

SCOPE ACADEMIC HOUSE

12th International Conference
«SCIENCE AND PRACTICE: A NEW LEVEL OF INTEGRATION
IN THE MODERN WORLD»

September, 10 - December, 30, 2021, Sheffield, UK

Conference Proceedings



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Research Article

SUSTAINABLE DEVELOPMENT OF THE MUNICIPALITY

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Abstract

The article is devoted to the theoretical foundations of the study of sustainable socio-economic development of municipal territories. Sustainable socio-economic development is one of the necessary conditions for ensuring the well-being and improving the quality of life of the population of the municipality. With the rational construction of the local self-government system, local resources will be used in an optimal way, and the level of public confidence in the municipal government is also significantly increased.

Key words: municipality, local authorities, sustainable development.

Важнейшей задачей любой социально-экономической системы является обеспечение устойчивого, сбалансированного развития. Проблема устойчивости разрабатывается довольно давно, тем не менее, до сих пор остается много спорных, нерешенных вопросов, что обусловлено динамичностью и многогранностью данной проблемы. Социально-экономическое развитие охватывает широкий спектр интересов и это обуславливает существование множества различных трактовок данного понятия.

Поскольку термин «развитие» понимается по-разному, необходимо уточнить его формулировку: «это комплекс изменений, посредством которых ориентированная на удовлетворение основных потребностей и запросов отдельных людей и групп социальная система движется от состояния всеобщей неудовлетворенности к новым более благоприятным материальным и духовным условиям жизни» [1, с.24].

«В нынешних условиях развития муниципальных образований основным источником развития является эффективная реализация населением территории местного самоуправления в направлениях повышения качества жизни, естественно с учетом внешних факторов. При всем выше сказанном эффективное развитие – это в первую очередь устойчивое развитие, устойчивое в изменении структуры и системы взаимодействия субъекта и объектов управления» [2, с.298].

Основной задачей устойчивого развития провозглашается удовлетворение человеческих потребностей и стремлений. Важно подчеркнуть, что устойчивое развитие требует удовлетворения наиболее важных для жизни потребностей всех людей и предоставления всем возможности удовлетворять свои стремления к лучшей жизни в равной степени.

Ситуация в России характеризуется такими явлениями, как: разбалансировка существующих механизмов воспроизводства; усиление межрегиональной дифференциации; неразвитость собственной институциональной инфраструктуры для решения вопросов расширенного воспроизводства» [3, с.98]. Особая острота вышеназванных проблем продиктовала необходимость перехода к устойчивому развитию.

Основной, интегральной целью социально-экономического развития муниципального образования является улучшение качества жизни населения. Этот процесс имеет три важнейшие составляющие:

- повышение доходов и улучшение здоровья населения;

- создание условий, способствующих росту самоуважения людей в результате формирования социальной, политической, экономической и институциональной систем, ориентированных на уважение человеческого достоинства;

- увеличение степени личной свободы людей, в том числе их экономической свободы.

Устойчивое социально-экономическое развитие муниципального образования характеризуется его возможностью обеспечивать положительную динамику уровня и качества жизни населения, использовать в этих целях новые факторы и условия, в том числе сбалансированное воспроизводство экономического, социального, природно-ресурсного и экологического потенциала, локализованного на его территории.

В то же время, устойчивое развитие муниципального образования также характеризуется его способностью: удовлетворять общественные потребности, объективно за ним закрепленные в результате территориального разделения труда; организовать надежное воспроизводство, внутренний экономический оборот; создавать условия (ресурсные, социальные, организационные и др.), гарантирующие достойную жизнедеятельность не только живущим, но и будущим поколениям.

Таким образом, «управление устойчивым развитием» муниципального образования – это процесс управления социально-экономической системой муниципального образования, обеспечивающий устойчивость структуры, элементов и связей системы в целом в направлениях роста уровня качества жизни населения в рамках баланса с окружающей средой.

