialects:

The agreement category has 4 agreements, and the subject-arrival and departure-place-time agreements are represented by the same forms. The accusative agreement is the same as in Type I dialects, and the place-time agreement is also represented by the affix of the destination agreement.

<sup>1</sup> Шоабдурахмонов Ш. Тошкент области ўзбек шевалари. – Т.: Фан, 1976. – Б. 32.



Among the analytical forms used to express the past tense, the form *-(ä)r edi* is expressed in the form of *-mär edi* (not  $r > s$ ) in the case of non-partition, such as *bärmär edi*, *kirmär edi*. This shows that the historical form *-mär*, which expresses indivisibility, is still preserved in the dialect. Also, *-mär* and its back row *-mar* forms have been preserved in Turkmen and Azerbaijani dialects<sup>2</sup>.

The present continuous verb is expressed in *-āp* form, *bārāpmän*, *kelāpmän*. Only *de*, *ye* are used in *-jāp* form for verb bases ending in vowels. In verbs formed with the formative affix *-la*, such as the dialects of the Bukhara group, the *a* in the affix *-la* is dropped and the affix *-āp* is used, *išlāpmän/ iślāmmän*<sup>3</sup>.

In languages of the Kipchak group, conjugations are mostly used in their entirety. In the dialects of some areas, accusative-accusative agreements are used in one case.

The affixes *-di/-ti*, *-di/-ti* are used to express the definite past tense.

The long past tense is represented by the forms *-gän/-kän/-qan*, as well as by the affix *-gan*, as in the literary language and the Karak dialects of the dialectal zone. In this case, suffixes *-gän/gan* are added to verb bases ending with a voiced consonant, and *-kän/-kan* affixes are added to verb bases ending with a voiceless consonant. *-gän/-kän* is added to front row vowels, and *-kan/-gan* to back row consonants. These affixes are assimilated after the first person singular and plural person-number forms after the base of the verb. For example, *oqigamman*, like *bargammiz*.

Analytic forms used to express the past tense. *edi* is formed by using the suffix *-ib* (*-õ*) before the imperfect verb. In this case, the element *b* of the adverb moves to *v* between two vowels, and the incomplete verb *e* is pronounced in the form of long *i*., like *barivi:dim*, *kelevi:dim*.

Also, after the adjectival affix *-ar*, by using the imperfect verb *edi*, the analytical form in the sense of past continuous is used, *jazaridim/jazari:dim*, *ojnaridim/ojnari:dim*. The past tense is formed by adding the affixes *-imiš/-imış* after the adjective forms *gän/-kän/-kan/-gan*, *ke(l)gänimišmän*, *barganimišmıs*. Almost all tenses can be followed by the imperfect verbs *ekän/äkän*, *barganäkän*, *kegänäkän*.

The present continuous verb is formed with the affix *-(ä)jāp/-(a)jap*, *barajapti*, *keläjapti*. Also, the affix *-jatir* is used in the speech of the representatives of the older generation, which is not found in the speech of the middle-aged and young generation. This can be assessed as the influence of neighboring Karaganda dialects and literary language.

The present-future tense is formed with the affixes *-(a)j*, *oqijman*, *surajdi*.

The future tense form is formed by affixing *-a*, *baradi*, *keladi*.

In the Denov sub-dialect zone, there are areas where elements of Kipchak and Qarluq dialects are mixed and used without distinction in these village dialects. These are some streets of Abadon, Hazarbog, newly formed neighborhoods of Koybesh, and in these areas, the form of *āp(qilāpti)* is used together with the present continuous verb *-(ä)jāp/-(a)jap*.

<sup>2</sup> Амансарыев Ж. Түркмен диалектологиясы. – Ашгабат, 1970. – Б. 349. Нахчыван МССР-ин диалект ва шивэлэри. – Бакы, 1962. – Б. 141.

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C M R T

**Medicinal properties of pomegranate fruit and its role in medicine**

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**Annotation:** Pomegranate has been used for thousands of years to cure a wide range of diseases across different cultures and civilizations. It has great nutritional values and numerous health benefits. Pomegranates as a Treatment for Cancer, Osteoarthritis and Other Diseases. The pomegranate has been used in natural and holistic medicine to treat sore throats, coughs, urinary infections, digestive disorders, skin disorders, arthritis, and to expel tapeworms. However, modern research suggests that pomegranates might be useful in treating such serious conditions as prostate cancer, skin cancer, osteoarthritis, and diabetes. Studies also show that pomegranate seeds might help rid the digestive system of fats. Clinical research shows that pomegranates, when part of a healthy diet, might help prevent heart disease, heart attacks and strokes. This is because pomegranates have the potential to thin the blood, increase blood flow to the heart, reduce blood pressure, reduce plaque in the arteries, and reduce bad cholesterol while increasing good cholesterol. A decoction of seed is used to treat syphilis. Juice used to treat jaundice and diarrhoea. Juice of flower is used to treat nose bleeds. The fruit pulp and the seed are stomachic. Dried, pulverized flower buds are employed as a remedy for bronchitis

**Keyword:** Pomegranate, Treatment for Cancer, Pomegranate, Prevent Heart Disease, Jaundice and Diarrhoea

The word "Pomegranate" (*Punica granatum*) comes from the Latin for "fruit of many seeds." In folk medicine, the fruit's astringent properties have been used to treat various ailments (cuts, sore throats, tapeworms, dysentery, and gum disease). Pomegranate juice is marketed in the United States as a major source of antioxidant nutrients that protect against heart disease and other ailments. Recent research has focused on its potential use as a treatment for cardiovascular disease, diabetes, and various forms of cancer. The author examines those properties of the pomegranate, as well as its history and nutritional and chemical makeup. Pomegranates are believed to be native to the areas from eastern Iran through northern India says the author. More than a dozen cultivars of the fruit ("Wonderful" being the leading commercial cultivar in the United States) have been grown commercially in California's San Joaquin Valley since its introduction by Spanish settlers in the late 18th century. Pomegranates are a good source of vitamin C, providing between 10-20% of the recommended daily allowance according to one source<sup>1</sup> and up to 40% according to another. The potent antioxidant properties of the fruit have been attributed to its high content of soluble polyphenols. When tested in vitro on normal and colon-cancer cell lines, the juice was found to have superior antioxidant, antiproliferative, and proapoptotic effects compared with single purified active ingredients, probably the result of synergistic actions among the fruit's multiple compounds. Studies have shown that the antioxidant activity of the pomegranate flowers yielded activity two to three times the antioxidant potency of tea or red wine. The author notes research suggesting that pomegranate juice may be cardioprotective, reducing risk factors (such as cholesterol accumulation, foam-cell formation in macrophages, and oxidized low-density lipoprotein [LDL]) without affecting native LDL.

Cited by the author is an Israeli study in which 10 patients with carotid artery stenosis (advanced plaque build-up in the arteries) drank pomegranate juice and experienced reduced blood pressure, LDL oxidation, and progression of carotid lesions at 1-year and 3-year study intervals. In a randomized, double-blinded, placebo-controlled study at the Preventive Medicine Research Institute in Sausalito, CA, pomegranate juice drinkers with coronary artery disease had a 17% improvement in blood flow compared with an 18% worsening in the control group. The study team concluded that the antioxidants in the juice may help prevent the formation of fatty deposits on artery walls. In studies of the fruit's anticancer effects, pomegranate fruit extract (PFE) has been found to be chemopreventive in mouse mammary organ culture and in human breast cancer



cells in vitro.

In another study cited by the author, researchers at the University of Wisconsin in Madison found that PFE significantly reduced prostatespecific antigen levels and inhibited proliferation of aggressive human prostate cancer cells in athymic mice. Pomegranate extracts have exerted antiproliferative, antiestrogenic, and proapoptotic actions on leukemia cells as well as breast- and prostate-cancer cells. Results of studies with diabetic patients have shown that supplementing the diet with pomegranate juice had beneficial antioxidant effects on macrophages, implying that it could reduce the development of atherosclerosis. Australian researchers found that pomegranate flower extract reduced factors (hyperglycemia, hyperlipidemia, and a fatty heart) that can result in increased cardiac.

Pomegranate is a poly-vitamin, a unique fruit plant producing a wide spectrum of biologically active substances especially important in our present-day polluted environment. It helps in preventing the harmful effects of radioactive substances by producing biologically active substances. Russians, after the deadly Chernobyl tragedy, used pomegranates to reduce the effect of radioactive substances. In order to maintain the health and energy levels of astronauts, submariners and coal miners, they often consume pomegranate juice regularly. Pomegranate is loaded with tannins, anthocyanins, polyphenolics and antioxidant vitamins, A, E and C, all of which have a health effect on the body. These elements work together to benefit the arteries, plus it keeps the cardiovascular system healthy which is the chief health benefit of Pomegranate. It has also been found to increase levels of nitric oxide, which improve blood flow to the heart, reduce arterial plaque, reduce systolic blood pressure and help in curing erectile dysfunction. Other benefits include preventing premature aging, stroke, arthritis, Alzheimer's and even cancer. The juice of the red pomegranate has received attention for its rich flavor and healthboosting properties. If you cut a pomegranate open, you will see the many tiny pomegranate "arils" or seeds that are contained inside. The juice comes from the crushed seeds. Pomegranate juice has been shown to contain more antioxidants than most fruit juices, red wine or green tea, according to Health Castle

### Conclusion

*Punica granatum* has been claimed in traditional literature to be valuable against a wide variety of diseases, such as kidney stone, bleeding of kidney, irritable condition of bladder inflammation, painful urination, burning sensation, problem in urine discharge flowers are used in diarrhea, dysentery, hyperacidity, cardiogenic, dental disorders, anemia, piles, sterility and cough.

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**NURILLO CHORINING BADIY ASARLARIDA MILLIY KOLORITGA XOS  
KO'RINISHLAR NUTQIY JIHATDAN IFODALANISHI**

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**Annotatsiya**

Nurilla Chorining “Tashvishi yo‘q odamlar”, “Qizg‘aldoq” va “Lo‘litopmaslik chol” asarida xalq nutqidan foydalanib badiiy asarning mohiyati ochib berilgan. Muallif nutqi va qahramonlar nutqi uyg‘unlashgan holda o‘zbek millatining urf-odati, psixologik ruhiy holati xalqona uslubda yetkazib berilgan. Ikkinchi jahon urushi oqibatlarini va o‘zbek ayoli matonatini hikoyalarida tasvirlay olgan.

**Kalit so‘z:** Badiiy adabiyot, xalqonalik, tili, milliy kolorit, milliy ruh, ikkinchi jahon urushi.

**Abstract.**

In Nurilla Chori's works “Tashvishi yo‘q odamlar”, “Qizg‘aldoq” and “Lo‘litopmaslik chol” the essence of the artistic work is revealed using folk speech. The customs and psychological state of the Uzbek nation are delivered in folk style by combining the speech of the author and the speech of the heroes. He was able to describe the consequences of the Second World War and the courage of Uzbek women in his stories.

**Key words:** Fiction, folklore, language, national color, national spirit, World War II.

**Аннотация**

В произведениях Нуриллы Чори «Tashvishi yo‘q odamlar», «Qizg‘aldoq» и «Lo‘litopmaslik chol» сущность художественного произведения раскрывается с помощью народной речи. Обычаи и психологическое состояние узбекского народа переданы в народном стиле путем соединения речи автора и речи героев. В своих рассказах он смог описать последствия Второй мировой войны и мужество узбекских женщин.

**Ключевые слова:** Художественная литература, фольклор, язык, национальный колорит, национальный дух, Вторая мировая война.

Bobolar o‘g‘itini eshish, buvilar ertaklariga quloq tutib har bir harakat va holatga diqqat bilan e‘tibor berish har kimning qo‘lidan kelmaydi, qo‘lidan kelganlar uchun faxrdir. Umummilliy ko‘rinish tilida va diliga ko‘chirib, tasavvuridagi boyligini buzmagani holatda xalqimiz yetgazib berish uchun qalamining uchini o‘tkirayotgan ijodkorimiz Nurilla Choriyevdir. Ijodkorning badiiy asarlariga nazar tashlasak milliy urf-odat, milliy xarakter, milliy peyzaj tasviri, milliy o‘yinlar, milliy kiyim va milliy nutq kabi mentalitetga qoliplashtirilgan xususiyatlarda aks ettirilgan. Yozuvchi asarini o‘qigan kitobxon har tomonlama milliy koloritimizni anglab yetadi. Mudomiki, “Tashvishi yo‘q odamlar” to‘plamini o‘qir ekansiz, hikoyalar to‘plamida qahramonlari bilan muloqotga kirishayotgandek bo‘lasan kishi. Har bir hikoyasida xalqona hayot tasvirlari va tashvishlari ifoda qilingan. Xalqonalik aks etgan hikoyalaridan biri sifatida “Tashvishi yo‘q odamlar” asarini ko‘rsatishimiz mumkin. Asarda nabirasiga to‘y qilish orzusi bo‘lgan Bozirgan chavandoz hayotining ma‘lum bir ko‘rinishi hikoya qilinadi. Asar hayotiy tamoyillarga asoslanga. Bozirgan chavandozning orzulariga yo‘g‘rilgan badiiy asadir. Asar kitobxonning ruhiy olamiga singib ketishi tabiiydir. Voqealar ta‘sirchanligidan roviy nutqini ham unitasan kishi. “Qizg‘aldoqning adog‘idan ko‘ndalangiga Tagsaroy oqadi. Tagsaroyning kungay beti qari lalmi(el shunday aytadi), qiblasi

suvot – tayoq suqsang barg yozadi”<sup>1</sup>kabi xalq orasida qo‘llanilgan shevaga oid so‘zlar, roviy tomonidan foydalanish deyarli qahramon nutqiday asarga singdirilib ketilgan. Bu esa, yozuvchining mahoratli ekanligidan dalolat. Ko‘rinib turibdiki, “kungay bet qari lalmi” bu gapda oftob nuri tushadigan, suvsiz joyga yomg‘ir yog‘ishidan ko‘karadigan g‘allalar misolida keltirilgan.

“Qiblası suvot – tayoq suqsang barg yozadi”<sup>2</sup> Qiblası suvot – ya’ni qibla tomoni suvliki lalmi joy bo‘lsada cho‘pning barglab daraxt bo‘lishini ijodkor noan’anaviy shaklda tasvirlayapti. Yomg‘ir yetarli yog‘ganidan yerda namlik yetarli ekani, daraxt eksa ham ko‘karishi nazarda tutulmoqda. Ijodkor asarida tasviriy ifodadan unumli foydalagan. Yozuvchi nutqida “Muborak oshyonidan sudralib chiqqan chavandoz shu chaylani o‘ziga vatan tutgan”<sup>3</sup> Bozirgan chavandozning chaylani qo‘nim joy qilgani haqida aytgan. Muborak oshyoni doimo yashaydigan uyi nazarda tutilyapti. Sudralib chiqdi – hayot tashvishlaridan charchaganligiga ishora qilyapti. Chaylani o‘ziga vatan tutgan – Chayla dalada to‘rt tomoni ustun ko‘tarib usti qismiga xivich va o‘tlar tashlanishidan soya qiladigan joy. Vatan tutdi – ya’ni yashash joy qildi ma’nosida ishlatilyapti. Asar yozishda xalq nutqidan uchraydigan ibora va so‘z birikmalaridan yetarli foydalanilgan.

“O‘g‘li keldi. O‘tindi...”

Kelini keldi. Yolvordi...”

Qizi keldi. Yig‘ladi...”

Yozuvchi bu o‘rında sochma qora so‘zdan foydalanib, o‘ziga xos bo‘lgan uslubdan foydalanib, qahramonning qarilikka xos bo‘lgan injiqlik va qaysarlik xarakterini ochib bergan.

“Bozirgan chol o‘zini misli ko‘lvor chog‘laydi. Mezon quyoshida toblanib, shamoliga ko‘krak kermoqchi bo‘ldi. Uyga qaytmadi...”<sup>4</sup> ijodkor bu o‘rında o‘xshatish-qiyoslash metodidan foydalanib, qahramondagi ruhiy holatni ochib beryapti. Mezon shamoliga toblanga karaxt holatdagi kolvar ilonga o‘xshatmoqda.

“Qush cho‘qimaydigan, jonliqqa yet bitirmaydigan achchiq piyozning boshida nima bor bu “itkasal”ga”<sup>5</sup> bu o‘rında esa yet bitmas – achchiq piyoz yeb semirib bo‘lmasligini, piyoz dalasi boshiga kelib qushlardan va bashqa hayvonlardan qo‘riqlab dala boshida yotishga hech qanaqa asos yo‘qligini aytayapti. Qovun, tarvuz palak boshiga odamlar chayla qurib yashaydi, piyozning boshiga ko‘chib borish keragi yo‘q demoqchi, muallif. Qarilikda odatiy holatga aylangan o‘jarlikni ochib bergan. Keksaygan sari odam hurmat talab bo‘lishi va boshiga kelgan fikrni qilishga harakat qilib qolishi ko‘rsatib berilgan.

Bozirgan chavandoz xalq orasida uloq chopib katta bo‘lgan. Nabirasiga to‘y bersa albatta, ko‘pkari berish orzusida edi. Bozirgan chavandoz “Og‘zidagi tishi siyraklashib qolgan uzangidoshlarini bozorda ko‘radimi, mozorda ko‘radimi, do‘q urib: “Nevaramga to‘y beraman! Ko‘pkarisi katta bo‘ladi! Otga qarashing!.. ” gapirar edi”<sup>6</sup> Ko‘pkari (uloq) o‘yinida qatnashib yurgan chavandozlar odatda o‘ziga ishonchi kuchli, mard, halol, chapani va jini bor insonlar bo‘ladi. Yozuvchi bunday obraz tanlashida ham milliy koloritning tabiatli ko‘rinishini chavandoz xarakterida mos yanada jo‘nroq tasvirlanishini maqsad qilib olgan. “Nacha vaqtdirki,

<sup>1</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>2</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>3</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>4</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>5</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>6</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.



nevarani aytmaganda ismi odam bilan gaplashavermaydi”<sup>7</sup>. Bu gap ham muallif nutqi bo‘lib, ham chavandozga, ham qarilikka mos xarakterni so‘z orqali chizgan. Bu gapda esa odam ovu bo‘lgan chavandoz xarakteri xalqonalikni yanada kuchaytiradi. “Mezon shamolini ko‘rmagan piyoz chirib ketadi”<sup>8</sup> – deydi dono xalqimiz. Ana shu chirib ketishini bahona qilagan qari Bozirgan chavandoz chaylada yotadi.

Bozirgan chavandozning turmush o‘rtog‘i Qo‘zigul kampir qazo qilgandan keyin muallif shunday “Ulus chavandozning boshini ikki qilishga shoshmagan. Go‘yo Qo‘zigul kampirning ko‘karishini sabr bilan kutgan, ko‘klamga ilhaq bo‘lgandek ko‘rinadi. Kun qizigan sari gap-so‘zlar urchib ketdi...” deydi. Bu ulus xalq ma‘nosida kelgan. Chavandoz so‘zi ko‘pkarida uloqni olib chiquvchi kishiga nisbatan ishlatiladi. Boshini ikki qilish – bu yerda uylantirish ma‘nosida kelyapti. Ko‘karishini sabr bilan kutgan – kasaldan tuzalishiga nisbatan qo‘llanilgan. Qo‘zigul kampir qarigan bo‘lsa ham yoshlar singari o‘nib o‘sishi nazarda tutilgan. E‘tibor bersak, yuqoridagi gaplarning barchasi muallif tomonidan so‘zlansada asar qahramonlari nutqidan farqli ekanligi deyarli kuzatilmaydi. Avazning otasini yo‘qlab go‘yandalik qilishi ham yozuvchi mahoratidir. Ya‘ni vafot etgan insonlarga yaqinlari tomonidan bag‘ishlab aytgan alamli yo‘qlab yig‘laganda aytiladigan bag‘ishlovidir. Nay cholg‘u asbobining turi bo‘lganidan xabarimiz bor, shuningdek mumtoz adabiyotda naydan ijodkorlar ayriliq ma‘nosida foydalanishgan. Bugungi kunda shu ma‘noda kelishi sir emas. “Otam har oqshom arg‘amchiqopini tomorqaning etagiga qoqardi. Keyin menga nay chaldirib, tevarakka mordek tikilardi. Men nay chalardim. Ota esa “Men oyoq uzatar bo‘lsam sening holing nima kichadi, Xunxorning sultoni!” derdi, – deb yer tepdi Avaz”<sup>9</sup> yozuvchi nay detalidan asardagi Tolmas morboz o‘limi yaqinlashganlik holatini ifodalash uchun foydalanyapti. Nay ayriliq elchisi ekanligiga ishora sifatida ishlatyapti. Bu yorug‘ olamni yaqin kunlarda tark etishini sezgan Tolmas morboz obrazi orqali ko‘rsatib beryapti. Yana shuni aytish kerakki, Bozirgan cholning kampiri Qo‘zigul kampir olamni tark etgandan keyin qo‘shiq aytadigan bo‘ldi. Bu qo‘shiqni nabirasiga o‘rgatib, bobo nabira jo‘rlukda aytadigan bo‘ldi.

Bola bobosi o‘rgatgan:

“Bedananing yotar joyi xas bo‘lar,

Mezon kirsas, targ‘il morlar mast bo‘lar”<sup>10</sup>

qo‘shiqni davom ettirishini kutardi, nabira. Afsuski bobosi bu

“Chol o‘lsa qozon-qozon osh bo‘lar,

Kampir o‘lsa baland tog‘lar past bo‘lar”<sup>11</sup>.

qo‘shig‘ini davom ettira olmadi. Chunki, Bozirgan chavandoz yorug‘ olamni tark etgan edi. O‘lim... ya‘ni juftidan ayrilgan Bozirgan chavandozni hayot Shoir, go‘yanda qilib qo‘yadi. Chungi bunga sabab yakka-yu yagona chavandoz uchun yolg‘iz bo‘lgan turmush o‘rtog‘i edi. Qo‘sha qarishiga umid bog‘lagan chavandoz hayot tashvishlarini butkul unutdi. Qo‘shiq davomini aytolmagan chavandoz bu dunyo tashvishlarini umuman unutib yorug‘ olamni tark etadi.