Можно выстроить этапы обеспечения устойчивого развития муниципального образования: 1) сбор статистических данных по муниципалитету, отбор и анализ релевантной информации; 2) построение схем движения муниципальных ресурсов, определение узлов, закономерностей, построение организационных структур; 3) построение дерева проблем и целей управления муниципальным образованием (стратегические, тактические, оперативные); 4) построение финансовой структуры органа местного самоуправления; 5) построение желаемой модели развития муниципального образования; 6) разработка и реализация конкретных действий по достижению устойчивого развития, оценка достигнутых результатов; 7) достижение поставленных целей.

Обобщая написанное: устойчивое развитие муниципального образования представляет собой изменение основных параметров его состояния в части улучшения отношений между основными участниками местного сообщества в экономической сфере, повышения социальной ответственности местного бизнеса, а также соблюдения требований экологической безопасности при использовании локальных природных ресурсов. Управление устойчивым развитием муниципального образования протекает в рамках определенной институциональной среды и осуществляется посредством действия механизмов, приводимых в действие управляющими структурами.

Переход муниципального образования к устойчивому развитию должен обеспечить сбалансированное решение проблем социально-экономического развития и сохранения природно-ресурсного потенциала, это будет способствовать удовлетворению потребностей жителей муниципалитета. Для этого требуется последовательное решение ряда принципиальных задач:

- обеспечить стабилизацию использования природно-ресурсного потенциала;
- активизировать институциональные преобразования, позволяющие обеспечить становление более эффективной модели хозяйствования и распространить современные методы управления;
- вести хозяйственную деятельность на основе внедрения энерго- и ресурсосберегающих технологий.

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Research Article

**ESTABLISHMENT OF JOINT-STOCK COMPANIES IN RUSSIA AND
GERMANY: COMPARATIVE ANALYSIS**

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Abstract

The article provides a comparative analysis of the features of the establishment of joint-stock companies in the Russian and German legal order, which were the object of the study. The subject of the research in this article is the provisions of domestic and German legislation containing the legal regulation of the procedure for the creation of joint-stock companies through their establishment. The key research method was comparative legal analysis. The historical method, the method of system analysis of normative legal acts, etc. were also used. The scientific novelty of the study is a detailed study of the registration procedure of joint-stock companies in Germany in its comparison with the registration procedure in Russia. Based on the results of the article, conclusions were formulated that within the framework of the Russian legal order, the procedure for establishing a joint-stock company is simpler and does not provide for a number of important control mechanisms that have formed in the German legal order.

Key words: joint stock company, institution, foundation agreement, charter, the principle of strictness of the charter, supervisory board, preliminary company, report on the establishment, commercial register, unified state register of legal entities, registration court, federal tax service, OKVED.

The establishment of a joint-stock company in both Russia and Germany can be carried out by both several and one person (Article 9 of the Federal Law "On Joint-Stock Companies" [1] (hereinafter – the Law on Joint-Stock Companies), §2 of the German Joint-Stock Companies Act of 1965 [2] (hereinafter - AktG)).

At the same time, for the German law and order, the possibility of establishing a joint-stock company by one person is relatively new. Thus, in accordance with the original version of the 1965 AktG, joint-stock companies could be established by at least five persons. Such a rule was due to the stricter approach of the German legislator to the understanding of joint-stock companies as legal entities based on agreements of several participants. However, over time, the lack of demand for JSC as an organizational and legal forced the FRG to abandon such a restriction in 1994. Amendments were made to the AktG that allowed the establishment of joint-stock companies by one person [3, p. 131-136].

Nevertheless, the general concept of joint-stock companies as legal entities based on agreements has been preserved at the present time, as a result, even when a joint-stock company is established by one person in Germany, it is a question of preparing a foundation agreement. For comparison, in Russia, in accordance with Part 5 of Article 9 of the Law on Joint-Stock Companies, in cases where there are several founders, they have the right to conclude an agreement on the establishment of a company (which is not a foundation document), and in cases where a company is established by one person, there is no such possibility for objective reasons.

Certain differences also exist within the framework of the procedure for the establishment of joint-stock companies in Russia and in Germany. At the same time, despite the fact that both countries have established a notification procedure for state registration, in the German legal order, the requirements related to the establishment of a joint-stock company are more stringent.

Founding Agreement and The Charter

In contrast to the requirements of the Russian legislation on joint stock companies, the AktG establishes a mandatory notarial form for the agreement on the establishment of a joint

stock company (de. Satzung). At the same time, it is important to note that in German law, Satzung simultaneously represents both the founding agreement and the charter of a joint-stock company. Accordingly, it is subject to all the requirements imposed on the charter.

In turn, in Russia, the agreement on the establishment of a joint-stock company and its charter are two fundamentally different acts. In Russian law, the only constituent document of a company is its charter. At the same time, the decision to create a joint-stock company can be made both in the form of a constituent agreement and in the form of a decision of the sole participant of the joint-stock company.

Such a constituent agreement defines the procedure for the establishment of the company, the amount of the authorized capital, the number and categories of shares, the procedure for their acquisition by the founders, as well as other issues related to the activities preceding the registration of the joint-stock company, related, inter alia, to the approval of the charter of the company, the choice of the registrar of the company, the election of members of the management board, supervisory board and audit commission, appointment of an auditor, etc.

Similar aspects (with the exception of duties and procedures for the registration of a joint-stock company) are contained in the decision of the sole founder on the creation of a joint-stock company.

Upon expiration of the term of payment of shares by the founders, the agreement on the establishment of the joint-stock company ceases to be valid.

In Germany, due to the fact that Satzung is also the Charter of a joint-stock company, the agreement on the establishment of a joint-stock company must contain more information.

In particular, in accordance with Section 23 of the AktG, it must specify: the name and location of the joint-stock company; the purpose of the company's activities; information on the amount of the authorized capital (at least 50 thousand euros); the number of shares issued, their nominal value (not less than 1 euro), their issue value (a multiple of the cost of the cheapest share, but not less than 1 euro), their categories and types; the number of members of the management board or the procedure for determining its quantitative composition.

In addition, the notarial act (de. Urkunde), which certifies the agreement on the establishment of a joint-stock company, also specifies: the names of the founding shareholders; information on the amount of the paid-up authorized capital; the consent of the founders to purchase a certain number of shares; information on the appointment of members of the Supervisory Board (de. Aufsichtsrat), as well as the appointment of an auditor for the first financial year of activity (§ 23 AktG).

The charter of a joint-stock company under Russian law, in general, should contain similar information. According to Article 11 of the Law on JSC, it should reflect such information as: the name of the company, the location of the company, the size of the authorized capital (for PAO – 100 thousand rubles, for NPAO – 10 thousand rubles), the number and type of shares, the rights of owners of certain types of shares, the structure of management bodies and their competence, the presence or absence of a supervisory board and an audit commission, as well as other provisions, both specified in federal legislation and introduced at the initiative of the founders.

Thus, despite the difference in the form and legal nature of the documents required for the creation of a joint-stock company in Russia and in Germany, in their content and purpose they are aimed at achieving similar goals and involve the implementation of, in general, similar tasks. At this stage, a decision is made on the establishment of a joint-stock company, the specifics of its activities, the amount of authorized capital, the number and types of shares and other issues related to the organization of its activities are determined. It is also important to pay attention to the fact that at the stage of signing the agreement on the establishment of a joint-stock company, both in Russia and in Germany, the initial composition of corporate governance bodies is formed and (if necessary) an external auditor of the company is appointed. At the same time, in accordance with German law, the first meeting of the Supervisory Board takes place even before the final state registration of the joint-stock company. The main task of the Supervisory Board at this stage is to exercise control over the legality of the procedure for establishing a joint-stock company.