Nurilla Chori “Tashvishi yo‘q odamlar” hikoyasida xalqonalik aks etgan. Asarda voqealar oddiy qishloq hayoti tasvirlanishi bilan qiziqarli kechadi. Hayotiyliigi bilan asar o‘z kitobxonini topdi. Bunga sabab aynan xalq hayotida qo‘llanilgan so‘zlar va voqealardir.

<sup>7</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>8</sup> Xalq nutqi

<sup>9</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>10</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

<sup>11</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.

Yana shunday o‘zbekning asliyatini ko‘rsatish yo‘lida yozilgan asarlaridan biri “Bo‘ron tingan kecha” asari. Asar shunday jumlar bilan boshlanadi: “Hu-uv, u davron boshqacha edi. Har mardumning dili tili bilan bir edi”<sup>12</sup>. Bu gapdan anglash mumkin: mardum – erkak ma’nosida kelyapti. Ijodkor o‘z psixologik nuqtayi nazaridan yondoshgani aniq sezilib turibdiki, har bir odamning ko‘ngli va tili birligi muallif tilidan aytilyapti.

Albatta, asar o‘zbek millatining milliy an’analariga boy, shuning bilan bir kontekstda milliy koloritga xos ko‘rinishda ifodalar aks etgan. Norbo‘ta Sharofni muallif shunday deydi: “Hilolni to‘ldirib yo bo‘lmasa, barkashdek oyni nimtalab Elsaroyning soyida bo‘y berardi”. Hilol – yangi oy ekanligi bizga ma’lum, ya’ni oyni to‘ldirib, barkashdek oyni nimtalab so‘zida esa, oyni botirib so‘ngra uyga qaytishini nazarda tutyapti. Elsaroy – joy nomiga nisbatan qo‘llanilgan. Bo‘y berishi – ko‘rinish berishi nazarda tutilmoqda. Yana a‘mol – amallar, ishlar ma’nosida kelyapti. Har ikki asarda o‘xshash jihatlar ko‘p. Syujetlarda, qahramonlar hayotida tafovutlar umuman boshqacha kechadi. Asar Qashqadaryo viloyatida bo‘layotgan voqealar asosida yozilgan. Asarda ko‘pkari(uloq) Kurash (olish) kabi milliy o‘yinlar tasvirlanishi asar bo‘yoqdorligini orttiradi. Joy nomlari geografik jihatdan bir xil bo‘lsada voqealar turlicha kechadi. Muallif nutqida milliy koloritga xos ko‘rinish mavjud. Nutqi orqali peyzaj, qahramon xarakteri, milliy o‘yinlar me‘yoriga yetkazib tasvirlangan. Inson orzu-niyatlarini atroflicha har qanday boboning orzusini tasvirlagan. Afsuski, asarda orzusi armonga aylangan Bozirgan chavandoz taqdiri armonli tugaydi. Achchiq va chuchukni bir totgan sevimli hayot yo‘ldoshi Qo‘zigul momoning qazo qilishi Bozirgan chol uchun kutilmagan hayotiy tashvish bo‘ldi.

Qizg‘aldoq – bu joy nomi. Turdixol ismli ojiza ayol yashab o‘tgan. “Turirdixolning eri askarlikka ketdi-yu, qaytmadi. O‘lik tirikligidan darak yo‘q. Beva boshi bilan ko‘zining oqu qorasi-bir o‘g‘il, bir quzini elga qo‘shaman, deb yoshini yashamay yalmog‘izning singlisiga aylandi qoldi” deya so‘zlaydi muallif. Urush yillari tasvirlangan bu asarda ham inson qadri yotibdi. Turdixolning hayotini muallif hikoyaning birinchi betidayoq qisqa va lo‘nda tasvirlab beradi. Farzandlarining kamoloti Turdixolning barcha qiyinchiliklarining rohati ekanligini ko‘rsatadi. Tul bo‘lgani va sobiq sho‘rolar bergan ozorlari hikoyaning birinchi betida farzandga bo‘lgan mehri orqali yengib chiqqani aytiladi. Asarda ijodkor Bibi robia’ Saidovanning “Oqmaydigan tosh” asariga o‘xshash syujet tasvirlangan. Lekin, ikki asarda voqealar umuman boshqacha tus oladi. “Qizg‘aldoq” asarida Turdixol oila qurmaydi. Bibi Robia’ Saidovanning “Oqmaydigan tosh” asarida esa aksincha Mo‘tabar turmushga chiqadi. Har ikki asar yozilishiga sabab bo‘lgan sabab bitta u ham bo‘lsa urush ikkinchi jahon urushi. Voqeyilik bitta bo‘lsa ham taqdirilar ikki xil yakun topadi. Ikki taqdirning tutash nuqtasi eri urushga ketib qaytmaganligi. Mualliflar urushning salbiy oqibatida domida qolgan o‘zbek ayollari qismatini me‘yoriga yetkazib yoritib bergan. Ya’na shuni aytish kerakki, “Lo‘litopmaslik chol” hikoyasida ham milliy koloritga xos bo‘lgan so‘zlar ko‘p. So‘zlar orqali o‘zbek millat nutida uchraydigan koloritga xos so‘zlar adabiy me‘yorga amal qilgan alligorik uslubda qo‘llanilgan. Nurilla Chori asarlarida xalqimiz orasida bugungi kunda ham ishlatilgan so‘zlarnig qo‘llanilish darajasi kitobxon uchun qiziqarli va o‘ziga tortadi. “Lo‘litopmaslik chol” hikoyasida Qulmat podachi obrazi asarda qahramon sifatida olingan. Ijodkor asarining “Podaning ortidan tayog‘ini sudrab bir chiqqanda oylab ketadigan qizg‘aldoqlik Qulmat podachi peshonasi tirishib, burushib, burni oqib muyloviga oqib, soqolini ko‘zyoshlari yuvib, eshonlarning poyqadamiga shirboz-bo‘rdoqi, olabosh-qorabosh qo‘ylarni so‘yib, mullalar etagini ko‘ziga surtib yurdi”<sup>13</sup> shu jumllariga

<sup>12</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi TOSHKENT – 2019 y.19-b

<sup>13</sup> N. Chori. G‘afyr Gulom nomidagi nashryot-matbaa ijodiy uyi Toshkent – 2019 y

Qulmatning hayotini tasvirlagan. Ya'ni, hayoti hijron va qiyinchilikda o'tayotgan insonga nisbatan ishlatiladi. "Burushib" bu yerda hayotining yaxshi tomonga emas, aksincha yanada murakkabroq kechishiga ishora qilmoqda. Qulmatning turmush o'rtog'i Zubaydaning hayotini "Qirmizi olmayonoq yuzini so'lg'inlik mahv etganda taqimini o'pgan sochiga oq oralab tirsagiga yetmay qoldi"<sup>14</sup> tasviriy yo'l orqali ifodalaydi. Ijodkor Zubaydaning qirmizi olmaday yuzini so'lg'inlik mahv etish, albatta hayotga taslim bo'lganligini ifodalamoqda. Soch detali orqali umrining yakun topshini tasvirlab bergan. Oltmishga yetganda esa tirnoq bitgani, ya'ni farzandli bo'lgani nazarda tutilmoqda. Qulmat va Zubayda peshonasiga sig'maydi norasida go'dagi. Avval na'ra tortgani, uvillagani va hayot sinovlariga ko'nikib jizzakiligini yo'qotgani asarda hayotiy saboq borligini yozuvchi aytmoqda, ya'ni Qulmat obrazining psixologizmini ochib bermoqda. Shu bilan birga badiiy psixologizmdan unimli foydalanib ifodalagan. Ijodkor badiiy to'qimani sodda syujetlar orqali ifodalashi asardagi badiiy qiyma yuqori pog'anaga ko'taradi. Ijodkor hikoyalaridamilliy koloritning nutqiy ko'rinishi bo'lgan lakuna, realiya, etnografizmlar va boshqa bir qancha nutqiy birliklarni qo'llagan. Me'yordan ortiq hollari ham bor. Biroq shuni aytish kerakki, shevaga oid so'zlar asar butunligini ta'minlagan. Asarlarida hayotiylik, insoniylik, vatanparvarlik kabi haqiqatlar o'z tasdig'ini topgan.

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Климакс (климактерический период, климактерий) — нормальное физиологическое состояние организма, переход от репродуктивного периода к менопаузе. Он обусловлен возрастной инволюционной перестройкой в высших отделах ЦНС, приводящей к нарушению цикличности и интенсивности секреции гонадотропных гормонов гипофизом, в результате чего возникает недостаточность функции половых желез. Климакс наступает у женщин в 45—55 лет. Климактерический синдром чаще возникает у женщин, перенесших тяжелые физические и психические травмы, страдающих хроническими заболеваниями, а также проживающих в трудных бытовых и семейных условиях. По В. Г. Баранову, климактерическая менопауза возникает в первую очередь вследствие возрастных изменений центров гипоталамуса, приводящих к нарушению цикличности и интенсивности секреции гонадотропных гормонов гипофиза — ФСГ и ЛГ. Считают, что о начале климакса свидетельствует время появления ановуляторных циклов. В начале климакса созревание фолликулов яичников продолжается, однако процессы их созревания нарушены.

Секреция эстрогенов снижается. Уменьшается тормозящее влияние эстрогенов на гипоталамус и гипофиз, в результате чего повышается секреция гонадотропных гормонов. В связи с этим у части женщин наступает активация функции яичников, сопровождающаяся гиперэстрогенией, пролиферацией в половой сфере, гиперплазией эндометрия и маточными кровотечениями. В период менопаузы прекращаются менструации, однако сохраняется относительная гиперэстрогения, постепенно переходящая в гипоэстрогению. Патогенез климактерического синдрома окончательно не изучен. Считают, что климактерический синдром развивается в результате снижения адаптационных резервов гипоталамуса и недостаточной его приспособляемости к изменившимся условиям, функционирования гипоталамо-гипофизарно-яичниковой системы рассматривают климактерический синдром как результат функциональной неполноценности высших регулирующих центров на фоне возрастного снижения функции половых желез. Вследствие первичной патологически повышенной реактивности центров гипоталамуса происходит возбуждение симпатико-адреналовой системы, что вызывает «приливы», потливость, раздражительность, плаксивость и т.д. Дополнительным фактором, усиливающим невроз, по-видимому, является и гипоэстрогения, особенно быстро возникшая. Она вторично влияет на функцию гипоталамуса.

В наружных и внутренних половых органах, молочных железах обнаруживаются атрофические изменения. Отмечаются уменьшение матки, сморщивание и уплотнение яичников, уплощение сводов влагалища с истончением слизистой оболочки и т.д. Гистологически в яичниках обнаруживаются фолликулы на разных этапах развития, их запустевание, разрастание соединительной ткани, тенденции к мелкокистозному перерождению. У большинства женщин климакс протекает без расстройств в состоянии здоровья. При появлении климактерического синдрома больные предъявляют жалобы, обусловленные вегетативно-нервными и психоневротическими нарушениями. Вегетативно-нервные нарушения проявляются в виде характерных «приливов» —

кратковременного (от 30 с до 1—2 мин) чувства жара, сопровождающегося покраснением лица, шеи, верхней половины туловища и повышенной потливостью. Нервно-психические нарушения характеризуются повышенной раздражительностью или угнетенным состоянием, плаксивостью, бессонницей, чувством страха и т.д. Иногда развиваются психозы. При климактерическом синдроме имеется повышенная склонность к атеросклерозу, гипертонической болезни, коронарной патологии (инфаркт миокарда и др.), сахарному диабету, токсическому зобу, глаукоме.

Нередко усилена функция коры надпочечников. Помимо климактерического синдрома, течение климакса могут осложнять ациклические длительные маточные кровотечения. Прогноз климактерического синдрома во многом зависит от длительности его течения, сочетания с сопутствующими заболеваниями и своевременного (раннего) лечения. В лечении патологического климакса нуждаются 10—50 % больных. Для профилактики и лечения климактерического невроза проводят общеукрепляющие мероприятия (правильный режим труда и отдыха, рациональное питание, витамины группы В, С, А, Е и т.д.). Назначают белково-растительную диету, богатую витаминами, с исключением продуктов, повышающих возбудимость нервной системы (пряности, кофе, крепкий чай, алкоголь и т.д.)- Ограничивают продукты, богатые жиром и холестерином. Широко применяется лечебная физкультура.

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STRATEGIC MANAGEMENT IMPLEMENTATION PROCESS IN HEALTH CARE INSTITUTIONS

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**Abstract.** The concept of strategic management has been substantiated. The key tasks of strategic management of the state medical institution have been defined. The urgency of implementation of strategic management in public medical institutions has been proved. The structure of the strategic management process in the state clinical hospital has been substantiated. The main stages of implementing strategic management in a public hospital are described: the development of operational plans for the implementation of strategic goals is determined. The objectives and practical activities of the strategic committee as a management body for the development of medical institutions are substantiated.

**Keywords:** strategic management, strategic goals, strategic tasks, operational plans, medical institutions.

**ПРОЦЕСС ВНЕДРЕНИЯ СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ В  
УЧРЕЖДЕНИЯХ ЗДРАВООХРАНЕНИЯ**

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**Аннотация:** Обоснована концепция стратегического управления. Определены ключевые задачи стратегического управления государственным медицинским учреждением. Анализирована актуальность внедрения стратегического управления в государственных медицинских учреждениях. Определена структура процесса стратегического управления в государственной клинической больнице. Описаны основные этапы внедрения стратегического управления в государственной больнице: определена разработка оперативных планы реализации стратегических целей. Обоснованы задачи и практическая деятельность стратегического комитета как органа управления развитием медицинских учреждений.

**Keywords:** strategic management, strategic goals, strategic tasks, operational plans, medical institutions.

Access to quality medical services for the population is a pressing problem not only for Uzbekistan, but also for other CIS countries, including the EAEU. In Uzbekistan, healthcare is currently a developing industry, the dynamism of which is based on the social policy of the state, increasing interest of the population in maintaining health, as well as on the active development of technologies, including management ones. One of the most popular modern concepts for managing both commercial and non-profit organizations in various industries is the concept of strategic management [1]. The Presidential Decree "On measures to further improve



the activities of the Ministry of Health” defines the goals of expanding the provision of quality medical services through the consistent continuation of reforms in the healthcare sector, including improving management, identifying further prospects for the development of the sector, improving the material and technical base of medical institutions and organizing the effective use of facilities state property. [2]

Briefly, the essence of this concept lies in the answers to the following questions that determine the structure of its tasks:

– what is the mission and main goals of the organization? This is solved by developing and approving a mission that takes into account the interests of all parties involved in the organization, as well as by determining the main indicators that characterize the essence of the institution’s activities and developing their target values for the period of strategic planning;

– what are the strategic objectives of the organization and how to measure their implementation? This is determined by the method of analyzing external opportunities and threats to the development of the organization, as well as through assessing the strengths and weaknesses of the organization on the way to realizing opportunities and overcoming threats;

– how to ensure the implementation of the set strategic objectives? This is achieved through the operationalization of strategic objectives in the form of operational plans (road maps), as well as through the creation and functioning of a strategic committee that monitors the implementation and adjusts the entire system of main goals, strategic objectives and operational plans of the organization.

Strategic management was originally focused purely on market firms, where the owners are the dominant stakeholders (parties interested in the organization), and thus all the company's activities are aimed at maximizing the profits they receive from the business [3]. In cases of managing commercial medical organizations, the essence and principles of strategic management correspond to its classical concept. For domestic public medical institutions, where the main stakeholder is the population in need of medical care, the structure of strategic management tasks is modified, becoming focused on meeting the needs of patients and the requirements of the founders in the form of ministries and departments of health care.

In this case, the key tasks of strategic management of a public medical institution may look like this.

1. What types of services and in what volume need to be developed to meet the growing needs of the population.

2. How to increase the efficiency of diagnosis and medical care.

3. How to ensure that the budget necessary to solve the first two tasks is received from the compulsory health insurance system, from paid services, through the VHI system (voluntary health insurance) and other sources.

4. How to correctly build a comprehensive system of strategic objectives for the entire medical institution, aimed at achieving its main goals.

5. How to systematically organize the practical implementation of the set strategic objectives in the process of current activities.

6. The root reasons for turning to the use of strategic management tools in government healthcare organizations are associated with the following factors.

7. The need to match the effectiveness of institutions to the achievement of key indicators for the implementation of state policy in the field of health care.

8. As a rule, the growth of the institution and the expansion of its activities (both as a result of mergers and as a result of an increase in the number of patients).

9. Development of new, including paid, types of services and voluntary health insurance in order to achieve economic efficiency and ensure the fulfillment of obligations to pay staff.

10. Increased competition in the markets for compulsory medical insurance and paid services from both commercial and public medical institutions.

11. The objective need to move from annual planning to medium- and long-term planning in connection with the anticipation of greater commercialization of the medical industry.

12. The presence of numerous examples of successful application of the strategic management system in the management of medical organizations both abroad and in commercial medical companies. Let's consider what a typical project for implementing strategic management methodology consists of. The goal of the project is to create a permanent system of strategic planning and control over the achievement of medium- and long-term development indicators and the implementation of activities within the framework of both the institution as a whole and its individual divisions [4]. The tools for achieving the goal are the system of strategic goals of the institution, the system of long-term development plans for departments (medical departments and departments for provision and support), as well as the activities of the strategic committee of the institution.

The most extensive area of strategic objectives for public medical institutions is the area of diagnostic and treatment activities. This strategic area typically consists of the following strategic objectives.

1.Improving the organization of medical activities. Responsible – Deputy Chief Physician for Medical Affairs. The indicators for the implementation of this strategic objective include: postoperative mortality for the hospital as a whole; resuscitation mortality for the hospital as a whole; [6] the number of introduced examination methods in the hospital; number of implemented treatment methods in the hospital; the number of doctors' participation in city and international conferences; share of the volume of penalties in the budget of compulsory health insurance (hereinafter referred to as compulsory medical insurance); the number of events held within the framework of cooperation with departments; the number of justified requests from patients regarding the quality of medical care, the number of cases of nosocomial infections in the hospital as a whole.

2.Improving the quality of examinations and medical care. Responsible – Deputy Chief Physician for Clinical Expert Work. The indicators for the implementation of this strategic objective include: the level of satisfaction of the population according to an independent assessment of the quality of services provided to patients treated in hospitals and clinics; the number of justified requests from the population regarding the quality of medical care; the number of analyzes carried out on the results of quality control cards for the work of departments and doctors with provision to the commission for the distribution of incentive payments; the number of analyzes carried out on inspection activities of insurance companies; number of occupational infections during professional activities.

3.Development of each specific department. The person in charge is the head of the department. It is necessary to formulate such a number of such tasks that it corresponds to the number of departments in the hospital.

The next area of strategic objectives is the area of “economics and finance”. The following strategic objectives may fall within this strategic area.

1.Creation of a system of end-to-end planning and control. Responsible – Deputy Chief Physician for Economics. Indicators of the implementation of this strategic task include

deviations from the plan of financial and economic activities in terms of income and expenses at the end of the quarter [7].

2. Creation of financial responsibility centers in branches. Responsible – Deputy Chief Physician for Economics. Indicators of the implementation of this strategic task include the presence of a plan for the receipt and expenditure of funds for each division and a monthly report by the head of the department on the financial results of the department's activities.

Optimization of costs for the purchase of resources for core activities. Responsible – Deputy Chief.

3. Physician for Economics. Indicators of the implementation of this strategic objective include the number of participants [8] in each competitive procurement procedure, a decrease in the number of concluded contracts compared to the previous year and a decrease in the procurement budget compared to the previous year.

4. Increasing the efficiency of using resources in core activities. Responsible – Deputy Chief Physician for Economics. The indicator for the implementation of this strategic objective was defined as a reduction in costs for inventories by a certain percentage compared to the previous year with a similar number of patients treated.

The strategic objective area called "Paid Services" may include the following strategic objectives.

1. Optimizing service offerings and increasing organizational efficiency. Responsible – head of the paid medical services department. The indicators for the implementation of this strategic objective are determined to be an increase in turnover for paid services and an expansion of the institution's client base.

2. Development of the website and creation of a positive image of the institution. Responsible [9] – head of the paid medical services department. The indicators for the implementation of this strategic objective are an increase in site traffic and an increase in the number of requests after visiting the site.

3. Creation of a CRM system (customer relationship management system). Responsible – head of the paid medical services department. The indicators for the implementation of this strategic objective are: the number of clients of the paid branch; number of calls to paid branch clients; number of shares in the client base of paid services; revenue; received from repeat sales.

4. Increasing sales efficiency and expanding sales channels. Responsible – head of the paid medical services department. The indicators for the implementation of this strategic objective are: increasing the number of insurance companies-partners for voluntary medical insurance (hereinafter referred to as VMI); increase in the number of patients under VMI; increase in monthly income under VMI; increasing the number of commercial partner clinics; increasing monthly income from commercial clinics; increase in the number of corporate clients; provision of paid services as a provider of medical services for government institutions through the government procurement portal.

The strategic objective area entitled "Enable and Support" may include the following strategic objectives.

1. Creation of a highly competitive team of motivated personnel. The person in charge is the head of the HR department. The indicators for the implementation of this strategic objective are: the number of effective contracts concluded; staffing levels; number of people [10] trained as part of a comprehensive personnel training program; number of comments by the department and the chief physician in the framework of personnel records management, military registration, and work with the pension fund.