At the same time, the following fact is an interesting point. In the Russian legal order, the charter of a joint-stock company may include any conditions that are not directly prohibited by law (clause 3 of Article 11 of the Law on Joint-Stock Companies). In turn, in Germany, deviations from the legal requirements to the content of the charter can be allowed only on condition that this is expressly permitted by special legislation and the final regulation of the relevant aspects

is not contained in the law (paragraph 5 § 23 of the AktG). Such regulation in the German doctrine received the name of the principle of strictness of the charter (de. Satzungsstrenge [4]). Thus, the freedom to independently design the charter of a joint-stock company in Russia is higher than in Germany.

From the moment of signing and notarization of the agreement on the establishment of a joint-stock company, the association of its founders in Germany acquires a special legal status of a "preliminary company" (de. Vorgesellschaft). Such an association of persons can already act as a subject of law, but its legal personality is strictly limited to the scope of activities related to the creation and state registration of a joint-stock company [5]. In Russia, the formation of a special subject of law with limited legal personality does not occur, however, as stipulated in paragraph 2 of art. 98 of the Civil Code of the Russian Federation, from the moment of signing the founding agreement, the founders of a joint-stock company are jointly and severally liable for obligations related to its registration.

Preparation for filing documents for registration of a joint-stock company

An important point that follows the signing (and notarization in Germany) of the agreement on the establishment of a joint-stock company and its charter is the payment (or repurchase) of the company's shares by its founders. Both in Russia and in Germany, the acquisition of shares of a joint-stock company being created by its founders can be carried out by depositing funds (monetary method), as well as by depositing other property (material method). At the same time, both in the Russian and German legal systems, when paying for shares distributed among the founders in a non-monetary way, an expert assessment of the real market value of the property provided for the payment of shares is required. In addition, in Russia, the decision on the final assessment of the monetary assessment of non-monetary deposits must be unanimously adopted by all the founders of the company and cannot assign such deposits a greater value compared to the assessment of an independent expert (paragraph 3 of Article 9, paragraph 3 of Article 34 of the Law on Joint Stock Companies). In Germany, the validity of the assessment of non-monetary deposits must be confirmed in the framework of a special report on the legality of the establishment of a joint-stock company (de. Gründungsbericht), compiled by the founders and submitted by them for registration to the authorized body (§§27, 32 AktG).

The compilation of such reports confirming the legality of the establishment of a joint-stock company is a distinctive feature of the German law and order, which has no analogues in Russia. At the same time, the responsibility for their preparation is assigned not only to the founding shareholders, but also to the supervisory board and the management Board (in German: Vorstand), which were formed in accordance with the agreement on the establishment of the joint-stock company. Also, in the case of appointment of an external auditor, the obligation to prepare reports on the legality of the establishment of a joint-stock company may be assigned to the external auditors of the company.

So, in particular, the founders prepare a report on the establishment of a joint-stock company (de. Gründungsbericht), after which this report is sent for verification to the management board and the supervisory board (§ 32 AktG). In accordance with §§ 33, 34 of the AktG, following the results of the audit, the Supervisory Board and the management board are required to prepare their own reports on the so-called constituent audit (de. Gründungsprüfungsbericht). If there are intersections in the personal composition within the established corporate governance structures, as well as if the payment of shares was made in non-monetary form, then the company's auditor should also be involved in the constituent audit. In some cases, a notary may also perform such functions (section 34 of the AktG).

The report on the establishment and the reports on the constituent audit are subject to mandatory notarization and subsequently, together with the agreement on the establishment of a joint-stock company, are sent to the authorized body of state registration of legal entities. Such an authorized body in Germany is a special local registration court (de. Registergericht) located at the place of registration of the joint-stock company [6].

In addition to the noted documents, a notarized application for registration of a joint-stock company in the commercial register must be sent to the registration court. (de. Handelsregister). This application differs significantly in its content from the application for registration of a joint-stock company, which is provided in Russia.

Thus, in Germany, the application must contain information about the payment of at least 25% of the shares by the founders (§36a AktG), information about the legality of such payment, as well as official confirmation of the banking organization that accepted such payment that the

deposited property is currently at the full disposal of the Board of the joint-stock company being created. In addition, in the application, the members of the Management Board must specifically confirm that there are no outstanding criminal charges against them and there are no convictions that would prohibit them from engaging in managerial or entrepreneurial activities (§ 37 AktG). It is also required to provide complete information about each member of the supervisory Board, including name, profession and place of residence.

The indication of false information in the application for registration of a joint-stock company in Germany is criminally punishable and may entail bringing to personal criminal responsibility the shareholders-founders, members of the management board, as well as members of the supervisory board.

Submission of documents for registration of a joint-stock company

In Germany, all founding shareholders, members of the Management Board and members of the Supervisory Board must sign the application. The application must be submitted in person. The use of representatives is not allowed. However, currently this rule has been somewhat transformed, since the main form of filing an application for registration is electronic, certified by a qualified digital signature of a notary. As a result, the application is actually submitted through a notary, whose personal presence is already required to certify the signatures of all founders and members of the management board and supervisory Board.

Nevertheless, the procedure for filing an application for registration of a joint-stock company in Germany is quite complicated and requires a large amount of additional information.

At the same time, in Russia, when registering a joint-stock company, the application is of a simpler nature. Thus, a registration application does not require a special indication of the presence or absence of a criminal record of members of corporate governance bodies, does not require confirmation of payment of a certain part of shares, etc. The application for registration in Russia is largely formal.

It involves specifying: the name of the organization, the location of the permanent executive body, information about the founding shareholders, information about the holder of the register of shares, information about the main and additional types of activities under OKVED [7], as well as a number of other fairly technical information.

The application can be submitted in person (in this case, authentication of the signature on the application is carried out by an employee of the Federal Tax Service), through a notary (by sending an electronic version of the application certified by a qualified electronic signature of a notary), through multifunctional centers, in electronic form (if applicants have a qualified digital signature), as well as by mail (notarization is already required here).

The body authorized to carry out the state registration of joint-stock companies in Russia are the territorial inspections of the Federal Tax Service of the Russian Federation, which, in the absence of errors in the application and in the charter, make an entry about it in the Unified State Register of Legal Entities, after which the joint-stock company becomes officially established.

Similarly, in Germany, the local registration court, after checking the correctness of the application for state registration and the completeness of the submitted set of documents, enters information about the newly created joint-stock company into the commercial register, after which it is recognized as finally established. At the same time, despite the rather strict requirements for the content of the application, no additional verification of the economic component of the JSC establishment and verification of its potential viability is carried out by the court, which once again underlines the notification procedure for state registration of joint-stock companies in Germany.

Conclusion

Summing up the analysis of the specifics of the creation of joint-stock companies in Russia and in Germany, it can be noted that within the framework of the Russian legal order, the procedure for establishing a joint-stock company is simpler and does not provide for a number of important control mechanisms that have formed in the German legal order.

In particular, Germany currently provides for the obligation of the founding shareholders, which has no analogues in Russia, as well as the management board and supervisory board created at the pre-registration stage (within the framework of the so-called preliminary company) to monitor the legality of the activities for the creation of a joint-stock company. A separate example of the implementation of this obligation is the preparation of a report on the legality of the institution and reports on the constituent audit, which are subsequently provided together with other documents for state registration.

In addition, in Germany, in comparison with Russia, the notary plays a much greater role in the creation of a joint-stock company. Thus, all acts and documents submitted for state registration are subject to mandatory notarization.