2. Creation of an information system to support core business processes. Responsible – Head of the Information Technology Department. The indicators for the implementation of this strategic objective are: the number of new automated processes; number of completed repair requests; connecting and setting up computer equipment; equipment downtime; number of comments by the chief physician; deputy chief physicians to work information technology (hereinafter referred to as IT) services; deviation from the IT system [11] implementation schedule; number of training seminars for employees on working with the information system; the number of purchases of computer equipment for the needs of the developing information system; the number of workplaces connected to a structured cable network for the needs of the information system being implemented.

3. Providing resources for core activities and development. Responsible – Deputy Chief Physician for Economic Activities. The indicators for the implementation of this strategic task are defined as: fulfillment of the plan for the purchase of equipment, medicines and consumables and the absence of comments from the chief physician.

After developing indicators and their target values for strategic objectives, operational plans (road maps) are developed aimed at the implementation of each strategic objective.

For treatment and diagnostic units, the following four sections of activities in the operational plan are highlighted.

1. Increasing the efficiency of medical care processes.
2. Modernization of existing and introduction of new tools and methods of diagnosis and treatment
3. Development of personnel and scientific potential of the department.
4. Development of material and technical support for the department. For each event, according to the widespread methodology of strategic planning, the deadlines for the implementation of the event, [12] as well as the planned result, are determined. To effectively organize the strategic management process, a strategic committee is created.

It consists of the institution's chief physician, a number of his deputies and an external consultant. All procedures for strategic planning and control are prescribed in the approved regulations on the strategic committee. The Strategic Committee becomes a permanent management body for the long-term development of the institution. Its meetings are held three times a year for each department. At meetings, department heads report on the achievement of planned indicators for 4 months, as well as on the degree of implementation of operational plan activities. Committee members evaluate the work of department heads, propose and approve new initiatives, and adjust department development plans. This ensures continuity and controllability of the implementation of strategic plans for the development of branches.

Thus, the implemented strategic management systems in public medical institutions aim the latter at effective development, ensure the achievement of promising performance indicators, monitor the implementation of a system of comprehensive development measures, and also form effective healthcare managers.

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THE COMMUNICATIVE PURPOSE OF EQUIVALENCE IN TRANSLATION  
MEANS OF EXPRESSION

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**ABSTRACT**

Equivalence degrees, place of degrees at uprising the equivalence, method of application are considered relevant issues in the translation. The aim is to identify the problems of the issues raised by equivalence, determine the value of equivalence, comparing similarity of meanings between the original text and translation. Objectives: To determine the degree of equivalence in translation, to study phrases while maintaining the goal of communication, determining equivalent meaning in comparisons and special words. The object of our research is the form of comparisons and phrases of the original text converted to text of translation; and the equivalent forms in the translated text is the subject of research. The study used the method of comparative analysis. The first study of equivalence in translation of literary texts in the Uzbek translation is the actuality of the study. Study materials can be used in teaching of "Theory and Practice of Translation" and "linguistics culture". Scientific research work consists of an introduction, conclusion and bibliography. At transition of equivalent phrases of original texts and translation observed constriction of their meaning, as well as at the transition from the original text to text of translation, there is reductions of their meaning and reception, as a supplement, the new value.

**Keywords:** Equivalence, adequacy, reference, communication, denotative, expressive, metalinguistic function.

**INTRODUCTION**

The most important factor of culture that connects different nations is translation studies. Translation is the most important aspect of inter-national communication, through translation the works of scholars and poets are translated into different languages, and ties between peoples are connected to each other. The most laborious type of translation for any language is the translation by finding the equivalent version.

The translated text is equal to the original text and should create an impression of unity with it. Accordingly, one of the tasks of the translation is that the translated text takes the full communicative place of the original and presents a harmonious balance of artistic pleasure, content and structure equal to the possibility of the reader of the original. Such a balance should cover all aspects of translation.

**DISCUSSION AND RESULTS**

Linguists and translators have different opinions on the issue of equivalence. According to some translators, giving the main content while strictly adhering to the norms of the language being translated is an equivalent translation, and it is emphasized that this is an acceptable situation. In general, "equivalent" is equality, firstly, when equivalence implies no similarity at all, and secondly, equivalent is substitution. For example, in Hindi, *bacacēmanakērājāhōtēha-ai* (bachche man ke raja hote heyn) "Children become kings from the heart" or it is appropriate to translate this proverb as "childhood-kingship". In this case, it is possible to achieve equivalence in translation by giving its main meaning without compromising the level of



translation. Therefore, in the process of working on a piece of the original text, several variants of translation arise. It is important that the translator can choose the best alternative. In this case, the translator selects individual elements of the text according to the level of importance, which are grammatically and semantically correct. Choosing the translation option with the least loss is the most important factor that determines the level of translation.

It is important to recognize the levels of equivalence in translation. This has been interpreted differently by linguists and linguists.

Translation, as a special type of interlingual communication, is a creative process that requires the main attention to be paid to the meaning aspect of two language systems. Because the basis of completeness of information is the spiritual harmony of the texts of different languages. One of the tasks of the goal of communication is to fully provide the aspects of the meaning alternative of any image means in translation.

The general structure and content of the text, which is the main unit of communication, is the field of experience that forms the communicative meaning of linguistic units. The semantic (spiritual) content of the text, which is a complete communicative linguistic structure, consists of denotative and significant parts. The first of these refers to the aspects of the content of the text related to the events taking place in reality, and the second is related to the verbal thinking activity of the creator of the text or speech.

We mentioned above that the content of communicative units requires the combination of all spiritual elements, the expression of a single content, the goal of communication. Accordingly, in the field of communicative semantics, we are interested not in the relations outside the sign, but in the manifestation of these relations in the speech structure through the sign.

J. Lyons, the author of the book "Semantics", which is popular among semasiologists, says that the speaker, while performing an action, purposefully chooses a linguistic expression and "expresses the reference in the content of this expression". According to him, "reference-interprets not as the result of a one-way action performed by a speaker or writer, but as a type of linguistic activity that is formed on the basis of a two-way, that is, "interpersonal action" involving the speaker and the listener".

We also like this approach, because any language activity requires a communication environment, and language communication is a manifestation of interpersonal relations, regardless of what form it takes.

In addition to describing a situation or together with it, the purpose of communication may be to express an emotion, an emotional reaction to the information provided or the situation being described. The language has special tools to express this attitude: a specific tone, signs and kh.z. We are not talking about a specific emotional component of this sign, but about special signs that provide information about the assessment of the entire situation being described. By interacting with the content of other levels, this information is often an important aspect of the communicative act.

In the works of A. Schweitzer, A. Neubert, it is explained in detail that translation is a product of interlingual communication. As a result, the long-standing debate between linguists and literary scholars has almost been put to an end.

According to A.D. Schweitzer, the most important thing in translation is the communicative equivalence of the original and translated texts based on the invariant communicative effect. Communicative equivalence is related to functional equivalence, which implies preserving the functional dominance of the original text in translation. In his theories, it

is emphasized that if communicative equivalence is applied to semantic and pragmatic levels and supplemented with functional equivalence, it is possible to talk about complete equivalence.

From the point of view that language is primarily a means of mutual communication, Sh.Sirojiddinov, based on the approaches of the communicative model of translation, explained the issue of translation equivalence in his research. His model includes the following six approaches:

1. Reflecting the statement of the objective entity expressed in the original language (denotative)
2. Revealing the attitude of the author of the original to the text being created (expressive)
3. Determining and ensuring the level of compatibility of speech signals, facial expressions, gestures and general phrases related to mutual contact (phatic)
4. Analysis of language features used in interaction (metalinguistic function)
5. Expressing commands and commands in translation (will function)
6. Full provision of artistic image tools and semantic alternative aspects in translation (poetic function)

A.D. Schweitzer describes the types of equivalence based on the results of semiotics, that is, the science that studies the sign system. Communication is carried out through these signs. According to his classification, he emphasizes that neologisms, aphorisms, folk proverbs and expressions are included in maintaining the purpose of communication. because of this, there is a risk of not being able to distinguish their original meaning.

V. N. Komissarov presents a broader model of the level of equivalence. In the last refined variant, his proposed model consists of 5 interrelated hierarchical layers:

1. The level of the purpose of communication (communication);
2. The level of describing the situation;
3. The level of the method of describing the situation;
4. Level of phrase structure;
5. Level of lexical-semantic compatibility.

V.N. According to Komissarov's theory, translation equivalence is the maximum similarity of the content of the original and translated texts. In every language, there are words with an emotional color based on the positive or negative attitude of the speaker.

Words that do not have any emotional coloring, which are found in many dictionaries, are called neutral emotional words. Based on this, lexical combinations can be divided into three types. 1) negative emotional, 2) neutral emotional, 3) positive emotional words. The emotional coloring of words is created in two different ways, by choosing the context-appropriate meaning of ambiguous words and adding emotional coloring to words. We examined this emotional coloring in our research, that is, through analogies given in the original and the translation.

In addition, expressions have a special place among the means of expressing imagery in the language, because they express negative meanings such as cursing, hatred, disgust, swearing, cursing, and positive additional meanings such as caressing, humor, encouragement. are figurative compounds. Every writer has their own style and direction of using phrases. If it is necessary to translate a work created in a certain language into another language, in particular, in the process of turning phrases, alternative options, synonyms or equivalents available in the language are used.

There are expressions whose meaning cannot be deduced directly from some of the words in its composition. At the same time, there is no contradiction between the meaning

derived from the phrase as a whole and the meanings of the words in the phrase. The words that make up the phrase do not retain their independent center of meaning. The meaning of the phrase is derived as a common denominator of the meanings inherent in the words contained in it. This general figurative meaning preserves the integrity of the phrase, does not allow it to fall apart.

The similarity of expressions in different languages is explained by the commonality of living conditions, customs and logical observations of peoples in most cases. After all, phrases, like language tools, are created on the basis of various general human opinion and life observations. Meaning and methodological task. expressions of two languages that are similar in terms of their aspects differ from each other in a number of cases. Such expressions are in the relationship of mutual equivalence. Phrases serve to preserve the purpose of communication in the text. In achieving this goal, the translator serves to convey the figurative meaning of the word given in the text to the recipient.

The interaction of the translator with the author of the original text and the receiver of the text translation changes according to the conditions of translation and the request of the receiver, the ability of the translator to understand the communicative effect, his ideas about the real or supposed receiver of the speech work, and determines the compatibility of the translation.

#### SUMMARY

In conclusion, it can be said that in the analysis of the above examples, we considered whether expressions and similes in Bhisham Sahni's novel "Basanti" are given their equivalent directly, that is, adequately or indirectly

The original and translation units can be equivalent at all levels or at some of them. Fully or partially equivalent units and potentially equivalent definitions objectively exist in the original language and in the translated language, but their correct evaluation, selection and application depends on the translator's knowledge, skills and creativity, his language skills. and depends on the skill of considering and comparing extralinguistic factors. When studying the translation of phrases, the translator's skill is clearly visible mainly in finding equivalent and alternative options, because the words given in simple language in Hindi are expressed by phrases in the translation. It was observed that the meaning shifts in the equivalent expressions in the original and translated texts, and when the expressions in the original are moved to the translation field, their meaning narrows and they take on a new meaning as an addition. and managed to preserve the meaning in both languages.

Adequate interpretation of phrases in translation is one of the most complex and, at the same time, very responsible issues of translation practice. Because, as artistic and descriptive means of speech, they participate in the expression of various methodological tasks more than a simple, neutral statement of thought.

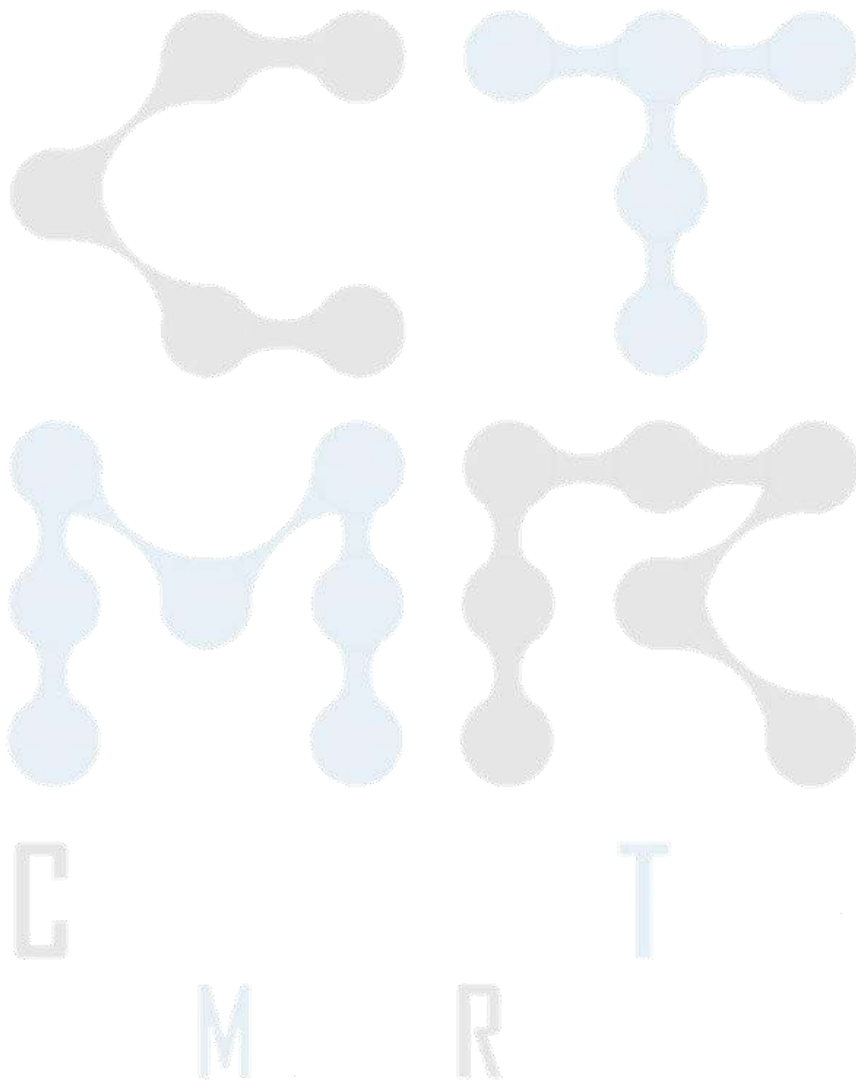
From the researches of many researchers, it became known that phrases as a single lexical unit of the language can be studied grammatically, semantically, functionally, and even sociologically. In addition, many expressions have a national character, which creates difficulties for translators. Social events, moral and spiritual-cultural norms, mental states, religious imagination, national traditions and customs are reflected in the structure of each language phraseology.

From the above, it can be said that in the translation, the translator achieved translation equivalence by changing the words that correspond exactly to the content and meaning. We were sure that it could be.



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TEACHING THE NOVEL OF THE PAST DAYS THROUGH INTERACTIVE GRAPH ORGANIZERS

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**Interactive graph organizers** - study in the process mental processes demonstrative present reach , or different by doing when we say , it is placed to the goal in reaching help giver drawing , table , graphs set \_ Graph organizers with more work \_ in terms of interactive education methods belongs to being their \_ between differences no \_ If the graph organizers teacher ready , filled without otherwise , the tool the task of students campaign to the subject circle knowledge strengthening and thinking development in order to method if used his wife performs \_

Lesson transition comfortable and live to be for different demonstrative weapons work exit necessary will be Of them own on time and in place to use to act need \_ Complicated the subject students to his mind easily deliver let's read together for , blist , venn diagram , case study such as from the organizers is used .

**"LET'S STUDY TOGETHER" TECHNIQUE**

**Collaborative study:** the study group is divided into small groups. Each small group becomes an expert in one area of the subject being studied and teaches others.

**The structure of the process of organizing work in groups using the "Let's study together" technique**

1. Groups of 5-6 students are formed, and they are named based on the suggestions of students.
2. Each group is given one task - a part of the general topic, on which the whole study group works, and expert sheets are presented to them.
3. A common task is distributed within each group.
4. Everyone performs an individual task.
5. Mini -lectures of all group members will be heard. They form a general result and prepare it for presentation.
6. The leader presents the results of group work.

**The rule of working in groups**

Listen carefully to the questions.

Take an active part in group work, approach assigned tasks responsibly.

If you need help, definitely reach out.

If you need help, by all means help.

Everyone must participate in the evaluation of the results of group activities.

**We need to know for sure:**

A. We learn by teaching others.

B. We are in one ship: either we sail together or we sink together.

Readers will realize in the process of analysis and interpretation that Abdulla Qadiri's writing talent and artistic potential are manifested in the novel "Gone Days". At the same time, readers should pay attention to the fact that the author has achieved the goal he set for himself in the novel "The Past Days" by transferring the traditional literary and folk artistic way of thinking to a new style - a realistic narrative method. It would be appropriate if Abdulla Qadiri's original writing edge turned to a new form - the novel genre, realizing the need to create a new

one in line with the times instead of an outdated means of expression. In a word, it is necessary to instill in the minds of readers that the novel "O'tkan kunlar" is an epic of its time in a new form. Teaching it using various interactive methods, in particular, "Let's read together" technique, blist game, case-study methods, teaches students to work and think. Therefore, we will first analyze the writer's novel "The Past Days" using the "Reading Together" technique below.

### O'quv topshiriq № 1

“O'tkan kunlar” romanida ro'y bergan chigal

### O'quv topshirig'i № 2

Yozuvchining obraz yaratish mahoratini Kumush va  
Lennat xole obrazlari misolida qiyoslang.

### O'quv topshirig'i № 3

Kumush portreti aks etgan lavhani o'qing va badiiy tasvir  
vositalarini toping.

### O'quv topshirig'i № 4

Portret tasvirini yaratishda Qodiriy qahramon yuzini,

### O'quv topshirig'i № 5

Otabek ota-ona rizoligi uchun bosh egib to'g'ri qildimi? Uning  
o'rnida siz nima qilgan bo'lardingiz?

BLK

The blist game for students is distributed to each student separately.

**Rules of the game:** the questions are placed in the boxes under the number 1. Students' answers are given in the boxes under number 2. In this case, the student will mark "+" for each answer that he considers to be correct, and "-" for each answer that he considers to be incorrect. The correct answers given by the teacher are marked in the boxes under number 3. The signs "+", "-" are also used in this. In the cells under the number 4, a mark is set for each correct and incorrect answer, and these marks are placed in the column of marks allocated for the answer.



## Abdulla Qadiri's novel Otkan kunlar? "

1	2	3	4
S avalos	<b>Student response</b>	<b>Correct answer</b>	<b>Reserved for reply ba ho</b>
Genre of the work			
Style			
Construction of the work			
Components of the work			
Images			
The language of the work			
Image of nature			
National mentality			
Character			
A matter of skill			

This through , " Gone days " of the novel nationality , in particular , in people fine , k ' zga non-disposable aspects obvious manifestation b dies . \_ The issue of nationality in literature has always been the focus of attention of literary scholars and researched. It is not for nothing that Otkan Kunlar is recognized as the first Uzbek national novel. Skillful use of the possibilities of the Uzbek literary language, reflecting national characters and national spirit; It is a huge creative achievement of the writer that he managed to describe the scenes of national life, customs, and manners from the point of view of national culture. From the very beginning of the work, it is known that the author set as his main goal to bring the national spirit characteristic of Uzbek folklore and classical literature into the novel genre. By reflecting the national spirit and national thinking in his work, the writer embodied the national way of life, the problems of domestic life, and achieved the revival of characters such as Otabek, Kumush, Mirzakarim Kutidor, Yusufbek Haji at the level of national characters.

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UDC: 541.49;546.185.56.57

**TECHNOLOGY OF SYNTHESIS OF LIGANDS BASED ON LOCAL RAW MATERIALS****Toirova G.Kh., Turaev Kh.Kh.****Faculty of Chemistry, Termiz State University, Termiz, Uzbekistan**

**Abstract.** In this article, the physico-chemical basis of the synthesis of complex-forming polymer ligand ionites containing nitrogen, sulfur, oxygen, and phosphorus is analyzed. The sorption abilities of the synthesized polymer ligands were studied on Cu (II), Zn (II), Cd (II), Ag (I) ions, and the effect of the medium pH was studied. According to the results of metal sorption studies, static exchange capacities of ligands (mg-equiv/g) was studied.

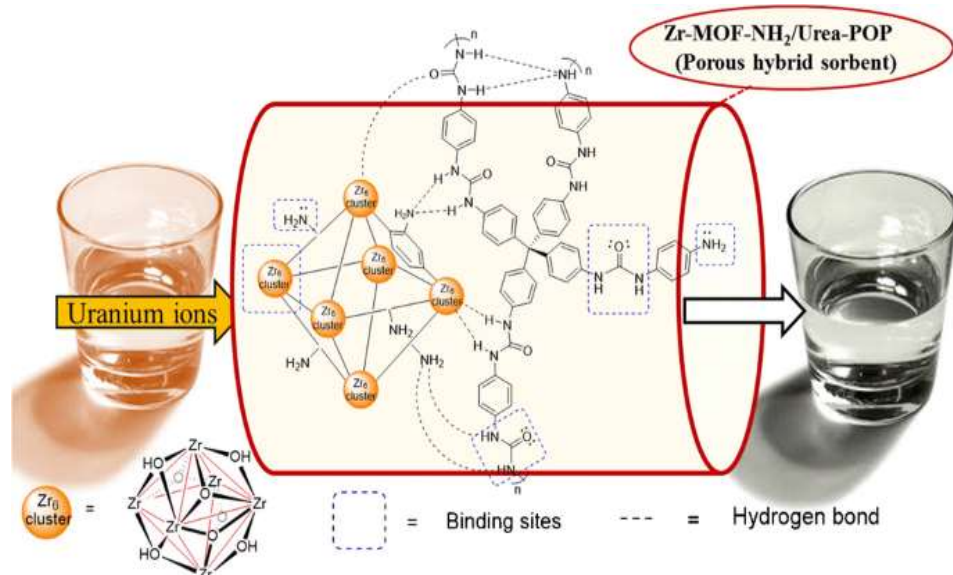
**Keywords:** nitrogen, sulfur, oxygen, phosphorus, polymer ligand, ions.

**Introduction.**

Global production of synthetic sorbents has doubled over the past decade. 15% of produced ionites are used in the treatment of thermal power plants, nuclear power plants and industrial waste, 9% in chemical technologies, 6% in the food and pharmaceutical industry, and the rest in other areas[1].

In today's world, synthesizing new types of sorbents, determining the sorption properties of metal ions, and using them to extract precious metal ions from solutions, the composition, structure, and physical-chemical properties of chemical compounds are among the urgent tasks of inorganic chemistry[2]. In conducting research on the synthesis of complex-forming sorbents, based on local raw materials, synthesis of sorbents containing sulfur, nitrogen, oxygen and phosphorus donor atoms, which have the property of forming complexes with various metal ions in solution, and using them to effectively concentrate the ions of rare and non-ferrous metals and the development of separation methods is one of the urgent problems[3]. In this article, the physico-chemical basis of the synthesis of complex-forming ionites containing nitrogen, sulfur, oxygen, and phosphorus based on epichlorohydrin and formaldehyde is analyzed. Accordingly, in order to control the properties of the synthesized sorbent and improve its performance, a polycondensation type sorbent (ion-machine complexite) was obtained as a result of polymer analog changes[4].

The following study shows the use of a sorbent synthesized on the basis of amino acids for the purification of radioactive water. This sorbent has been found to have a high selectivity mainly for uranium and zirconium. According to the results of the analysis, it was determined that the composition of the sorbent has the chemical formula  $U_6O_4(OH)_4(L)_6$  ( $L = 2\text{-aminoterephthalate (BDC-NH}_2\text{)}$ )[5].



### Purification of Uranium and Zirconium in radioactive waters using sorbent.

The framework is achieved by the formation of coordination bonds between the BDC-NH<sub>2</sub> linkers and the hexanuclear [Zr<sub>6</sub>O<sub>4</sub>(OH)<sub>4</sub>]<sup>12+</sup> nodes.

In order to determine the optimal conditions for the synthesis of a complex-forming sorbent based on the self-polymerization of epichlorohydrin with potassium di-(2-aminoethyl)-dithiophosphate, the influence of factors such as the ratio of initial components, temperature, and reaction duration on the polymerization process was studied [6]. As a result of the study of the influence of the temperature of the synthesis conditions on the properties of the obtained sorbent, it was found that the duration of the polymerization reaction at a temperature of 70 °C is 3 hours, and the exchange capacity of the ionite is 3.52 mg-eq/g. This indicates that the activity of active substances is less at the given temperature. If the reaction temperature is increased to 100 °C, the polymerization process accelerates and the reaction duration decreases to 0.6 hours. However, in this case, the permeability and exchange capacity of ionite also decreases. It can be seen that the ionite structure obtained at a given temperature is more dense, as a result of which the mobility of ionogenic groups becomes difficult. 80 °C was selected for the optimal temperature of the polymerization reaction, and the duration of the reaction is 1.8 hours. The static exchange capacity of the obtained ionite in 0.1 N NaOH solution reaches 4.71 mg-eq/g [7].

In the synthesis of ionites, studies were carried out taking into account all the requirements for ionites in the hydrometallurgical industry. As mentioned, the study of sorption, physico-chemical, kinetic and mechanical properties of ionites, as well as their advantages and disadvantages, is of great scientific and practical importance.

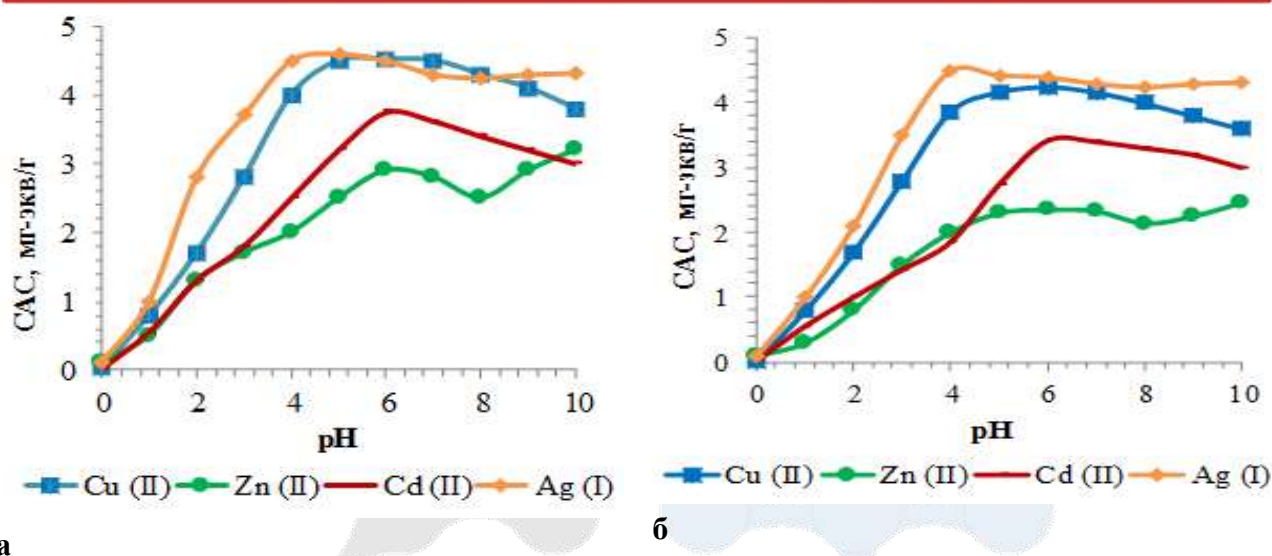
The influence of the medium rN on the sorption of Cu (II), Zn (II), Cd (II), Ag (I) ions in the synthesized polymer ligands was studied (Fig. 1). According to the results of the study of metal sorption, the static exchange capacities of ligands (mg-equiv/g) in the optimal environment pH values are as follows:

L<sup>3</sup>: Cu - 4,5 (pH=5); Zn - 2,9 (pH=6); Cd - 3,7 (pH=6); Ag - 4,6 (pH=4);

L<sup>4</sup>: Cu - 4,2 (pH=6); Zn - 2,3 (pH=6); Cd - 3,4 (pH=6); Ag - 4,5 (pH=4).

The degree of sorption of studied metal ions on ligands increases in the following order: Zn (II) < Cd (II) < Cu (II) < Ag (I).





a

b

Figure 1. Dependence of sorption of Cu (II), Zn (II), Cd (II), Ag (I) on L3 (a) and L4 (b) on the size of medium pH ( $C_{Me}=0,1$  н,  $m_{сорб}=0,1$  г,  $\tau=2$  с,  $V=10$  ml ).

Table-5.

Data on the comparison of synthesized polymer ligands (sorbents) with some industrial sorbents

Sorbent	Functional group	Total sorption capacity, mg-equiv/l	Particle size, mm	Powder weight, g/l
L <sup>3</sup>	=NH; -PO <sub>2</sub> S(SH)	5,6	0,4-0,8	570
L <sup>4</sup>	=N-; -PO <sub>2</sub> S(SH)	5,3	0,55-0,85	620
Purolite S950 <sup>1</sup>	-CH <sub>2</sub> NHCH <sub>2</sub> PO <sub>3</sub>	4,7	0,4-0,65	669
Lewatit TP260 Monoplus <sup>2</sup>	-CH <sub>2</sub> NHCH <sub>2</sub> PO <sub>3</sub>	5,7	0,52-0,6	690
АФИ-22 <sup>3</sup>	-N(CH <sub>2</sub> CH <sub>2</sub> OP=N-) <sub>2</sub> OH	3,6	0,63-1,0	405

1"Purolite International Limited", England; 2"Bayer AG", Germany; 3 All-Russian Research Institute of Chemical Technology, Russia.

Properties of synthesized polymer ligands were compared with industrial sorbents. As can be seen from Table 5, the properties of the obtained polymer ligands are not inferior to sorbents produced abroad and effectively used in various industries.

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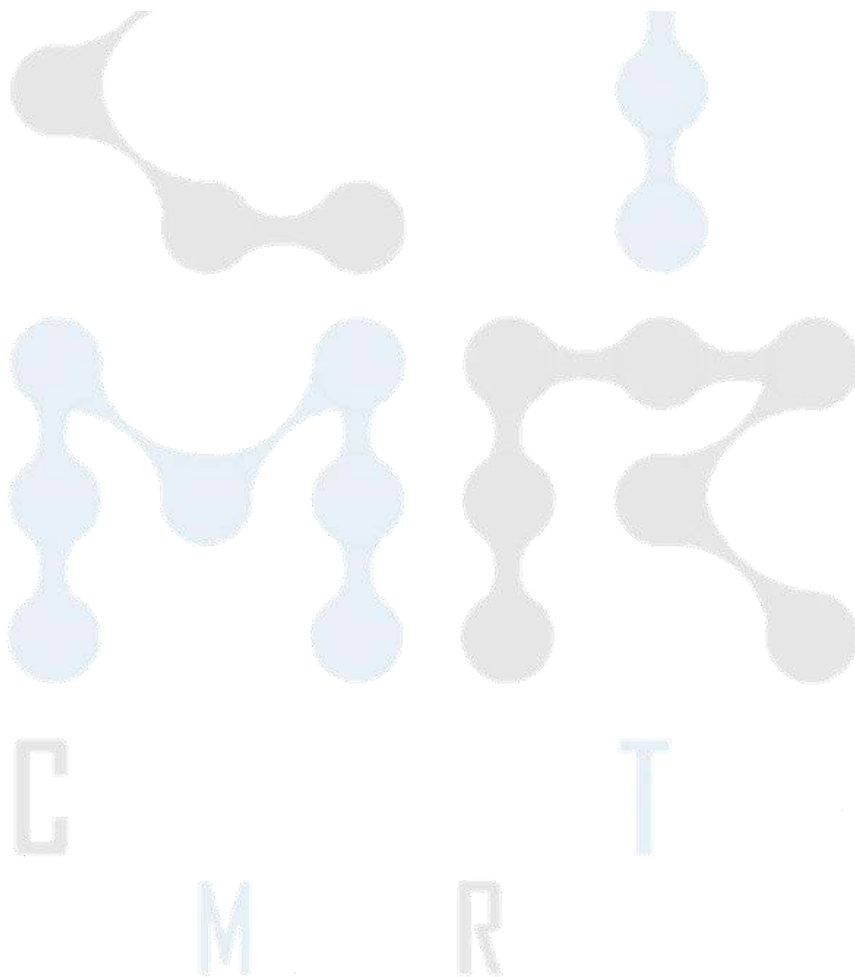
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**УСТОЙЧИВОЕ РАЗВИТИЕ И ПРОМЫШЛЕННАЯ ЭКОСИСТЕМА.****Фармонова Фатима Фахриддиновна,**

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**Аннотация:** Промышленная экология направлена на изменение промышленной системы таким образом, чтобы ее входные и выходные данные соответствовали глобальным и местным производственным мощностям. Переход от линейной к замкнутой системе во всех сферах производства и потребления является ключевой целью. Динамика индустриального мира может по-разному напоминать экологическую модель. Промышленные экосистемы представляют собой практический метод создания замкнутых систем на региональном, локальном уровне или в промышленных парках. Имеются рабочие примеры, и в разработке находятся новые инициативы. Эти идеи и инициативы иллюстрируют важные шаги на пути к устойчивому развитию.

**Ключевые слова:** Экономика замкнутого цикла Разнообразие Промышленная экология взаимозависимость промышленных экосистем Линейная экономика Принципы локализации

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**Abstract:** Industrial ecology aims to change the industrial system in such a way that its input and output data correspond to global and local production capacities. The transition from a linear to a closed system in all areas of production and consumption is a key goal. The dynamics of the industrial world may resemble an ecological model in different ways. Industrial ecosystems are a practical method of creating closed systems at the regional, local level or in industrial parks. There are working examples, and new initiatives are under development. These ideas and initiatives illustrate important steps towards sustainable development.

**Keywords:** Closed-loop economy Diversity Industrial ecology interdependence of industrial ecosystems Linear economy Localization principles

Промышленная экология изучает физиологические, биологические и временные обмены и взаимосвязи внутри промышленных и экологических систем. В нем рассматривается, как человечество может эффективно достичь и поддерживать желаемую пропускную способность наряду с социально-экономическим и технологическим ростом. ИЭ далее не ограничивается рамками отрасли, но охватывает все гуманитарные последствия по всему миру. Философия подразумевает, что производственный процесс должен рассматриваться во взаимодействии с окружающими его системами, а не изолированно. Это характеризует промышленность как искусственную экосистему, функционирующую аналогично естественной экосистеме, в которой отходы или побочные продукты одного производства становятся важным вкладом другого. Это системный подход, который оптимизирует всю цепочку поставок, начиная с закупаемых ресурсов и заканчивая обработанными товарами, произведенной продукцией и утилизацией. В качестве растущей проблемы межфункциональных исследований промышленная экология дополнительно рассматривается как модель устойчивого будущего.



Промышленная экология концентрируется на дистанционном развитии всей промышленной системы и использует как научный, так и операционный подход для достижения своих целей. В результате как правительственные, так и неправительственные организации поддерживают инициативы промышленная экология в целях охраны ресурсов и экологической безопасности. Это также способствует экономическому росту, делая отходы коммерчески полезными в течение более длительного периода времени, чем при использовании стандартных промышленных процессов. Существует несколько примеров успешных предложений и реализации промышленная экология по всему миру, демонстрирующих его коммерческую осуществимость и перспективы для устойчивого общества. Одним из таких исследований является изучение метаболизма в домашних условиях и экологических последствий, которое является одним из наиболее существенных достижений промышленная экология в области охраны окружающей среды. Поскольку статистическая оценка количества отходов на входе и выходе учитывается на протяжении всей цепочки поставок, воздействие производства на окружающую среду будет снижено.

### **Промышленная экология**

С самого начала истории человечества промышленность представляла собой открытую систему движения материалов. Люди превращали природные материалы: растения, животных и минералы - в инструменты, одежду и другие изделия. Когда эти материалы приходили в негодность, их выбрасывали, а когда скопление мусора становилось проблемой, жители меняли свое местоположение, что в то время было легко сделать из-за небольшого числа жителей и обширных площадей земли.

Целями промышленности должны быть сохранение и улучшение состояния окружающей среды. С ростом промышленной активности во всем мире необходимо разрабатывать новые способы существенного улучшения взаимодействия промышленности с окружающей средой.

Открытая промышленная система, которая потребляет материалы и энергию, создает продукты и отходы, а затем выбрасывает большую часть из них, вероятно, не будет существовать бесконечно, и ее придется заменить другой системой. Эта система предполагала бы, помимо прочего, уделять больше внимания тому, куда попадают материалы, и выбирать материалы и производственные процессы для создания более кругового потока. До совсем недавнего времени индустриальные общества пытались бороться с загрязнением окружающей среды и другими формами отходов в основном с помощью регулирования. Хотя эта стратегия была частично успешной, на самом деле она не докопалась до сути проблемы. Для этого потребуется новая парадигма для нашей промышленной системы – промышленная экология, процессы которой напоминают процессы естественной экосистемы. Промышленная экология - это изучение промышленных систем, которые функционируют больше как естественные экосистемы. Естественная экосистема имеет тенденцию развиваться таким образом, что любой доступный источник полезного материала или энергии будет использоваться каким-либо организмом в системе. Животные и растения питаются отходами жизнедеятельности друг друга. Материалы и энергия, как правило, циркулируют в сложной сети взаимодействий: отходы жизнедеятельности животных и мертвый растительный материал метаболизируются микроорганизмами и превращаются в формы, которые являются полезными питательными веществами для растений. Растения, в свою очередь, могут быть съедены животными или погибнуть, разлагаясь, и цикл повторяется снова. Эти системы, конечно, оставляют некоторые отходы; в противном случае у нас не было

бы ископаемого топлива. Но в целом система регулирует сама себя и потребляет то, что производит.

Промышленная экология - это новый подход к анализу и проектированию устойчивой политической экономики. называет промышленную экологию наукой об устойчивом развитии. Несколько других характеристик стабильных экосистем также предполагают новые нормы, которым следует следовать при размышлении об устойчивости заметил несколько очень интересных особенностей стационарных биологических систем. Один из них заключается в том, что они находятся в состоянии минимального производства энтропии, то есть система функционирует с наименьшей степенью рассеивания энергии (и материалов), термодинамически возможной в реальной ситуации. Эти системы также демонстрируют высокую степень замыкания контура подачи материала. Материалы циркулируют по сети взаимосвязей с поглотителями, расположенными в нижней части пищевой сети, превращая отходы в пищу. Даже долгоживущие биологические системы в конечном счете поддаются воздействию внешних и внутренних стрессов. Они не являются идеальными моделями для концепции, которая подразумевает вечное процветание ввел термин "промышленный метаболизм" как совокупность потоков энергии и материалов. При моделировании промышленной экономики, состоящей из взаимосвязанной системы энергетических, материальных и денежных потоков, такая система предоставит аналитические средства для устранения разрыва как в экономических науках, так и в науках об окружающей среде и другие подчеркивали важность включения материальных потоков в анализ экономических потоков, отмечая фундаментальные связи экономики с природными ресурсами и ранее разработали концепцию устойчивого состояния для описания современных экономических систем и разработки политики, используя основные законы термодинамики и поведения экологических систем как часть обоснования. Распространение типичных отраслевых моделей или моделей на уровне фирмы, используемых политическими аналитиками и специалистами по корпоративному планированию, на материальные и энергетические потоки в течение всего жизненного цикла экономических товаров, теоретически должно снизить вероятность неоптимальных решений и появления непреднамеренных последствий. Чтобы воплотить часть этих идей в контексте промышленного дизайна, необходимо разработать набор правил проектирования для создания более экологических продуктов и услуг. Некоторые из этих правил были разработаны .

- Закройте петли материала.
- Используйте энергию термодинамически эффективным образом; используйте энергетические каскады.
- Избегайте нарушения обмена веществ в системе; устраняйте материалы или отходы, которые нарушают работу живых или неодушевленных компонентов системы.
- Дематериализовать; выполнять функцию с меньшим количеством материалов.

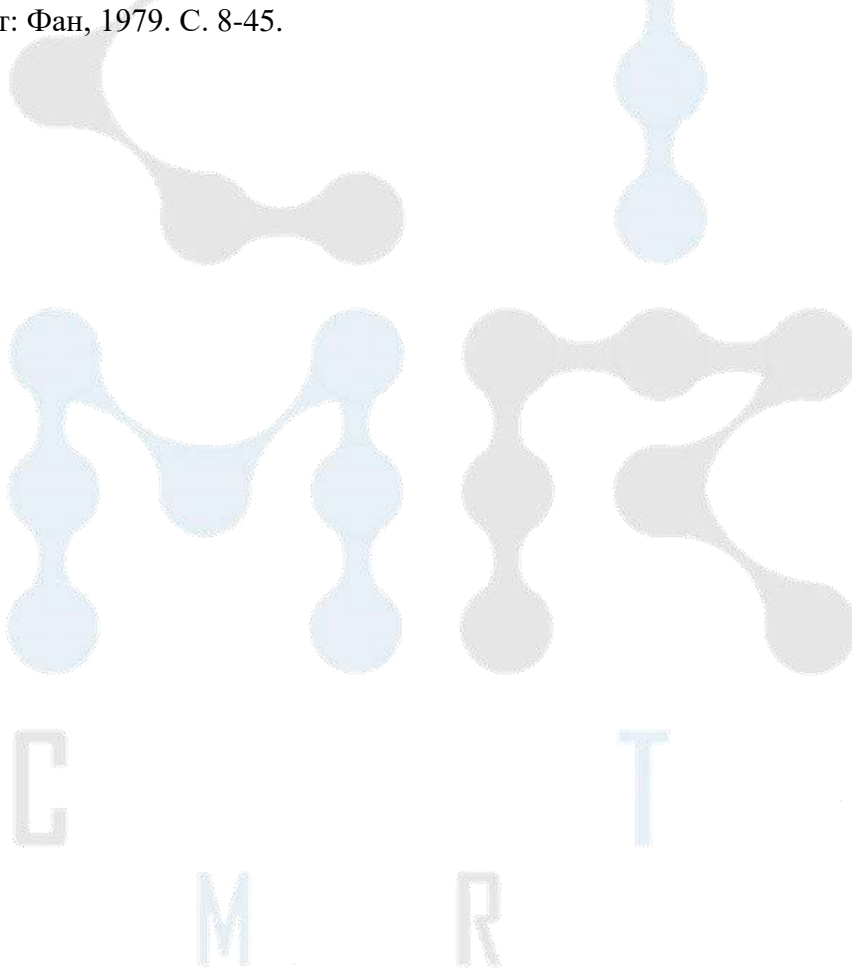
### **ЗАКЛЮЧЕНИЕ:**

Промышленная экология как "нормальная" наука об устойчивом развитии (слегка изменив формулировку), используемая, обещает многое в повышении эффективности использования экосистемы людьми. Технологические усовершенствования не всегда лучше в полном смысле устойчивого развития без учета окружающей среды, где нулевое загрязнение является обязательным условием

промышленной экологии. Сотрудничество и общность также являются важными составляющими экологической метафоры устойчивости. Промышленная экология - это чистый результат взаимодействия между нулевым загрязнением, более чистым производством и анализом жизненного цикла в соответствии с концепцией "от колыбели к колыбели".

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THE LIFE AND WORK OF ARCHAEOLOGIST AND ART HISTORIAN G.A.  
PUGACHENKOVA

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**Abstract:** This article explores the life and work of G.A. Pugachenkova, a renowned archaeologist and art historian. Born in 1925, Pugachenkova made significant contributions to the fields of Central Asian archaeology and the art of the Silk Road. Through meticulous excavations and interdisciplinary research, she unraveled the cultural exchanges, artistic traditions, and historical contexts of ancient civilizations. Her findings, documented in numerous publications, have shaped our understanding of Central Asia's archaeological and artistic heritage. Pugachenkova's dedication and passion continue to inspire scholars and enthusiasts, leaving a lasting impact on the exploration and preservation of this captivating cultural legacy.