Nevertheless, despite the existence of such differences, the general procedure for creating joint-stock companies in Russia and in Germany is quite similar. So, first of all, it is worth noting that in both countries the creation of a joint-stock company can be carried out both as a result of reorganization and during the establishment of a new legal entity. In addition, in the Russian Federation and Germany (despite the existence of certain strict rules in Germany), the state registration of joint-stock companies is a notification procedure, and the registration authorities do not analyze the economic condition and prospects of the company. Similarly, the decision on the establishment of a joint-stock company (in the form of an agreement on the establishment) is also formalized. However, in Russia, the agreement on the creation of a joint-stock company is valid only until the expiration of the payment period for shares by the founders, after which it ceases to be valid. At the same time, in Germany, the agreement on the establishment of a joint-stock company actually represents its charter and is a constituent document. In general, other procedures for the creation of joint-stock companies are similar.

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Research Article

MODERN MARKETING COMMUNICATIONS: ANALYTICAL OVERVIEW

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Abstract

The article examines the concept of advertising and the meaning of marketing communications, their types and goals in the modern aspect. It has been established that today, there are many types of marketing communications. This is due to the fact that it is quite difficult to exist in the market of any company that sells goods or provides services. In this regard, in order for a product or service to be in demand, it is necessary to attract buyers or customers with all possible marketing communications.

Key words: advertising, marketing communications, product, service, fruits and vegetables, exhibitions.

Advertising exists as long as the living world exists! In its development, it goes through all the same stages as he does: from its simplest manifestations to the most modern methods and forms.¹

Today, there are many concepts of marketing communications. The generally accepted definition can be considered the definition of Arkhangelskaya Irina marketing communications are the process of transferring information about a product or service to the target audience. The target audience is understood as a group of people who directly receive marketing messages and, if possible, respond to them.²

Many types of communications are used to distribute marketing messages. Traditionally, marketing communications include four elements: advertising, PR (Public relations), sales promotion and personal sales. But at the moment, marketing communications are supplemented by more and more new elements, such as branding, sponsorship, exhibition activities and various other elements.

Advertising is, first of all, one of the directions of marketing communications, it carries in itself the dissemination of information about a product or service, in order to promote this advertising object on the market. At this period of time, probably, it is no longer possible to meet a person who does not know what advertising is and has not heard about it, since it is everywhere and everywhere. As practice shows, very good, and most importantly, interesting advertising is capable of maintaining a connection between a product or service and a buyer or client for a long time.

Many people argue that advertising is unnecessary and completely useless information. But in reality, it serves many functions. For example, the economic function can be considered as the main one. It consists in stimulating the demand for a product or service. Thanks to advertising, the buyer begins to purchase the product, due to this, the income of the company increases. Information function - carries the notification of certain communities of people. For

¹ Mudrov A. N. Advertising: deep meanings. - M.: MAGISTR: INFRA-M, 2015. -- 102 p.

² Arkhangelskaya I.B., Mezina L.G., Arkhangelskaya A.S. Integrated marketing communications: textbook. allowance. - M.: RIOR: INFRA-M, 2016. -- 171p.

example, anti-propaganda of the consumption of meat, animal products, wearing fur coats, leather and the promotion of healthy nutrition, love for animals, and their protection. This function is very simple - to make a person think and make the right choice. Another important function is to consider the communicative function, which carries the process of transmitting a message from the company to the buyer. The message can be in the form of a TV commercial, or it can be a poster on a billboard, or whatever.

In our age of all abundance, there are many types and varieties of advertising. Many brands spend a large amount of money to maintain their name, advertise their product, and promote it on the market. So, there are the following types of advertising: print (newspapers, magazines, booklets), television advertising, Internet advertising and radio advertising. Each media has a number of pros and cons, so it is worth approaching wisely for a company that wants to advertise its product or service. Advertising in newspapers is becoming more and more a thing of the past, no one reads it, but advertising on television and on the Internet is in great demand.

In addition to advertising, there are other elements of marketing communications.