**Keywords:** G.A. Pugachenkova, Archaeologist, Art historian, Central Asian archaeology, Silk Road

**Introduction.** Archaeology and art history have long been intertwined in the quest to understand and appreciate the rich cultural heritage of humanity. Among the influential figures in these fields, Galina Aleksandrovna Pugachenkova, known as G.A. Pugachenkova, stands out as a prominent archaeologist and art historian. With a career spanning several decades, Pugachenkova made significant contributions to the study of ancient civilizations, particularly in the realms of Central Asian archaeology and the art of the Silk Road.

This article delves into the life and work of G.A. Pugachenkova, exploring her academic journey, notable discoveries, and lasting impact on the fields of archaeology and art history. From her early years to her groundbreaking research, Pugachenkova's dedication and expertise continue to inspire scholars and enthusiasts alike, shedding light on the fascinating past of Central Asia.

I. Early Life and Education Galina Aleksandrovna Pugachenkova was born on March 18, 1925, in Moscow, Russia. Her passion for archaeology and art history was ignited during her childhood when she visited museums and exhibitions with her parents. Pugachenkova's academic journey began at Leningrad State University, where she studied history and graduated with honors in 1949. Following her undergraduate studies, she pursued a postgraduate degree at the State Hermitage Museum, focusing on the art of ancient Central Asia.

During her studies, Pugachenkova developed a deep fascination with the Silk Road, the ancient trade route connecting East and West. This interest would become a defining aspect of her career, driving her to explore the art, archaeology, and cultural exchanges along this historic pathway.

II. Contributions to Central Asian Archaeology Pugachenkova's scholarly pursuits in Central Asian archaeology propelled her to conduct extensive fieldwork across the region. She participated in numerous expeditions, unearthing remarkable artifacts and shedding light on the diverse cultures that once thrived along the Silk Road.

One of her notable contributions was the excavation of the ancient city of Afrasiab in Samarkand, Uzbekistan. Pugachenkova's work there unearthed a wealth of archaeological

treasures, including fragments of mural paintings, pottery, and jewelry. Her meticulous documentation and analysis of these artifacts provided valuable insights into the artistic styles and cultural exchanges between Central Asia and other regions.

Pugachenkova also played a pivotal role in advancing the study of the Bactrian civilization, an ancient Central Asian society that flourished in present-day Afghanistan. Through her excavations at various sites in Bactria, she uncovered important evidence of the region's history, including coins, sculptures, and architectural remains. Her comprehensive research on Bactrian art and culture significantly expanded our understanding of this enigmatic civilization.

### III. Exploration of Silk Road Art

Pugachenkova's research on the Silk Road extended beyond archaeology to encompass the art and material culture of the various civilizations connected by this transcontinental route. Her expertise in Central Asian art history allowed her to unravel the complex influences and artistic exchanges that occurred along the Silk Road.

One of Pugachenkova's notable publications,

Introduction:

Galina Aleksandrovna Pugachenkova, widely recognized as G.A. Pugachenkova, was a distinguished archaeologist and art historian whose work left an indelible mark on the fields of Central Asian archaeology and the art of the Silk Road. Born on March 18, 1925, in Moscow, Russia, Pugachenkova's lifelong passion for archaeology and art history was nurtured from a young age.

Her academic journey began at Leningrad State University, where she pursued studies in history and graduated with honors in 1949. It was during her time as a postgraduate student at the State Hermitage Museum that Pugachenkova developed a profound fascination for the art of ancient Central Asia, particularly the Silk Road.

Pugachenkova's contributions to Central Asian archaeology were both extensive and groundbreaking. She participated in numerous excavations, unearthing remarkable artifacts and providing valuable insights into the cultural exchanges and artistic styles of the region. Notably, her work in Samarkand, Uzbekistan, at the ancient city of Afrasiab, yielded a treasure trove of archaeological discoveries.

Beyond archaeology, Pugachenkova's research encompassed the exploration of Silk Road art, delving into the material culture and artistic influences that permeated the diverse civilizations connected by this historic trade route.

Throughout her career, Pugachenkova's meticulous research, comprehensive publications, and dedication to the field have cemented her legacy as a pioneering figure in Central Asian archaeology and art history. Her contributions continue to inspire scholars and enthusiasts to delve deeper into the fascinating past of Central Asia and the Silk Road.

Methodology:

G.A. Pugachenkova's life and work as an archaeologist and art historian were characterized by a rigorous and multidisciplinary approach. Her methodology encompassed a wide range of research techniques, including fieldwork, excavation, documentation, analysis, and scholarly collaboration.

Pugachenkova's methodology for archaeological research involved extensive fieldwork in various regions of Central Asia. She actively participated in archaeological expeditions, working alongside teams of experts to excavate ancient sites. Her meticulous attention to detail

and systematic excavation techniques ensured the preservation and accurate documentation of archaeological contexts and artifacts.

In her work as an art historian, Pugachenkova employed a multidisciplinary approach to study the art of Central Asia and the Silk Road. She combined the analysis of artistic techniques, iconography, stylistic influences, and historical context to interpret and understand the cultural significance of artworks. Pugachenkova's comprehensive examination of artifacts, including mural paintings, sculptures, pottery, and jewelry, contributed to a deeper understanding of the artistic traditions and cultural exchanges along the Silk Road.

Additionally, Pugachenkova extensively studied and analyzed historical texts, inscriptions, and archival materials to supplement her archaeological and art historical research. She collaborated with experts from various disciplines, including historians, linguists, and archaeologists, to gain a holistic understanding of the cultures and civilizations she studied.

Pugachenkova's methodology also involved the publication of her findings in academic journals, books, and exhibition catalogs. By sharing her research with the scholarly community and the public, she aimed to disseminate knowledge and inspire further exploration of Central Asian archaeology and art history.

Overall, Pugachenkova's methodology combined meticulous fieldwork, interdisciplinary analysis, collaboration, and dissemination of findings. Her rigorous approach and dedication to scholarly research continue to serve as a foundation for future archaeological and art historical investigations in Central Asia.

### Results and Discussion:

Galina Aleksandrovna Pugachenkova's life and work as an archaeologist and art historian yielded significant results that have had a lasting impact on the understanding and appreciation of Central Asian archaeology and the art of the Silk Road. Her research and discoveries provided valuable insights into the cultural exchanges, artistic traditions, and historical contexts of the region.

Through her excavations at the ancient city of Afrasiab in Samarkand, Uzbekistan, Pugachenkova unearthed a wealth of artifacts, including fragments of mural paintings, pottery, and jewelry. These findings shed light on the artistic styles, techniques, and cultural influences that flourished along the Silk Road. The meticulous documentation and analysis of these artifacts allowed Pugachenkova to reconstruct the vibrant artistic landscape of ancient Central Asia.

Pugachenkova's work in Bactria, present-day Afghanistan, also yielded significant results. Her excavations uncovered coins, sculptures, and architectural remains, providing crucial evidence for understanding the history and cultural development of the Bactrian civilization. Her research on Bactrian art and culture expanded knowledge of this enigmatic civilization and its connections to neighboring regions.

In her exploration of Silk Road art, Pugachenkova analyzed a diverse range of artistic forms, including Buddhist sculptures, wall paintings, textiles, and ceramics. Her research illuminated the cross-cultural influences, iconographic motifs, and stylistic developments that emerged as a result of the Silk Road's extensive trade and cultural interactions.

The results of Pugachenkova's work were disseminated through numerous publications, which have become seminal references in the field of Central Asian archaeology and art history. Her findings continue to inspire scholars and researchers, fostering further investigations into the rich cultural heritage of Central Asia and the Silk Road.



Moreover, Pugachenkova's contributions extended beyond her own research. She mentored and collaborated with younger scholars, nurturing the next generation of archaeologists and art historians. Her influence and guidance continue to shape the field, ensuring the preservation, study, and appreciation of Central Asia's archaeological and artistic legacy.

In conclusion, the life and work of G.A. Pugachenkova exemplify a remarkable dedication to the exploration and understanding of Central Asian archaeology and the art of the Silk Road. Through her excavations, analyses, and scholarly publications, she left a lasting legacy that contributes to our knowledge and appreciation of the region's rich cultural heritage. Her research continues to inspire and guide future generations of archaeologists and art historians in unraveling the complexities of ancient Central Asia and the Silk Road.

In conclusion, G.A. Pugachenkova's life and work as an archaeologist and art historian have left an indelible mark on the fields of Central Asian archaeology and the art of the Silk Road. Through her meticulous excavations, interdisciplinary research, and comprehensive publications, she made significant contributions to our understanding of the region's cultural heritage. Pugachenkova's dedication, expertise, and passion continue to inspire scholars and enthusiasts, ensuring the preservation and exploration of Central Asia's rich archaeological and artistic legacy. Her legacy serves as a testament to the power of rigorous research and the transformative impact of uncovering the stories of ancient civilizations.

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**Anmerkung:** In diesem Artikel wird auf die Rolle des Akzents und die Arten des Akzents beim Studium von Fremdsprachen am Beispiel der deutschen Sprache eingegangen.

**Schlüsselwörter :** Fremdsprachen , semantische Struktur , Umgangsdeutschen

Die Rolle und Bedeutung wettbewerbsfähigen Personals in der historischen Entwicklung unseres unabhängigen Landes ist groß. In dieser Hinsicht ist die Beherrschung von Fremdsprachen heute in der politischen, wirtschaftlichen, spirituellen und pädagogischen Entwicklung unserer Republik zu einer vorrangigen Aufgabe geworden. Daher ist es notwendig, beim Erlernen und Lehren von Fremdsprachen fortschrittliche Technologien einzusetzen. Besonders wichtig ist das Studium in Fremdsprachen. Das Wort und seine Bedeutung in der modernen deutschen Sprache. Das Wort ist die Haupteinheit des Wortschatzes der Sprache und Gegenstand der Lexikologie. Beschreibung von Wörtern in der modernen Linguistik. Die Hauptzeichen des Wortes im modernen Deutsch. Die Bedeutung des Wortes aus Sicht der traditionellen Logik und Linguistik. Die lexikalische Bedeutung des Wortes und seiner Typen. Die semantische Struktur des Wortes. Polysemie als typisches Phänomen im modernen Deutsch. Unter Akzentuierung versteht man die Betonung einer oder mehrerer Silben in der Aussprache. Wort- und Phrasenbetonung sind unterschiedlich. Bei mehrsilbigen Wörtern wird die Betonung einer oder mehrerer Silben Wortbetonung genannt. Wenn das Wort aus einer Silbe besteht, liegt die Betonung auf dem Vokal, der den Anfang der Silbe bildet. Das Aussprechen einer Wortsilbe in Phrasen und Sätzen wird als Phrasenbetonung bezeichnet. Phrasenbetonung ist eine der grundlegendsten Komponenten der Intonation. Wortbetonung ist ein notwendiges Merkmal bedeutungsvoller unabhängiger Wörter. Im Usbekischen, Russischen, Englischen und Deutschen kann die Betonung bedeutungsvoller Wörter auch in der Sprache (Phrasen) erhalten bleiben. Die Aussprache einer oder mehrerer Silben in Worten erfolgt mit unterschiedlichen artikulatorisch-akustischen Mitteln. Artikuliert sind die Kraft des Atems, die starke Aussprache und die Vibration der Sprechbänder die wichtigsten Mittel zur Betonung des Wortes. Akustisch erfolgt die Wortbetonung anhand der Intensität (lautes Aussprechen des Lautes), der Dauer und des Haupttons des Lautes.

Es ist das Hauptwerkzeug für die Tonhöhe und Länge des Akzents. Je nachdem, welches der angegebenen Mittel bei der Aussprache der Silbe im Vordergrund steht, unterscheiden sich die Akzentarten. Wenn die Kraft oder Intensität der Aussprache die Hauptfunktion erfüllt, spricht man von einem dynamischen (Kraft- oder Ausatemungs-)Akzent. Die Betonung der Bewegung des Haupttons (fallende, ansteigende und ansteigende Töne) wird als musikalischer Akzent (oder melodisch) bezeichnet. Wenn die lange Aussprache der Silbe die Hauptbetonung ist, spricht man von einer Quantitätsbetonung (Verlängerung oder Quantität). Manchmal wirken in Sprachen diese Stressmittel zusammen, und es gibt eine einzige Kraft- und Tonbetonung. In jeder Sprache können Fremdwörter ihren Akzent behalten oder gemäß den Regeln der Gastsprache ausgesprochen werden. Normalerweise werden Laute in betonten und offenen Silben länger ausgesprochen als Laute in unbetonten und geschlossenen Silben. Die phonetische Unterscheidung des Wortes erfolgt durch die Verbindung akzentuierter und unbetonter Teile, insbesondere silbenbildender Elemente. Mit Hilfe des Akzents wird nicht nur eine Silbe des

Wortes getrennt, sondern seine anderen Teile und unbetonten Silben werden um die betonte Silbe herum zusammengefasst. Der Akzent ist eines der Hauptelemente der Prosodie oder supersegmentalen Phonetik. Die wichtigste Gemeinsamkeit der deutschen Sprachen ist die dynamische (Kraft-)Betonung der ersten (Wurzel-)Silbe. Verben und Substantive ohne Präfix haben den gleichen Stamm und die gleiche erste Silbe. Der Ort der Betonung bei Verben und Substantiven mit Präfix ist nicht derselbe: Bei Substantiven und Adjektiven mit Präfix liegt die Betonung auf der ersten Silbe, also dem Präfix, und bei Verben mit Präfix - auf der Wurzel fällt in den Mist: siehe. Goth. „andahafts“ antworten „und“ hafjan „antworten“. Das gleiche Präfix kann je nach Betonungsort im Wort einen unterschiedlichen Charakter und unterschiedliche Klangvarianten haben: vollständiger – in Nominalformen, auf die eine oder andere Weise verkürzt – in Verben. Der Grund für diesen Spannungsunterschied ist offenbar der unterschiedliche Zeitpunkt der Entstehung dieser Formationen. Die Stärkung einer starken dynamischen Betonung der ersten Silbe hatte erhebliche Auswirkungen auf die Entwicklung der Struktur der germanischen Sprache und verstärkte die bereits während der Zeit der germanischen Sprachgemeinschaft bestehenden Tendenzen. Es unterschied die Hauptsilbe in der Bedeutung des Wortes und trug wahrscheinlich zur Verkürzung unbetonter Silben bei; Durch die Wirkung der Wortendungs-gesetze wurden lange Vokale verkürzt, kurze Vokale wurden abgeschwächt und verkürzt oder verschwanden ganz. Die erste Phase der Kürzung fand offenbar im Umgangsdeutschen statt, später wirkte diese Tendenz in verschiedenen germanischen Sprachen mit unterschiedlicher Stärke.

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**Ishlab chiqarish vositalari marketingida reklama va ishlab chiqarish vositalari bozorining ilg'or chet el tajribasi**

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**Annotatsiya.** Ishlab chiqarish vositalari ikki turga: mehnat vositalari va mehnat predmetlariga bo'linadi. Mehnat vositalari orqali kishilar ishlab chiqarish jarayonida mehnat predmetlariga ta'sir ko'rsatadi, ularni o'zgartiradi. Mehnat predmetlari esa, ishlab chiqarish jarayonida kishining o'zgartiruvchilik faoliyati ta'sir etadigan narsalardir. Masalan, tabiatdan olinadigan ashyolar, xom-ashyo, asosiy materiallar va h.k. Ishlab chiqarish vositalari bozoriga nisbatan reklama deyilganda qandaydir mavjud tovar yoki ko'rsatiladigan xizmatga xaridorlar (iste'molchilar) e'tiborini tortish bilan bog'liq ayni yuqorida ta'kidlangandek tadbirlar tushuniladi.

**Kalit so'zlar.** ishlab chiqarish vositalari, mehnat vositalari, mehnat premedtlari, klassifikator, tijorat vositachi korxonalar, ulgurji savdo, chakana savdo, diller, distributer, yarmarka, auksion, ko'rgazma, ilg'or chet el tajribasi.

Reklama faoliyatining mohiyati kimnidir yoki nimanidir keng targ'ib qilish, aholi keng qatlamlarining e'tiborini muayyan shaxs, hodisa, voqea yoki qandaydir moddiy yohud ma'naviy qimmatdorga jalb etishdan iboratdir. «Reklama» so'zi lotincha bo'lib, o'zbekchada aynan «baqirmoq» ma'nosini bildiradi. Hozirgi bozor munosabatlariga tatbiqan olinadigan bo'lsa, reklama faoliyati shovqin-suron ko'tarish bilan samarali bo'lib qolmaydi. Hatto, eng zamonaviy tovushni quchaytiruvchi vositalar ishga solinganda ham. Rivojlangan bozor iqtisodiyotiga ega mamlakatlar tajribasidan ma'lum bo'lishicha, reklama chuqur o'ylangan, ilmiy asoslangan qarorlar hatto, zargarona harakatlarni talab etuvchi, muvaffaqiyatli biznesning muhim tarkibiy qismidir. Avvalo, reklama – lo'nda, badiiy ifodaga ega va emotsional shaklda berilgan axborot tashuvchi. Bundan tashqari, u taklif etilayotgan tovar va xizmat haqida alohida jozibali ma'lumotlarni xaridorlar ongi va e'tiboriga yetkazadi. Shu bilan birga, aytish lozimki, agar har qanday reklama axborot bo'lsa-da, har qanday axborot ham reklama bo'la olmaydi. Reklama, bir tomondan, muayyan xaridorlarga xarid qilish uchun va qilgan xarididan foydalanishi uchun zarur ma'lumotlarni yetkazadi. Ikkinchi tomondan esa, reklama o'zining ishontira olishi, jalb qila olishi va ishonch tug'dira olishi bilan kishilarga ma'lum emotsional va ruhiy ta'sir o'tkazadi. Mana shundan bo'lsa kerak, odamlar orasida «Reklama bir paytning o'zida ham biznes, ham san'at» degan fikr yuradi. Ma'muriy-buyruqbozlik va taqsimot iqtisodiyoti sharoitida iste'molchilarga u yoki bu tovarni, u yoki bu xizmatni tanlashga ishontirish muammosi amalda bo'lmagan.

Cheklangan taklif, ko'pincha tovar va ko'rsatiladigan xizmatlar kuchli taqchilligining mavjudligi ishlab chiqarilayotgan buyumlarni sotish uchun hech bir «bosh qotirish»ga hojat qoldirmagan, reklamani-ku, umuman zarurati bo'lmagan. Ammo, vaqt o'zgaryapti, bozor o'zgaryapti, bularning barchasi ishlab chiqaruvchilar va iste'molchilarni reklamaga boshqacha nazar bilan qarashga majbur etmoqda, unga qiziqish borgan sari kuchaymoqda. Ko'pgina

zamonaviy mualliflar reklamaga marketing nuqtayi nazaridan aniq tavsif bermoqdalar, bu tushunarli hol. Masalan, Amerika Marketing Assotsiatsiyasi reklama deganda g'oyalar, tovar va xizmat ko'rsatishni aniq belgilangan buyurtmachi tomonidan haq to'laniladigan ko'z-ko'z qilishi, harakatlanishining istalgan shakli. U muayyan xaridorlar e'tiborini reklama qilishni obyektga jalb etadi. Bunda eng samarali usul va yo'llardan foydalanadi, bozordagi aniq vaziyatni hisobga oladi. Mazkur tarif reklama va bozor, uni sotuvchilari va xaridorlari orasidagi jips aloqani, shuningdek tovar va xizmatlar orasidagi raqobatni ta'kidlab ko'rsatadi.

Foydalanilayotgan texnikaviy vositalarga ko'ra reklamaning quyidagi turlari farqlanadi: vitrina-ko'rgazma; matbuotdagi reklama; audio-vidio; radio va televideniye hamda boshqalar. Ishlab chiqarish – texnikaviy mahsulot, yani, ishlab chiqarish vositalari bozoriga chiqariladiganlari, reklama faoliyatida foydalaniladigan barcha texnika vositalari yordamida reklama qilinishi mumkin. Biroq, muayyan tovar xususiyatlarini hisobga olganda reklamaning ulgurji bazalarda, yarmarkalarda, birjalarda vitrina vositasi, shuningdek, reklama-texnikaviy, reklama-imtiyozli filmlar (20 daqiqaga) ham ko'proq qo'llanadi.

Keyingi turi sanoatga taalluqli tovarlar haqida (xomashyo, mashina, uskuna va hamda ularning ishlab chiqarilishi haqida ko'proq ma'lumot beradi. Bular, odatda, mutaxassislar va ulgurji xaridorlarga namoyish etiladi. Shuni ta'kidlash joizki, bozorning tovarlar va ko'rsatiladigan xizmat turlari bilan to'lib borishi, bunga muvofiq raqobatning kuchayishi, reklamaga ketadigan sarflarni so'zsiz oshirib yuboradi. Masalan, AQSHning reklamaga yillik sarfi 80 mlrd.ga yaqin dollarni tashkil etadi. Bu mablag' jon boshiga taqsimlanganda 450 dollardan to'g'ri keladi. Shu bilan birga shuni unutmash lozimki, mazkur reklama biznesi rivojlangan bozor iqtisodiyotiga ega mamlakatlarda yuqori daromad manbai hisoblanadi. Sobiq ittifoqdagi, hozirgi mustaqil mamlakatlarda, ya'ni reklama biznesi borasida dastlabki qadamlarni qo'yayotgan respublikalarda reklamaning ommaviy vositalari daromadning muhim manbaiga aylanmoqda. Ayniqsa, bu televideniye taalluqli, unda bir daqiqalik reklama o'n minglab dollar keltirmoqda. Reklama marketingning muhim unsuri ekanligini ta'kidlash asossiz emas. Chunki, marketing sohasi rivojlangan mamlakatlar zamonaviy iqtisodiyotining barcha tomonlarini qamrab olgan. Bunda, korxonalar marketing faoliyatining istalgan bosqichi ularning reklama faoliyati bilan bevosita yoki bilvosita bog'langan. Ishlab chiqarish vositalari marketing faoliyatining unsuri sifatidagi reklama muvaffaqiyati hozirgi sharoitlarda ikki vaziyat bilan bog'liq. Birinchisi, marketing yagona strategiyasi doirasida reklama shubhasiz talabgor bo'lgan mahsulotni chiqarayotgan va sotayotgan ishlab chiqarishga faol ta'sir ko'rsatadi. Ikkinchidan, reklama rejalashtirish, tovarlar yaratish va ishlab chiqarish, ularga bo'lgan talabni o'rganish, narx yuzaga chiqishi va sotish jarayonlari bilan jips aloqada bo'ladi. Marketing va uning tarkibiy qismi bo'lmish reklama samaradorligi, avvalo, ixtisoslashgan axborot tizimlarining xatosiz ishlashi, ma'lumotlar majmui to'liqligi va ular amalga oshirilishining asoslanganligiga bog'liqdir. Bu tizimlar, odatda integrallangan ma'lumotlar majmuiga asoslanadi, ulardan esa barcha bo'linmalar foydalanadi va marketing faoliyatining barcha yo'nalishlariga xizmat qiladi. Iqtisodiy rivojlangan mamlakatlardagi korxonalar – ishlab chiqaruvchilar bozorni, boricha, muntazam va har tomonlama tadqiq etadilar, shuningdek muayyan xaridorlar turli guruhini o'rganadilar. Bunga ular o'z budjetidan sezilarli miqdorda mablag' sarf etadi. Bu yana bir karra samarali marketing har qanday biznesda muvaffaqiyat garovi ekanligini tasdiqlaydi. 3.5. Ishlab chiqarish vositalari bozorining ilg'or chet el tajribasi Ishlab chiqarish vositalari bozorining faoliyatidagi zamonaviy usullar haqida tasavvurga ega bo'lish uchun bir qator rivojlangan davlatlardagi savdoning tashkil etilishidagi muhim o'ziga xosliklarni tahlil qilish kifoyadir. 80-yillar oxiriga kelib, AQSH milliy iqtisodiyotida davlatga qarashli bo'lmaganlarida band

bo'lganlar, soniga ko'ra ishlab chiqarish vositalari savdosining ulushi 7 %ga yaqinini, korxonalar soniga ko'ra 10 %ga yaqinni tashkil qildi. Keyingi 40 yil mobaynida sotuv hajmi bo'yicha umumiy ulgurji va chakana savdo aylanmasida ishlab chiqarish vositalarining savdo aylanishi salmog'ining barqaror suratda oshuvi ko'zga tashlanmoqda. Mutaxassislar fikriga ko'ra, 60-yillarda, ulgurji savdo ko'lami va ahamiyatining aniq-ravshan oshishiga qaramay, shunday vaqt ham bo'ldiki, unga yetarli baho berilmadi va hatto, uning foydali ekanligi rad etildi. Biroq, ishlab chiqarish ko'laminin yanada oshuvi, mehnat taqsimoti samarasini va ishlab chiqaruvchilar uchun o'z kuchlari asosida ishlab chiqarish (ta'minot) va sotuv vazifasini bajarish maqsadga muvofiq emasligini tushunish AQSH iqtisodiyotida ulgurji-vositachi tashkilotlar o'rni va ahamiyatini sezilarli oshishiga olib keldi. Ishlab chiqarish bozorida faoliyat ko'rsatayotgan AQSH ulgurji korxonalarini qoidaga ko'ra uch tur guruhga ajratadilar:

1. Erkin ulgurji-vositachilar (distributiv), bular tovarga xususiy egalik huquqiga egalik qiladilar;

2. Sanoat kompaniyalarining ulgurji bo'linmalari, shoxobchalari (kontoralari);

3. Tovarga xususiy egalik huquqi bo'lmagan ulgurji korxonalar.

1-guruh vakillariga xos umumiy xususiyatlarga, birinchidan, ular shoxobcha korxonalar hisoblanmaydi, yani tegishli ishlab chiqaruvchilar korxonasiga bo'ysinadi, ikkinchidan, ular o'z pul mablag'ini tovarga qo'yadi va bu bilan uni ishlab chiqaruvchilar tijorat tavakkalchiligiga sherik bo'ladi. Ulgurji korxonalar bozorida, sotiladigan ishlab chiqarish vositalarining yarmidan ko'prog'ini sotmoqda. Distributorlarni ikki katta guruhga ajratish mumkin: barcha tur xizmatlarni to'liq ko'rsatuvchi va cheklangan turdagi xizmatlarni ko'rsatuvchi. Barcha xizmatlarni to'liq ko'rsatuvchi ulgurji korxonasi keng miqyosda tijorat-vositachilik va ishlab chiqarish faoliyatini amalga oshiradi. Ular ko'p hollarda tovarlarni saqlash va yetkazib berish bilan bog'liq yuqori darajada sarf-xarajatlar bilan bog'liq xarajatlardir. Bu hol o'z navbatida joriy xarajatlarni va tegishli tarzda ustama narx darajasi o'sishiga olib keladi. Ikkinchi toifaga mansub ulgurjilar («xarid qildingmi, olib ket» qabilida ish tutuvchilar) asosan mayda chakana do'konlarga xizmat ko'rsatadilar. Bundan tashqari, ularning xizmatidan maishiy xizmat ko'rsatuvchilar, oz miqdorda xarid qiluvchilar ham foydalanadilar, chunki ular mol yetkazib berish vazifasini o'z zimmlariga olmaydilar. Ulgurji maklerlar (dallollar) ham shu ikkinchi toifaga kiradi. Undan tashqari vagon-avtoulgurjilar, posilkachi ulgurji savdochilar, ulgurji kooperativ ishlab chiqaruvchilar va idishli ulgurjilar ham shu guruhga kiradi. Ulgurji maklerlar ko'taratchilar va ishlab chiqaruvchilar buyurtmasini bajaradilar (bular asosan, ko'mir, neft, kimyo tovarlari va h.k. bozori). Ular xususiy egalik huquqini oladilar, ammo saqlash va jo'natish (transportlash) bo'yicha ishlab chiqarish vazifalarini bajarmaydi. Faqat bu jarayonlarni tashkil etadi. Vagon-avtoulgurjilar asosan, tez buziladigan tovarlarga ixtisoslashadi va talabni o'rganish, tovarni saqlash, ortish-tushirish kabi ishlarni bajaradi. Posilkachi (jo'natuvchi)lar asosan kundalik xarid do'konlari bilan va ba'zi ohirgi iste'molchilar bilan ishlaydilar (sport anjomlari, uzoq foydalaniladigan tovarlar va h.k.lar). Ishlab chiqaruvchi kooperativlarning ko'pchiligi qishloq xo'jaligi mahsulotlari savdosida banddirlar. Shuning uchun bu o'ziga xos tovarlarni saqlash masalasi alohida ahamiyat kasb etadi. Idishli ulgurji korxonalar vositachilikdagi barcha xizmatlarni ko'rsatadi. Faqat kredit berish bundan mustasno. Ularning mijozlari bo'lib, asosan oziq-ovqat chakana savdo do'konlari va avvalo, supermarketlar hisoblanadi. Garchi, distributerlar uchun yuqori darajada ixtisoslashish xos bo'lsa-da, raqobatbardoshlikni oshirish uchun bari bir ular o'zining asosiy tovar turiga bir muncha qo'shimchalar qiladi. Ulgurji korxonalar 2-tur guruh vakillari ham ikki qismga ajraladi: zaxirali (ulgurji baza) va zaxirasiz (ulgurji kontora).



Sanoat kompaniyalarining ulgurji bo'linmalari, tarmoq (kontora)lari jami ulgurji oborotning deyarli yarmini amalga oshiradilar va ishlab chiqarish vositalari (xomashyo, materiallar, avtomobillar va h.k. bozorida) ancha faollikka egadirlar. Odatda, yirik korporatsiyalar – ishlab chiqaruvchilar (masalan, Ford motors, Kraysler port. va b.) bo'linma (shoxobcha)larining muhim vazifasi o'z egalari mahsulotini sotishdir. Bu ulgurji korxonalar tijorat munosabatiga kirishadilar va mahsulotlarni taqsimlaydilar, ko'pincha taqsimlash erkin distributorlararo bo'ladi, ular bevosita matbuotchilarga xizmat ko'rsatadilar. 3-guruh ulgurjilarga, ya'ni tovarga egalik huquqini olmaydiganlarga auksion kompaniyalar, brokerlar, komissionerlar, sanoat va savdo agentlari kiradi.

Auksion kompaniyalar qishloq xo'jaligi xomashyosi (mo'yna, go'sht, tamaki va b.) bozorida, shuningdek tutilgan jihozlar va komplektlovchi buyumlar bozorida faoliyat ko'rsatadilar. Taklif va talabni tajribali sotuvchi va xaridorlarni chuqur o'rganuvchi brokerlar bu guruhning odatdaga vakillari hisoblanadi. Korxonabrokerlar asosan mavsumiy tovarlar, ko'chmas mulk, kemalar va tutilgan jihozlar bozorida faoliyat ko'rsatadilar. Komissionerlar tovarlarni o'z nomlaridan sotish bilan shug'ullanadilar-u, ammo uning egasi hisobidan amalga oshiradilar, shuningdek tovarni saqlash va unga ishlov berishni, mijozga kredit berishni ham o'z zimmlariga oladilar, transport tashkilotlari bilan shartnoma tuzadilar hamda axborot xizmati ko'rsatadilar. Sanoat agentlari uzoq muddatli vositachilik faoliyati bilan shug'ullanadilar, o'zlarining muayyan faoliyat hududlari ma'lum qismida ishlab chiqaruvchi – korxonama mahsulotining bir qismini sotilishiga ko'maklashadilar. Qoidaga ko'ra, korxonama ishlab chiqaruvchi agent xizmatidan foydalanadi, qachonki bu o'z savdo agentiga ega bo'lishidan ko'ra foydaliroq bo'lsa. Sanoat agentlarining faoliyat ko'rsatish sohasi, bu – sotuvni tashkil etish, axborot xizmati ko'rsatish, ba'zan tovarlarni saqlash. Sanoat agentlari barcha ko'rsatkichlar bo'yicha 3-guruh ulgurji korxonalar orasida ustunlikka egadirlar. AQSHda ular 15 mingga yaqin bo'lib, bitta korxonaga o'rtacha to'rt kishi to'g'ri keladi. Savdo yoki yetkazib beruvchi agentlar unga katta bo'lmagan korxonalarining mahsulotlarini ulgurji sotuvini amalga oshiradilar. Odatda, yirik markazlarda joylashgan bo'ladilar va sanoat agentlaridan farqli o'laroq, sotuvni bitta hudud bilan chegaralamaydilar, mamlakatning barcha bozorlarida harakat qiladilar. Ulgurji savdoni tashkil etishning o'ziga xos jihatlarini Yevropaning yetakchi mamlakati – Germaniya misolida ko'ramiz. GFRda ulgurji savdo operatsiyasi o'zida ikki guruh – xomashyolar, yarim fabrikatlar bilan operatsiya o'tkazuvchi va tayyor mahsulotlar bilan operatsiya o'tkazuvchilarga ajraladi. Bu operatsiyalarni mustaqil ulgurji savdo korxonalari amalga oshiradilar, bundan tashqari, kooperativ muassasalarning xarid qilish va sotish assotsiatsiyalari sanoatning huquqiy jihatdan mustaqil bo'linma va omborlari, chakana savdoning tegishli agentlari hamda firmalarning savdo agentlari amalga oshiradi. Ulgurji savdoda sotish shakli bo'yicha chakanachi korxonalar (iste'mol tovarlari) bilan va chakanachi bo'lmagan korxonalar (ishlab chiqarish vositalari) bilan savdo aloqalari farqlanadi. Xususiy mulk shakli bo'yicha individual xususiy mulkli komandir jamiyat va mas'uliyati cheklangan shirkat (MChSh)lar farqlanadi.

So'nggi yillarda GFRdagi ulgurji savdoda xususiy individual va kooperativ korxonalar ulushi kamayishi va shu bilan bir vaqtda MChSh hamda aksiyadorlik jamiyatlari ulushi oshganligi kuzatilmoqda. Ulgurji savdo korxonalarining asosiy vazifasi bo'lib, quyidagilar hisoblanadi: a) saqlash, yetkazib berish, transportirovka va iste'molchilarga tovar jo'natish; b) muayyan tovarlar, shuningdek umumiy tavsifdagilar bo'yicha mijoz va mol yetkazib beruvchilarga turlicha xizmatlar ko'rsatish (bozorni o'rganish, sifatni sertifikatlash, konsalting, logistika bo'yicha xizmatlar, moliyalash, soliqlar va h.k.); d) mijozlarga tovarlar va assortiment

bo'yicha axborot, maslahat va servis xizmat ko'rsatish. Shuni alohida ta'kidlash kerakki, keyingi yillarda tranzit operatsiyalar ulushi, ayniqsa xomashyo va yarimfabrikatlar savdosida, sezilarli darajada oshmoqda. Ombordan tovar jo'natish ulushini baholash, ombor kvotasi ko'rsatkichlari asosida amalga oshiriladi. Ular ombordagi mavjud zaxiradagi tovarni yillik oborotga o'rtacha nisbatida hisoblanadi. Ulgurji savdoning an'anaviy vazifasi GFR iqtisodiy hayotida yuz berayotgan o'zgarishlar bilan bog'liq holda, yangi faol shakllar bilan almashinish holati e'tiborni o'ziga jalb etmoqda. Hozirgi ulgurji savdoda bir tomondan ixtisoslashgan savdo korxonalarining birlashgan guruhlarini paydo bo'lmoqda. Masalan, kiyim-kechak, poyabzal, uy-ro'zg'or asboblari sohasida va ular ko'pincha chakana savdosi vazifasini bajararmoqdalar.

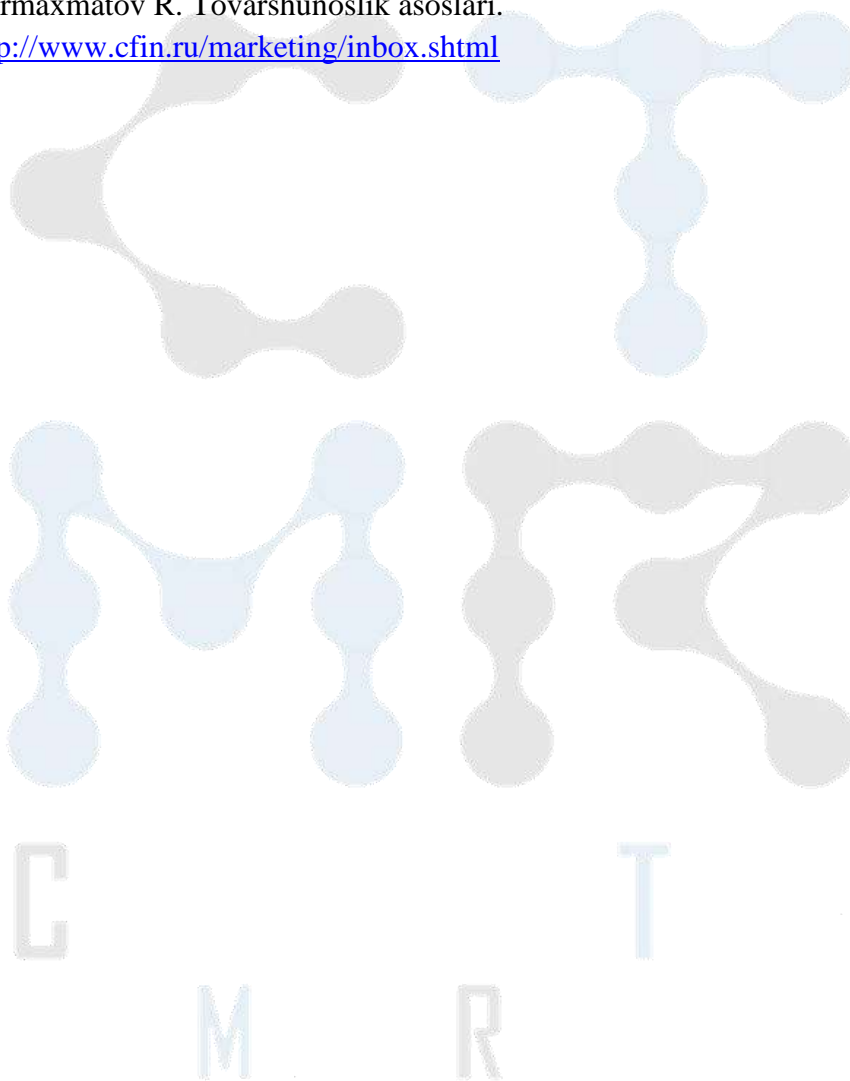
Ikkinchi tomondan, ulgurji savdo ichida ba'zi odatdagi vazifalar mustaqil kommertsantlar tomonidan amalga oshirilmoqda, masalan, transport va omborlar sohasida. Mijozlar yuzaga keltirayotgan tik o'zgarishlar, ishlab chiqaruvchilar yuzaga keltirayotgan ufqiy o'zgarishlar sodir bo'lmoqda. Bu o'zgarishlar ishlab chiqaruvchilarning ulgurji savdosiga va aksincha, ulgurji savdoni chakana savdosiga va buning aksini, xizmatlar ko'rsatuvchi firmalarning ulgurji savdosiga va aks ta'sir tufayli vujudga kelmoqda. Sanoat korxonalarini ulgurji savdo vazifasini tobora o'z zimmlariga olmoqda, bunday siqib chiqarishning sababi, nemis iqtisodchilarining fikricha, ulgurji savdoda yetarli kasbiy malakaning yetishmasligi, xizmat ko'rsatishning qimmatligi va iqtisodiy tavsifdagi boshqa omillardir. Sanoat ulgurji savdo bilan, odatda, sotuv tarmoqlari va bozorni kengaytirish, bozor haqidagi bilimini to'ldirish va boshqa bir qator hollarda hamda o'ziga foydali vaziyatlarda hamkorlikni yo'lga qo'yadi. Shu bilan birga, GFR ulgurji savdoning ba'zi sohalarida chakana savdoga nisbatan o'z o'rnini mustahkamlashga erishdi. Bu, avvalo, yonilg'i, qurilish materiallari, bog'dorchilik anjomlari va boshqalar taalluqlidir. Xulosalar Ishlab chiqarish vositalari bozoridagi tovarlar ikki turga: mehnat vositalari va mehnat predmetlariga bo'linadi. Ishlab chiqarish vositalari bozorining asosiy subyektlari bo'lib, mahsulot ishlab chiqaruvchi turli korxonalar va ularni iste'mol etuvchilar, shuningdek tovarni ishlab chiqaruvchi korxonadan iste'molchigacha yetib borishini ta'minlovchi tijorat vositachisi tashkilotlar hisoblanadi. Bunda ishlab chiqaruvchi korxonalar tomonidan mehnat vositalari va mehnat predmetlari foydalanilgan holda ishlab chiqarish vositalari ishlab chiqariladi. Ularni iste'molchiga yetkazib berish jarayonida asosan bir yoki bir nechta vositachisi korxonalar qatnashishadi. Ishlab chiqarish vositalari iste'molchilarining asosiy qismi yuridik shaxslar hisoblanadi. Ishlab chiqarish vositalari marketing strategiyasi korxonaning oldiga qo'yilgan maqsadga erishishini ta'minlovchi marketing tuzilmasini belgilab beradi. Strategiya tanlashda iste'molchilarning hulqi, mahsulotning o'ziga xosligi, harakatlanishi, narx siyosati hisobga olinadi.

Pirovard natijada ishlab chiqarish vositalari marketing-miksini oqilona pozitsiyalashga erishiladi. Strategiyalar: kam sarflar, tabaqalashtirish, uyg'unlashtirish tarzida bo'lishi mumkin. Marketing dasturini amalga oshirish uchun marketing taktikalari tanlanadi. Ular qisqa muddatlarga mo'ljallanadi. Ishlab chiqarish vositalari reklamasi deyilganda qandaydir mavjud tovar yoki ko'rsatiladigan xizmatga xaridorlar e'tiborini jalb qilish bilan bog'liq tadbirlar tushuniladi. Reklama – badiiy ifodaga ega va emotsional shaklda berilgan axborot tashuvchi, bundan tashqari u taklif etilayotgan tovar va xizmat haqida alohida jozibali ma'lumotlarni xaridor ongi va e'tiboriga yetkazadi. Ishlab chiqarish vositalari bozori rivojlanish tendensiyasi ilg'or xorijiy mamlakatlarda turlicha kechmoqda. AQSHda bu sohada ishlab chiqarish vositalarini iste'molchigacha yetkazib berishda qatnashadigan sotish kanallarining pog'onalari alohida xususiyatga ega. Bunda ayniqsa distributerlar, savdo agentlari, ulgurji va chakana savdo korxonalarining faolligi jadallashgan. Germaniyada esa, ishlab chiqarish vositalarini sotuvchi

korxonalar asosan ombor orqali sotishni tashkil etishi va bunday korxonalarning asosiy qismi mas'uliyati cheklangan jamiyat ekanligi bilan ajralib turadi.