PR (Public relations) - public relations. The third edition of the Webster International Explanatory Dictionary defines public relations as "the science and art of building mutual understanding and goodwill between an individual, firm or institution and the public".³ Philip Kotler proposed an interesting division of the types of communication with the outside world on this score. These are publications (brochures, booklets, magazines), events (meetings, meetings, conferences), news, local communities, identity (implies brand promotion and support), lobbying (that is, the right relationship with regulators), as well as social responsibility [1] ... The main goals of Public Relations are, first of all, publicity, publicity, creation of fame, formation and protection of the image.

Sales promotion is a whole range of marketing activities that for some time increase the value of a product or service and directly stimulate the activity of buyers or customers, the work of sales personnel. Sales promotion media can be both price and non-price. The price carriers include discounts, coupons, discount cards, sales. And non-price media include gifts, free samples, contests, lotteries. The main goals of sales promotion are to activate the production chain and consumers, in addition, to get rid of unnecessary things and, of course, to benefit from everything.

Personal selling is one of the areas of marketing communications that involve personal contact between the seller and the buyer. The main functions of personal sales are interacting with the buyer, communicating with him and obtaining information about consumers. Personal selling goals are information and transactions.

In addition to the above marketing communications, there are other modern marketing communications.

Sponsorship is an investment of funds of a company (that is, a sponsor) in a project. A sponsor is a person who finances any activity and, unlike an investor, does not have the goal of obtaining material benefits. The sponsor's goal is to achieve the desired advertising effect.

Exhibitions, fairs are forms of marketing communication characterized by the demonstration of goods or even the demonstration of services. The goals are to draw attention to the goods or services, as well as inform consumers or customers about the goods or services.

This is where fruit and vegetable marketing strategies come in handy. At the fairs, potential buyers will have the opportunity to see first-hand the benefits of products grown in Uzbekistan.

The First International Fruit and Vegetable Fair will be held on November 8-10, 2016 at the Uzexpocenter National Exhibition Complex in Tashkent. The international fair is organized by «O'zbekoziqovqatzolding», "O'zvinosanoat-xolding", "O'zbekoziqovqatzaxira" Association, Uzagroexport JSC and the International Fruit and Vegetable Fair Directorate.

The fair provides an opportunity for Uzbek companies to present their products, expand

³ Krasnyuk I.N. Marketing communications: textbook. - M.: INFRA-M, 2012.—272p.

the geography of exports, find markets for agricultural products and find new foreign partners. It provides a platform for foreign participants to cooperate in the supply of fruits and vegetables to the markets of their countries.

The International Fruit and Vegetable Fair is expected to be attended by more than 150 local suppliers and processors of fruits and vegetables from all regions of the country, representatives of related ministries, departments and organizations will present their products, as well as exporters and foreign buyers. data are given.

In particular, the exhibition pavilions will present fresh, dried and processed fruits, vegetables, melons and legumes and spices grown in Uzbekistan.

Today, local fruit and vegetable growers are attracted by foreign processing and retail companies.

In order to establish cooperative relations between local producers and foreign participants, there are negotiating platforms in the pavilions of the Uzexpocenter National Exhibition Complex, where foreign trade companies supplying goods, in particular, procurement decision-makers. can negotiate directly with.

In addition, foreign participants of the fair will be able to visit fruit and vegetable processing enterprises, refrigeration complexes, as well as intensive orchards⁴

270 contracts for export of fruits and vegetables worth more than \$ 2 billion signed at first International Fruit and Vegetable Fair in Tashkent

Grapes, 20% - fruit, 17.6% - dried and processed products, 8.4% - beans, 2% - Melon holding company According to «O'zbekoziqovqatxolding», export products are 27% vegetables, 25% forms.

Fruit and vegetable production of Uzbekistan More than 170 companies from all regions of the country took part in the fair. Participation in the event is attended by business circles of the United States, Great Britain, UAE, South Korea, Japan, Italy, France, Malaysia, India, Russia, Latvia, Azerbaijan, Turkmenistan, Iran, Afghanistan, Kazakhstan and other countries. More than 300 business representatives attended.⁵

There are a lot of marketing communications, and today this is due to the fact that there is fierce competition in the market. It is getting harder and harder to attract and maintain customer demand. Even the leaders of well-known companies cannot be one hundred percent sure of the reliability of their market positions. Therefore, it is not enough to ensure the sale of products and the provision of various services, it is also worthwhile to engage in advertising activities.