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## ТАҲЛИЛИЙ МАҚОЛА ЁЗИШДА ЖУРНАЛИСТ МАҲОРАТИ ВА БИЛИМ САВИЯСИ

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**Аннотация:** Оммавий ахборот воситалари мамлакатда юз бераётган жараёнларга турлича қарашларни эркин ва холис ифодалашга қодир бўлиши, Оммавий ахборот воситалари мамлакатда юз бераётган жараёнларга турлича қарашларни эркин ва холис ифодалашга қодир бўлиши, фуқаролик жамиятини қуришда фаол иштирок этиши лозим. Бу оммавий ахборот воситалари, хусусан, матбуотда чоп этилаётган журналист таҳлилий мақолаларда ҳам намоён бўлади. Долзарб муаммони кўтариб, ечимдаги таклифини тақдим этган материал газетага муштарийларни жалб этишда етакчи омил бўлиб хизмат қилади. Бу газета ададининг ошиши, аудиториясининг кенгайиши, нашрнинг қўлма-қўл бўлишидек самарали натижани беради.

**Калит сўзлар:** Ахборот етказиш, фикр, Оммавий ахборот, газета, муаммо

Ахборот етказиш, жамоатчилик фикрини шакллантириш, муаммоларни кўтариб чиқиб, ечимининг топилишига ёрдам бериш вазифаси бўлган оммавий ахборот воситалари жамиятда том маънодаги тўртинчи ҳокимият ҳисобланади. Биринчи Президентимиз Ислон Абдуғаниевич Каримов таъкидлаганидек, “Ҳозирги вақтда оммавий ахборот воситаларининг вазифалари ҳам, улар олдига қўйиладиган талаблар ҳам кўп. Лекин энг муҳими – ҳаёт ҳақиқатини тўлақонли акс эттиришдан иборат. Чунки ҳақиқатни ёритиш журналистиканинг ўзгармас ва доимий талаби бўлиб келган ва шундай бўлиб қолиши зарур. Айни пайтда матбуот ва эфир орқали ҳақиқатни ёритиш, одамларга етказиш ҳар қайси журналистнинг билим ва тажрибаси, унинг профессионал маҳорати, фуқаролик позициясига боғлиқ эканлигини унутмаслик лозим”<sup>1</sup>.

Дарҳақиқат, журналистнинг бош вазифаси ҳақиқатни кўрсатиб бериш. Таҳлилий мавзуларда ёзувчи журналистлар эса асосан ноқонунийликни фош этувчи, иллатларни кўрсатиб берувчи, жамиятга зарар келтирувчи муаммоли мавзулар устида ишлайдилар.

Оммавий ахборот воситалари мамлакатда юз бераётган жараёнларга турлича қарашларни эркин ва холис ифодалашга қодир бўлиши, фуқаролик жамиятини қуришда фаол иштирок этиши лозим. Бу оммавий ахборот воситалари, хусусан, матбуотда чоп этилаётган журналист таҳлилий мақолаларда ҳам намоён бўлади. Долзарб муаммони кўтариб, ечимдаги таклифини тақдим этган материал газетага муштарийларни жалб этишда етакчи омил бўлиб хизмат қилади. Бу газета ададининг ошиши,

<sup>1</sup> Каримов И.А.. Энг асосий мезон – ҳаёт ҳақиқатини акс эттириш. Т.: Ўзбекистон, 2009. Б.10.8

аудиториясининг кенгайиши, нашрнинг кўлма-кўл бўлишидек самарали натижани беради. Таҳлилий мақолаларнинг чоп этишга яхши эътибор берган нашр вақт ўтиши билан аудитория ишончини қозониб, улар олдида ўз имижини яратади. Халқ муаммолари ечимини улардан кутадиган, журналистикага умид, ишонч ва ҳурмат билан қарайдиган бўлади. Зеро, бу ҳар бир оммавий ахборот воситасининг бош мақсади ва кутадиган натижасидир.

Охириги ўн йилликда жаҳон журналистикаси назарияси ўз концепциясини бир мунча ўзгартирди. Журналистика замондан келиб чиқиб айтилган “жамоавий тарғиботчи”, “ташвиқотчи”, “ташкilotчи” мақомларидан “тўртинчи ҳокимият”гача етиб келди. Журналистика ривожлангани сари социология, имижология соҳаларига яқинлаша борди. Ахборот асрида ахборот урушларининг асосий иштирокчиси ҳам оммавий ахборот воситасига айланди.

Ўзбекистон мустақилликка эришгандан сўнг сўз ва матбуот эркинлиги инсоннинг бошқа асосий ҳуқуқлари қатори ўзининг конституциявий қафолатини топди. ОАВ фаолиятига доир бир қатор қонунлар ва ҳуқуқий ҳужжатлар қабул қилинди. Ўзбекистон Республикасининг “Оммавий ахборот воситалари тўғрисида”, “Журналистлик фаолиятини ҳимоя қилиш тўғрисида”, “Ахборот эркинлиги принциплари ва қафолатлари тўғрисида”, “Муаллифлик ҳуқуқи ва турдош ҳуқуқлар тўғрисида”, “Реклама тўғрисида”, “Ноширлик фаолияти тўғрисида” сингари қонунлар бевосита ОАВ фаолиятига тегишлидир.

Оммавий ахборот воситалари мамлакатда юз бераётган жараёнларга турлича қарашларни эркин ва холис ифодалашга қодир бўлиши, фуқаролик жамиятини қуришда фаол иштирок этиши лозим. Бунда журналист маҳорати, ахборот олиш, таҳлил қилиш, қайта ишлаш ва етказишнинг замонавий усулларидан фойдаланиш муҳим аҳамият касб этади.

Аmmo шундай вазиятлар бўладикки, уни на қонунчилик меъёрлари, на миллий мезонлар ҳал эта олади. Ҳар қандай жараёнларда баъзан турли меъёрлар, тартиб-қоидаларни тан олмайдиган, инсоннинг ақли ва одобига бўйсунмайдиган омиллар орқали турли йўсиндаги муаммолар, чигалликлар юзага келадикки, уларни юқорида таъкидланган қонунлар доирасига “сиғдириб” бўлмайди. Зеро, ҳаёт манзаралари ҳар қандай қонун ҳужжатларидан кенгдир. Жумладан, инсон психологияси билан боғлиқ масалалар ғоятда мураккаблиги билан ўзига хос. Ҳар соҳанинг ўз табиати бўлгани сингари журналистиканинг ҳам психологияси мавжуд. Бунда ОАВнинг аудитория билан муносабатлари, шунингдек, журналистнинг ўзи фаолият кўрсатадиган таҳририят билан, ўз қаҳрамони билан бўладиган муносабатлари унинг жамиятдаги мақомини, мавқеини таъминлаш, уларда муҳим аҳамият касб этади. Биргина журналист материалининг асоси бўлган ахборот билан ишлашнинг психологик жиҳатлари ўзига хос. Ахборот олишдаги турли вазиятлар, ҳодисалар ҳам унинг психологик табиатига тааллуқли<sup>2</sup>.

<sup>2</sup> И.Сулаймонов. Мен - журналистман. Т.: 2001. Шарқ, Б.18.

Жамиятни эркинлаштириш, демократик тамойилларнинг кенг ёйилиши, чуқур илдиз отишига кўмаклашишга даъват этилган ижодий жамоа – оммавий ахборот воситалари, тахририятларнинг ўзида шу рух кенг намоён бўлиши керак. Журналист касбидаги кишилар бошқаларга нисбатан эркинликка кўпроқ интилади, жойларда ўзларини эмин-эркин тутади. Табиатдан улар шундай яралган бўлсалар ажаб эмас. Тахлилий жанрларнинг предметини аниқлашда Ғарб олимлари деярли ҳар доим коррупцияга қарши кураш мавзусини таъкидлайдилар. Чунки у ҳар бир давлат учун оғриқли муаммо бўлиб, мазкур мавзу сиёсатчилар, депутатлар ва президентлар томонидан нутқларда кўп кўтарилади. Журналистлар эса мавзунини ёритишда ушбу нутқларни, коррупцияга қарши кураш йўлида қабул қилинган қонун ҳужжатларини дастак қилиб олишади. Улар иш бермаётгани, амалда коррупция кўп кузатилаётганини муаммо ва текширув объекти сифатида кўндаланг қўядилар.

Оммавий ахборот воситалари мамлакатда юз бераётган жараёнларга турлича қарашларни эркин ва холис ифодалашга қодир бўлиши, фуқаролик жамиятини қуришда фаол иштирок этиши лозим. Бунда журналист маҳорати, ахборот олиш, таҳлил қилиш, қайта ишлаш ва етказишнинг замонавий усулларида фойдаланиш муҳим аҳамият касб этади.

Журналистиканинг бош фигураси журналистдир. Битта газета мақоласининг вужудга келиши, яратилиши, эълон этилиши ва эълон этилгач кечадиган жараёнлари – шуларнинг барчасининг марказида журналист шахси туради. Жумладан, тахлилий жанрга мансуб матбуот чиқишларининг бош қаҳрамони ҳам журналистдир, унинг шахсидир. Тўғри, журналистиканинг энг ихчам жанри бўлмиш оддий ахборотнинг вужудга келишида ҳам мухбирнинг психологияси “иштирок” этмай қолмайди, лекин журналистиканинг йирик жанрлари, жумладан тахлилий жанрларга мансуб мақолаларда муаллифнинг шахси, психологияси бор мураккаблиги билан кўзга ташланади.<sup>3</sup>

<sup>3</sup> Дўстмуҳаммад Х. “Журналистнинг касб одоби муаммолари: назарий методологик таҳлил (Монография) Т.: Янги аср авлоди, 2007. Б.166.



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**Abstract:** The history and development of wrestling trace back to ancient times, as evidenced by cave paintings and artifacts. Wrestling was valued by the ancient Greeks as a display of strength and technique, while the Romans emphasized brute strength. Wrestling styles varied across regions, with distinct traditions emerging in different cultures. The Renaissance saw a resurgence of wrestling, particularly among the nobility and military. The 18th and 19th centuries witnessed the sport's popularity in the United States and the establishment of international competitions. The 20th century marked the division between amateur and professional wrestling, with the former gaining recognition in the Olympic Games and the latter evolving into scripted entertainment. Today, wrestling remains a global phenomenon, showcasing athleticism, cultural significance, and a connection to our shared human history.

**Keywords:** Ancient Origins, Greek Influence, Roman Influence, Renaissance Resurgence, International Competitions

### Introduction

Wrestling is one of the oldest forms of combat, tracing its origins back to 15,000-year-old cave paintings in France. Over the millennia, wrestling has evolved significantly, reflecting the physical, cultural, and historical environments in which it was practiced. This article will delve into the history and development of wrestling, examining its transition from a survival skill to a modern sporting event.

#### Early History

The earliest evidence of wrestling comes from cave paintings in Lascaux, France. These paintings, dating back to the Paleolithic era, depict two men grappling with each other. Similar depictions of wrestling were found in ancient Mesopotamia and Egypt, demonstrating the sport's widespread popularity in antiquity.

Wrestling was one of the first sports to be included in the ancient Olympic Games in 708 BC, where it was highly valued for its demonstration of strength and technique. The Greeks considered wrestling to be the ultimate display of physical prowess and tactical skill, and it was a fundamental part of their military training.

Roman wrestling, though heavily influenced by Greek traditions, focused more on brute strength rather than technique. The Romans introduced the concept of weight classes, an innovation that allowed for fairer matches. However, with the fall of the Roman Empire, wrestling's popularity waned in Europe.

#### Middle Ages and Renaissance

During the Middle Ages, wrestling remained popular in many cultures. In Japan, sumo wrestling evolved as a sport within the Shinto religion, with its first professional wrestler recognized in the 17th century. Meanwhile, in Europe, wrestling began to reemerge as a popular pastime during the Renaissance.

In the late Middle Ages and the early Modern period, wrestling was practiced in royal courts and among the nobility. In England, Henry VIII reportedly wrestled his courtiers, and in France, Francis I was known as a keen wrestler. Wrestling also became a popular sport among the military, with matches often held at military academies.

### Development in the 18th and 19th Centuries

The 18th and 19th centuries saw a resurgence of wrestling as a competitive sport, particularly in the United States and Europe. In the United States, wrestling was a popular frontier pastime, with Abraham Lincoln being a well-known wrestling enthusiast.

In Europe, wrestling styles varied greatly from region to region. In France, 'La Lutte Bretonne' or 'Gouren' established itself as a popular style, while in Switzerland, 'Schwingen' was the preferred method. The United Kingdom had Cumberland and Westmorland wrestling, and 'Cornish wrestling' was popular in Cornwall.

In the late 19th century, wrestling was featured as a sport in the first modern Olympic Games held in Athens in 1896. This marked a significant turning point in the sport's history, as it was now recognized on an international level.

### The 20th Century: The Birth of Professional Wrestling

The 20th century heralded a new era for wrestling, with the sport bifurcating into two primary forms: amateur and professional wrestling.

Amateur wrestling continued to be a respected sport, with the establishment of international organizations like the International Federation of Associated Wrestling Styles (FILA) in 1912. This body standardized rules for amateur wrestling globally and helped foster international competitions.

Professional wrestling, on the other hand, began to take on a more

### Methodology: History and Development of Wrestling

To explore the history and development of wrestling, this article relies on a combination of historical research, literature review, and analysis of primary and secondary sources. The following methodology was employed to ensure accuracy and reliability in presenting the information.

1. Literature Review: A comprehensive review of academic books, scholarly articles, and reputable online sources was conducted to gather a broad understanding of the history and development of wrestling. This involved exploring works on ancient civilizations, sports history, and cultural studies

2. Archival Research: Access to historical archives and collections was utilized to gather primary sources related to wrestling throughout history. These sources included ancient texts, manuscripts, and artwork depicting wrestling. This allowed for a direct examination of the primary materials from various time periods.

3. Expert Interviews: Interviews were conducted with experts in the field of wrestling history and development. These interviews provided valuable insights and perspectives from knowledgeable individuals who have studied and researched the sport extensively. Their expertise helped to enrich the content and ensure accuracy in presenting historical facts.

4. Comparative Analysis: A comparative analysis was employed to examine the different wrestling styles and their cultural contexts. By comparing wrestling traditions from various regions and time periods, we gained a deeper understanding of the evolution and diversity of the sport.

5. Cross-Referencing: Information obtained from different sources was cross-referenced to ensure consistency and accuracy. This involved comparing details, verifying facts, and corroborating information from multiple reliable sources.

6. Historical Contextualization: The historical context in which wrestling developed was carefully considered. This involved studying the socio-cultural, political, and geographical factors that influenced the growth and transformation of wrestling over time.

7. Limitations: It is important to acknowledge that the available sources may have limitations, such as biased accounts, gaps in historical records, or conflicting information. Efforts were made to mitigate these limitations by consulting multiple sources, relying on scholarly research, and considering different perspectives.

By employing this methodology, this article aims to provide a comprehensive overview of the history and development of wrestling, capturing its evolution from ancient times to the modern sport it is today.

Results: The history and development of wrestling reveal a sport deeply rooted in human civilization and culture. From its origins in ancient cave paintings to its inclusion in the first modern Olympic Games, wrestling has evolved and adapted over thousands of years. Here are some key results and findings from the exploration of wrestling's history:

1. Ancient Origins: Wrestling can be traced back to prehistoric times, as evidenced by cave paintings and artifacts found in different parts of the world. It was a crucial survival skill and a way to settle disputes in early human societies.

2. Greek and Roman Influence: The ancient Greeks considered wrestling a fundamental part of their culture, valuing its physical and tactical aspects. The Romans further developed wrestling, introducing weight classes and emphasizing strength. These influences shaped the foundations of wrestling as a sport.

3. Global Variations: Wrestling styles and traditions varied across different regions, reflecting cultural and geographical influences. Sumo wrestling in Japan, Schwingen in Switzerland, and Cornish wrestling in Cornwall are examples of distinct styles that emerged in specific cultural contexts.

4. Renaissance and Modern Resurgence: Wrestling regained popularity during the Renaissance, with its connection to nobility and military training. In the 18th and 19th centuries, wrestling gained traction in the United States, becoming a popular frontier pastime. This period also saw the standardization of rules and the inclusion of wrestling in international competitions.

5. Amateur and Professional Divide: The 20th century marked the differentiation between amateur and professional wrestling. Amateur wrestling became a respected sport, governed by international organizations and featured in the Olympic Games. Professional wrestling, characterized by scripted entertainment, gained popularity as a form of sports entertainment.

6. Wrestling Today: Wrestling continues to evolve as a competitive sport and a form of entertainment. Freestyle and Greco-Roman wrestling are the predominant styles in international amateur competition, while professional wrestling has become a global phenomenon, with a blend of athleticism, storytelling, and theatricality.

7. Cultural Significance: Wrestling holds cultural significance in various societies. It remains an integral part of traditional ceremonies, festivals, and rituals in many countries, preserving the historical and cultural heritage associated with the sport.

Overall, the history and development of wrestling demonstrate its enduring appeal as a physical contest, a form of self-expression, and a reflection of human ingenuity and athleticism. Wrestling's evolution reflects the changing social, cultural, and competitive landscapes throughout history, making it an integral part of our shared human narrative.

### **Conclusion**

The history and development of wrestling reveal a sport deeply intertwined with human civilization. From its ancient origins as a survival skill to its inclusion in the Olympic Games



and its evolution into a global phenomenon, wrestling has evolved and adapted throughout the ages.

Wrestling has transcended cultural boundaries, with various styles and traditions emerging in different regions of the world. It has been shaped by the values, beliefs, and physical environments of societies throughout history. From the Greek emphasis on technique and the Roman focus on strength to the diverse regional styles found in different countries, wrestling reflects the cultural diversity of humanity.

The sport's journey from ancient cave paintings to modern arenas showcases its enduring appeal and relevance. Wrestling has demonstrated its ability to adapt to changing times, from its role in military training to its participation in international competitions. It continues to captivate audiences, both as a competitive sport and as a form of entertainment.

The history and development of wrestling remind us of its timeless nature and its ability to connect people across time and space. Whether practiced as a traditional art form, a competitive sport, or a form of entertainment, wrestling continues to be a testament to human strength, skill, and resilience.

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THE ROLE OF WRITING IN A MODERN UNIVERSITY: ANALYSIS OF FOREIGN PRACTICES IN TEACHING ACADEMIC WRITING

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**Abstract:** The article raises questions about the need to develop students' academic literacy in the process of studying at a university. An overview of theoretical approaches to academic literacy is provided, and various practices of teaching academic writing in leading universities around the world are analyzed. The necessity is substantiated and ways are outlined for the development of academic writing skills, not only in English, but also in the native language (language of instruction), as the main component of the academic literacy of a modern student.

**Key words:** academic literacy, higher education, English for academic purposes, Writing Across Curriculum, Writing In Disciplines, First Year Composition, mother tongue.

At the present stage, significant changes are taking place in the Uzbek higher education system. State restructuring of universities, individualization of educational trajectories, updating the list of necessary competencies and qualification characteristics of modern graduates, increasing the level of academic mobility of students place new demands on the quality of university education. In the Western educational paradigm, one of the indicators of the quality of education is the degree of development of students' academic literacy (hereinafter referred to as AG). At the same time, the main attention is paid to the development of skills and abilities of academic writing, which are the main component of AG and the key competence of any modern specialist.

In Uzbek universities, academic writing is predominantly taught to students only within the framework of the discipline "English for Academic Purposes". In this course, writing is one of the leading activities, and how well students demonstrate mastery of English writing skills directly affects their academic performance. But one of the key problems that many English teachers face is the insufficient development of English in their native language.

This article provides an overview of Western and domestic theoretical approaches to the definition of AG, and substantiates the special role of writing in the native language in a modern university. Based on the analysis of various practices of teaching academic writing in the world's leading universities, we conclude that it is necessary to introduce specialized courses in teaching academic writing in Russian into the educational programs of Uzbek universities.

***Review of foreign and domestic definitions of hypertension***

***Western approaches to the definition of hypertension.***

The Western model of education has been based on the concept of AG for quite a long time. Despite the fact that there are different approaches to defining this concept, AG in general, as interpreted by Western scientists, acts as a criterion for determining the level of a student's readiness to study at a university.

In the American education system, according to one of the common approaches to defining AG, a literate student is able to read and write, listen and express his opinions, think critically, use information and communication technologies, demonstrate academic progress and successful study skills. It is assumed that these competencies are developed within the framework of all disciplines studied by the student at the university, i.e. the formation of AG

and the development of all its components is considered as one of the goals of education. At the same time, the key competence is academic writing, the foundations of which are laid at the stage of school education, and at the university it only develops at a new qualitative level.

In the UK, it is customary to talk not about AG, but about the reading, writing, and speaking skills necessary for studying at a university (the so-called model of academic skills), which can be transferred to new contexts. That is, a student, having mastered these skills within one discipline or course, is able to apply them in any academic context.

In Australia, the most common approach to AG is formulated in the works of B. Green, who identifies three components: operational literacy, cultural literacy and critical literacy. In other words, literacy means having linguistic competence, understanding the discourse in which oral and written communication occurs, and the ability to transform information into knowledge.

In general, in the Australian education system, AG is the ability expected of students to study and conduct research activities, to report the results of their activities in accordance with the traditions and standards existing in a particular discipline. At the same time, AG is inextricably linked with the level of proficiency in the language in which the training takes place. Despite the fact that the concept of AG has long existed in the Western educational environment, at the moment it, however, has no analogues in domestic pedagogical science.

*Academic literacy as interpreted by domestic researchers.*

The Uzbek education system uses the concept of functional literacy, according to which a functionally literate person is recognized as being able to “solve problems in educational activities, standard life problems, problems of orientation in the value system, problems of preparation for vocational education.” To our knowledge, there are no alternative theories of literacy in the context of higher education in Russia. However, recently, studies have begun to appear in domestic pedagogy that raise issues of development among students of AG, including in their native language.

Thus, I.B. Korotkina, citing data from the PISA international study in the field of school education, points to a rather low level of development of hypertension in Russian schoolchildren. Based on the results of his own study of the level of literacy among middle and senior managers, the author concludes that their level of proficiency in their native academic language is low.

In another study by M. A. Lytaeva and E. V. Talalakina, pointing to the supra-linguistic nature of academic skills, which are formed in addition to linguistic reality, following K. Pearson, they emphasize that in the learning process it is equally important to develop academic skills both in native speakers and in non-native speakers of the language in which the learning process takes place. However, as the authors note, this is often not taken into account when studying at a university. The study emphasizes that academic skills are universal in nature, as they can be transferred to other subjects due to their supra-linguistic and supra-subject nature: “within the positivist approach, academic skills are considered as measurable traits inherent in an individual, which he is able to transfer from one context to another “Without using the term “academic literacy,” the authors essentially consider this particular concept.

In this study, we define AG as the ability to function effectively in a modern academic environment: to carry out intercultural academic communication on the basis of foreign language professionally oriented texts, to think critically, and to improve one’s self-educational competence for educational and professional purposes. It is important to note that a key component of AG is academic writing.



*Academic writing as a basic component of academic literacy in Western higher education.*

Many researchers have written about the role of writing and its positive impact on human intellectual development. R. Reich and A. Knopf predicted that the majority of modern graduates will work in the field of so-called symbolic-analytic services. The authors explain that, in addition to disciplinary knowledge, future specialists need critical thinking skills - acquiring, reproducing and demonstrating knowledge. In this case, writing should not be the final product (result) of the educational process, but a method of effective learning (the so-called "writing-to-learn" approach). Many emphasize the close relationship between writing and mental activity.

The Western education system is focused on writing; writing acts not only in the function of knowledge control (writing as a product), but also as the main method of teaching (writing as a process), and as an approach to learning (writing-to-learn). By creating written texts, students simultaneously master new knowledge and develop critical thinking skills. Writing is perceived in a different light - this skill takes on a new meaning, ceases to be purely formal, and becomes key, allowing both to successfully study at a university and to work effectively in the future, to be an academically competent specialist.

Theoretical approaches to teaching academic writing in the West (using the example of the USA)

In the United States, teaching writing is recognized as the foundation of student learning in college. All knowledge, skills and abilities must be developed through experience in writing, reading and critical thinking.

Traditionally, in US universities there were only courses for first-year students ("First Year Writing Course" / "First Year Composition"), which allowed them to get acquainted with various writing genres and master the skills of academic, creative, professionally oriented writing. Students learned to distinguish between genres, work on the structure of the text and its grammatical accuracy, and mastered the basics of critical reading. It was assumed that taking this course in the future would allow students to successfully study at a university and cope with various types of written work.

Now, while maintaining first-year seminars, two approaches are used at US universities - Writing across curriculum (WAC) and Writing in disciplines (WID) (see, for example, in which writing is the leading activity. It seems important to clarify the essence these approaches.

WAC is an approach to learning in which written competence is key and the entire learning process is built on the basis of the active use of written speech to master and activate new knowledge. This kind of practice allows you to introduce a writing component into the structure of any taught discipline. At the same time, writing is the type of activity that allows you to comprehend, analyze and critically present the information received. The introduction of WAC means a qualitative change in the structure of educational programs, all training, and also imposes certain requirements on the competencies of teachers responsible for their implementation.

It is worth noting that most often it is not any WAC course per se that is implemented, but rather the core time-tested principles of WAC are brought into the course design model. According to a number of studies, learning through writing is more effective if students' metacognitive abilities are also activated in the educational process and the learning itself is not short-term (temporary) in nature.

Unlike WAC, the WID approach involves the active involvement of written speech activities to master knowledge within one discipline, familiarity with disciplinary ways of thinking and expressing thoughts, genres and traditions of writing. In this case, both the process of creating a text is important (i.e., training takes place in working with the text at all stages) and the product of writing activity (i.e., great attention is paid to all the characteristics of the finished text).

Writing within the framework of this approach can be taught by an academic language specialist or a teacher of basic disciplines. S. McLeod also gives examples of universities where both teachers work in the same team. At the same time, attention is paid not only to certain academic genres, but also to the forms and ways of thinking of specialists in this field of knowledge. However, as S. McLeod notes, when applying the WAC and WID approaches, the main difficulties are associated with the fact that, on the one hand, students may not be ready for this type of writing activity, and on the other hand, teachers of disciplines are not ready to teach students writing.

In general, according to modern research in the field of theory and practice of WAC and WID, both approaches do not contradict each other, but rather are complementary, which was discovered upon further analysis.

### *Conclusions*

The above analysis showed that in order to increase the efficiency and quality of education with the aim of systematic integration into the international scientific community, the Uzbek system of higher education should pay more attention to the development of AG in general and academic writing in particular. Since writing skill is a transferable skill, it seems effective to develop it either on the basis of the native language and then transfer it to a foreign language, or to study both languages in parallel. This requires the introduction of new and flexible models of training courses that will allow for the effective implementation of modern educational concepts and the formation of key competencies related to academic writing as the basis for successful education at a university.

Possible solutions to the problem could be:

- 1) inclusion in the curriculum of special disciplines aimed at developing academic literacy and, above all, academic writing;
- 2) creation of information and advisory support for students through specially created academic writing centers;
- 3) creation of information and methodological support for teaching writing for teachers of disciplines (how to teach, assignment formats, role and type of feedback);
- 4) consolidating the efforts of teachers of English for academic purposes and teachers teaching courses on developing academic writing skills in the language of instruction, namely, the development of integrated courses that can be read together or taught in close cooperation.

In conclusion, it is important to note that optimization of training should be based on interdisciplinary research to assess the level of development of students' AG, as well as to develop models for constructing the educational process that will take into account Russian specifics and avoid the ineffective implementation of teaching models alien to Uzbek realities.

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**ЯТРОГЕНИЯ В НЕОНАТОЛОГИИ (ПО ДАННЫМ ЛЕТ. ОБЗОР)**

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**Актуальность:** Проблема ятрогении стала актуальной не только во взрослой практике, где имеет место самолечение, но и в неонатологии, и педиатрии. У детей появились болезни и патологические состояния, обусловленные необоснованным назначением фармацевтических препаратов. Они являются следствием побочного действия лекарственных препаратов, их компонентов, примесей, нежелательных сочетаний лекарств. В абсолютном большинстве случаев они требуют дополнительной медикаментозной коррекции, а в ряде случаев могут привести к серьезным нарушениям здоровья и снижению качества жизни. Оказание медицинской помощи представляет собой сложную форму профессиональной деятельности. Она требует глубоких специальных знаний, практических навыков, высоких душевных качеств. Однако медицинский работник может ошибаться, потому что имеет дело с самым сложным объектом природы - человеческим организмом, особенно это касается организма ребенка.

**Цель:** 1. Профессиональный уровень врача и персонала; мануальные свойства (врожденные или тренированные), обеспечивающие атравматичность манипуляций и оперативных вмешательств; интеллигентность, общая культура, воспитанность.

2. Склад характера, темперамент.

3. Условия работы персонала и пребывания детей в лечебном учреждении. Оснащение необходимой аппаратурой и техникой. Рациональная организация труда. Снижение, ухудшение или отсутствие их оборачивается ятрогенией.

**Полученные результаты:** Первые масштабные исследования причин и особенностей ятрогений были проведены в США, в Канаде и Австралии. Оказалось, что ятрогении возникают у 2,9-3,7% больных. В 70% случаев имеет место временное ухудшение здоровья больного длительностью не более 6 месяцев, в 2,616,6% возникают тяжелые ятрогенные патологические состояния, в 3,6-6,6% - летальный исход. 20% поступивших на лечение в университетские больницы США пострадали от ятрогенных травм, при этом среди этих травм 20% были серьезными или смертельными. По данным ВОЗ, ятрогении встречаются у 20% больных и составляют 10% в структуре госпитальной смертности\*. Стоит отметить, что высокая частота возникновения ятрогений отмечается в периоды внедрения и разработки новых методов лечения

**Заключения:** Проведенный анализ существующей литературы показал, что Возникновение ятрогений является важной медицинской, социальной, экономической и этической проблемой здравоохранения. Внедрение новых методов диагностики и

лечения в неонатологии повысило эффективность медицинской помощи новорожденным и, одновременно, привело к росту ятрогенной патологии.

Особого внимания требует упоминание о бездействии медперсонала (А.В.Смолянников назвал его ятрогией с отрицательным знаком). Бездействие бывает связано не только с недостатком у врача знаний или опыта, но порой - с отсутствием в арсенале необходимых средств или условий. При анализе патологоанатомом секционных данных, не дающих, на первый взгляд, оснований для предположения о ятрогении, лечащий врач может без труда припомнить ряд ятрогенных эпизодов, способных сыграть свою роль в танатогенезе. Выполнение врачами своего тяжелого долга возможно лишь при реабилитации высокого престижа нашей профессии, его материального обеспечения, что уже проводится в жизнь и дает основания с оптимизмом смотреть на перспективы снижения ятрогении и улучшения помощи детям. Профилактические обследования, прививки, вакцинации создают положение, когда ятрогения распространяется не только на больных, но и на всех без исключения здоровых детей. Осложнения при этом способны вызвать острые реакции, в которых практически никто не виноват. Они являются неизбежной оборотной стороной медицинского воздействия.

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#### **Abstract:**

The concept of the creative economy has gained prominence in recent years as a framework for understanding the intersection of culture, creativity, and economic development. This article explores the key elements and principles of the creative economy, highlighting its significance in today's globalized and digitized world. It discusses the role of creative industries, intellectual property, innovation, and the cultural and economic implications of fostering a creative economy. Furthermore, it examines the challenges and opportunities associated with this emerging paradigm.

**Keywords:** Creative Economy, Creative Industries, Intellectual Property, Innovation, Culture, Economic Development

#### **Introduction:**

The creative economy represents a significant departure from traditional economic models, emphasizing the importance of cultural and creative assets as drivers of economic growth and development. This article delves into the concept of the creative economy, its defining features, and its relevance in the contemporary globalized, digitalized world.

Defining the Creative Economy:

The creative economy is a multifaceted concept that encompasses a wide range of activities and industries driven by creativity, talent, and intellectual property. It includes areas such as design, fashion, advertising, film, music, video games, literature, and architecture. These industries are characterized by their reliance on intellectual and artistic content, making them unique contributors to economic growth.

Creative Industries:

Central to the concept of the creative economy are the creative industries. These industries are at the heart of the creative economy, responsible for producing and disseminating creative goods and services. They generate revenue by capitalizing on intellectual property, ideas, and innovation. Creative industries foster cultural expression, stimulate innovation, and play a vital role in shaping national and global identities.

Intellectual Property and Innovation:

The protection of intellectual property is a critical component of the creative economy. Copyrights, patents, and trademarks are essential for safeguarding the creative works of individuals and organizations, providing incentives for innovation and creativity. These protections facilitate the monetization of creative assets, allowing creators and businesses to reap the economic rewards of their ingenuity.

**Cultural and Economic Implications:**

Fostering a creative economy has profound cultural and economic implications. Culturally, it promotes diversity, preserving and celebrating unique expressions of human creativity. Economically, it stimulates job creation, export opportunities, and economic growth. The creative economy is a source of soft power, enhancing a nation's global influence through its cultural exports and creative products.

**Challenges and Opportunities:**

The creative economy also faces challenges, such as piracy, copyright infringement, and access to markets. Additionally, it can exacerbate income inequalities, as not all creative endeavors are equally profitable. Balancing the need for intellectual property protection with promoting open access to knowledge and culture is a constant challenge.

**In conclusion**, the creative economy represents a paradigm shift in understanding the interconnectedness of culture, creativity, and economic development. As the digital age continues to reshape the global landscape, fostering a creative economy is increasingly important. Governments, industries, and individuals must collaborate to navigate the challenges and seize the opportunities presented by this emerging economic model.

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**Аннотация:** В этой статье рассказывается об истории музеев, расположенных в Дубае, информации и экспонатах. Дубай – один из важнейших центров Ближнего Востока. Здесь нет места, история и современность сочетаются. Те, кто сюда приезжает, часто не хотят тянуться к знаменитым белым пляжам или нырять на морское дно. Здесь также можно познакомиться с историей развития Арабских Эмиратов.

**Базовые слова:** История Дубая, музей, форт, дворец, заповедник, лес, корабль, выставка, музей-кафе, музей верблюдов, зоологический музей, исторический музей, музей монет, ювелирные изделия, современное искусство, музей будущего, Бурдж-эль-Халифа, Дубайский торговый фестиваль, парк, Дубайский аквариум.

В этом государстве рассказывается об истории музеев, расположенных в Дубае, информации и экспонатах. Дубай - один из самых важных центров Ближнего Востока. Здесь нет места, истории и современность сочетаются. Те, кто сюда приезжает, часто не тянутся к знаменитым белым бичам или ныряют на морское дно. Здесь также можно познакомиться с историей развития Арабских Эмиратов.

Исторический музей Дубая. Одной из главных достопримечательностей Дубая является музей, расположенный в форте Аль-Фахиди. Древняя крепость, построенная в 1787 году, была создана для защиты эмирата. За прошедшие годы назначение здания несколько раз менялось: в 1970 году здесь располагался музей-заповедник, казармы для военных, дворец правителей, тюрьма. Последняя реконструкция замка добавила подземные залы для экспозиций. Во время экскурсии можно увидеть более детализированные диорамы, восковые фигуры, различные эффекты, уходящие в историю Эмирата Дубай. Посетителей ждут восточные рынки, рыбацкие лодки, дома местных жителей. Вы можете увидеть первоначальный вид бухты до строительства современных небоскребов и появления крупных островов. В главном здании находится военный музей с обширной коллекцией оружия. Отдельные экспозиции представляют орудия и предметы быта, которым более 3000 лет. Цена билета со скидкой – 0,8\$.

Зоологический музей Дубая. Уникальный биологический купол, приглашающий прогуляться по настоящему тропическому лесу. Здесь вы встретите 3000 различных животных, птиц и растений. Вы не только познакомитесь с миром тропиков, но и поймете важность сохранения баланса в природе и очистки окружающего мира. Этот музей будет интересен в первую очередь детям, но и взрослым там скучать не придется. Стоимость входного билета для взрослых – 25 долларов, для детей – 20 долларов.

Музей верблюдов в Дубае. Небольшой, но интересный музей, посвященный «кораблям пустыни». Они играют важную роль в жизни эмирата Дубай. Выставка спроектирована так, чтобы быть интересной для детей и взрослых. Дети смогут покатаются на интерактивном механическом верблюде – полномасштабном макете. Взрослые узнают о тонкостях выращивания и дрессировки этих животных, а также о том, как стать настоящим чемпионом в течение длительного периода времени посредством



пустыни или верблюжьих бегов. История роста, традиционные клички и строение тела будут интересны всем возрастам. Вход бесплатный.

Музей кофешопов в Дубае. В небольшом здании недалеко от Исторического музея Дубая расположена выставка, посвященная самому важному для арабов напитку – кофе. В старой мечети на первом этаже вы узнаете историю подготовки и переработки зерна, познакомитесь с церемонией приготовления кофе, принятой в Объединенных Арабских Эмиратах, Эфиопии, Египте и других соседних странах. На втором этаже расположены измельчители и оборудование, необходимое для приготовления и употребления ароматных напитков. Вас должен убедить каждый, кто любит кофе во всех его формах. Подойдя к зданию музея, вы почувствуете сильный и притягательный аромат, а внутри сможете попробовать разные сорта и способы обжарки. Цена посещения музея — 4 доллара для взрослых и 1,35 доллара для детей.

Музей монет в Дубае. Узкоспециализированный музей, представляющий особый интерес для специалистов и коллекционеров-нумизматов. Монета, используемая в разные годы в 7 малых залах, история развития различных металлов и сплавов, история МОЗ. Коллективу нравится более 470 различных монет, представляющих весь мир и всю молодежь. Музей открыт с 8:00 до 14:00 ежедневно по пятницам и субботам. Вход бесплатный.

Музей жемчуга в Дубае (Emirates NBD) представляет собой лучшую в мире коллекцию морского жемчуга, добытого в мелких и теплых водах Персидского залива. До того, как Объединенные Арабские Эмираты стали ведущим производителем нефти в мире, они зарабатывали свое богатство и славу за счет продажи жемчуга и других товаров. Основой коллекции музея стали сокровища, подаренные торговцем жемчугом Али ибн Абдуллой аль-Овайсом и его сыном в 1950-х годах. Помимо изысканных украшений и идеального жемчуга, здесь представлены изображения быта паровозов, лодок, инструментов и других предметов быта. Посетить этот музей можно только группами от 8 до 20 человек.

Галерея ХВА – один из основных пунктов туристической программы для всех любителей современного искусства. Он был открыт в 2003 году и сейчас занимает лидирующие позиции на Ближнем Востоке. Здесь демонстрируются выставки всех модных художников мира, часто проводятся перформансы, лекции и тематические конференции с участием известных представителей современной публики.

Каждый этаж Музея будущего посвящен отдельной теме. Здесь можно узнать о будущем космоса, экосистем, биоинженерии и здравоохранения. Особое внимание уделяется дополненной реальности, обмену данными, робототехнике и искусственному интеллекту.

В здании площадью 30 000 квадратных метров разместился научно-образовательный центр. В музее также откроются исследовательские лаборатории, связанные со здравоохранением, образованием, «умными» городами, энергетикой и транспортом. После почти десятилетней задержки долгожданный Лувр Абу-Даби близок к завершению и готов стать поворотным моментом в статусе не только Абу-Даби, но и самих ОАЭ, сделав его одним из самых известных музеев в мире. мир. готов культурные народы. Первый универсальный музей на Аравийском полуострове — результат сотрудничества правительств Абу-Даби и Франции, и его легендарное название говорит само за себя. Однако, вопреки своему названию, это не копирование образца или содержания Лувра, а, скорее, установление рационального пути открытий, открытости и

единства. Этот уникальный и поучительный подход создает идеальную платформу для обмена образованием и идеями, а также культурами и позволяет посетителям исследовать различные цивилизации и мировую историю посредством обширных экспонатов; сравнить и изучить их углубленно; и самое главное, думать о своих истинных ценностях.

Музей стоимостью 650 миллионов долларов имеет обширную коллекцию древних и современных произведений искусства, занимающую площадь более 65 000 квадратных футов, и в основном поддерживается за счет кредитов от легендарных музеев, таких как Музей Лувра, Музей д. Центр Орсе и Помпиду. Экспонаты представлены в хронологическом порядке и проведут вас через четыре периода: от археологии и зарождения ислама до классического периода и современной эпохи. Помимо детского отдела, здесь предусмотрена площадь около 3 квадратных метров для временных выставок.

Прежде всего, универсальный музей Лувр Абу-Даби — действительно впечатляющее зрелище на воде. Содержащий ряд ярких белых построек, отражающих город Аравии, он является важным элементом процветающего культурного района Саадият, в который входят такие музеи, как Национальный музей Заида и Музей Гуггенхайма. Отмеченный наградами французский архитектор Жан Нувель для своего потрясающего дизайна черпал вдохновение в древних строительных методах региона, таких как традиционная система водоснабжения Фаладж и пальмовые ветви, которые когда-то использовались для кровли.

Как видите, главной особенностью этого удивительного здания, несомненно, является его замысловатый и многослойный купол из геометрической сетки, украшенный тысячами звездообразных узоров облицовки. Полученная структура создает чудесный контраст солнечного света и тени, обеспечивая элегантные проемы. Стоит ли говорить, что уникальный музей удивителен во всех отношениях — уникальной концепции, обширного предложения и эстетичного внешнего вида!

#### Бурдж аль-Халифа

Бурдж аль-Халифа — самое высокое здание в мире, сооружение, украшенное уникальной архитектурой и дизайном. Высота этого здания — 828 метров, а количество этажей в нем — 163. Интересно, что это не просто обычное здание, а небольшой город внутри Дубая. Внутри этого здания расположены отели, современные офисы и смотровые площадки.

#### Отель Бурдж аль-Араб

Это здание по праву можно признать самым замечательным отелем в мире. Он имеет вид паруса и расположен у побережья Дубая. Название «Бурдж аль-Араб» означает «Арабская башня». Отель высотой 300 метров действительно достоин высоких похвал.

#### Дубайский торговый фестиваль

Дубайский торговый фестиваль — настоящий праздник для жителей Дубая, который представляет гостям из разных уголков мира компания Dubai Events and Promotions. Фестиваль торговли проводится с 1996 года. Поначалу его главной целью было привлечь в Дубай больше туристов. Результат оказался лучше ожидаемого, что вдохновило организаторов праздника на новаторство.

#### Аквапарк Wild Wadi

Этот аквапарк, расположенный в городе Дубай, является одним из самых удивительных развлекательных заведений региона. Достопримечательности здесь потрясающие, поэтому если вы гость города, не забудьте сюда побывать.

#### Дубайский аквариум

Это один из крупнейших аквариумов в мире. Найти его можно внутри торгового комплекса «Дубай» и насладиться всеми красотами подводного мира. В аквариуме обитает 33 тысячи различных животных. Среди них акулы и скаты.

#### Золотой рынок Дубая

Это один из крупнейших рынков ОАЭ. В этой области вы гарантированно найдете любое золото, которое захотите. Кроме того, это место является старейшим рынком в стране. Туристы стекаются на рынок золота из-за широкого выбора ювелирных изделий, а также низких цен.

#### Пальма Джумейра

Пальма Джумейра – знаменитый искусственный остров, внешне похожий на пальму. Интересно, что он признан восьмым чудом света.

#### Дубайский стол

Местные жители очень любят сладости. Хотя в городе бесчисленное множество ресторанов, где готовят сладости разных стран, среди местных жителей очень распространены сладости с орехами, сухофруктами и медом. Туристы с удовольствием пробуют сладости, такие как пудинги «умм али», махалабия, фисташковая пахлава, сок, сырный пирог эшасая, финики и миндаль, лукум. Эти конфеты вы можете взять с собой в подарок своим близким.

### ИСПОЛЬЗОВАННАЯ ЛИТЕРАТУРА (ССЫЛКИ)

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4. История возникновения музеев
5. Путеводитель в «Город будущего» над пустыней.



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