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⁵ <https://www.ipl-trans.com/uz/index.php/news/46-recent-news/87-2>

Research Article

THE IMPORTANCE OF THE PORTRAIT GENRE IN MINIATURE

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Abstract

This article explores the importance of the portrait genre in miniature and its unique features. The history of the origin of the miniature genre and the situation in its emergence are studied. The peculiarities of the portrait genre are explained using examples.

Key words: miniature, portrait, European art, genre, illustration, coloristic construction.

The question of the origin of the form and technique of the miniature portrait, which became widespread in England at the end of the 16th century, is of great interest for several reasons. Not being an invention of the British, it was in England that the art of portrait miniature reached its heyday, and it was there that its basic principles were formed. The practice of creating and using portrait miniatures persisted in European art for about three hundred years, until the appearance of daguerreotypes, which practically replaced miniatures. They are connected by a very long-standing need of a person to have portraits of people significant to him in the most compact form. At the same time, we have to admit that the miniature has nothing to do with a reduced-size portrait [1, p. 1; 2, p. 6], in the sense that the pictorial portrait is not the source of its origin, and all the charm of miniature largely consists of the differences with it, concerning primarily the painting technique and materials used by the artist. Watercolors, as we would call in modern language the paint used by the miniaturist, as well as parchment and cardboard are materials typical of the traditional design of a European book, and it is in it that the closest relationship with portrait miniature is caught.

Initially, the term "miniature" was used to designate illustrations that decorated medieval manuscripts. Their name comes from the Latin "minium" - red pigment, cinnabar or red lead, which was used in writing capital letters in medieval manuscripts. At the same time, "miniature" is usually understood as an image or product of small size, which, due to the similarity of the stems of the words "minium" and "minor" (small), becomes decisive for the characteristics of works in this technique. Nevertheless, the material and technique of execution, style, and most importantly - the very emergence of portrait miniature, all go back to book miniature. Miniaturists of the 16th century were called in England in the same way as the illustrators of the manuscript book - limner, and the art of miniature itself - limning¹, (highlighting or highlighting). The same term is fixed in the title of the 16th century English treatise dedicated to miniature - "Treatise Concerning The Art of Limning" [3; cit. after: 4] the most outstanding miniaturist of that era, Nicholas Hilliard². Their stylistic connection becomes obvious when comparing the miniature portrait and the late Gothic book illumination. It manifests itself in the primacy of the line as a formative element of the composition, coloristic construction based on the use of pure color spots that fill the contours, flatness and subordination of the drawing to the illustration frame. The tradition of the illustrated initial is the practice of combining a text fragment with a pictorial one, which is also present in the English art of pictorial portrait of the 16th century, in the form of the inclusion of inscriptions, impres³ and other text fragments in the painting space, and in the portrait miniature - patterned calligraphy. The latter fulfilled not only an informative, but also a decorative function, which makes it akin to book illumination. Such are, for example, Hilliard's calligraphic inscriptions, reminiscent of the complicated drawing of the fonts of a medieval manuscript, forming a single decorative page pattern.

Despite the active development of book printing⁴, by the beginning of the 16th century. the art of handwritten books has not yet disappeared, and the experience of miniaturists in the design of manuscripts largely determines the style of the first portrait miniatures. In a European manuscript book at the turn of the 15th – 16th centuries. the portrait is gradually detached from the general decoration of the page (filling in drop caps, medallions framing illustrations), becoming an independent image in the book. The emergence of the so-called "Portraits" (so they can be called with a degree of convention, since those depicted were not fully endowed with portrait features) occurred somewhat earlier on the pages of medieval manuscripts, when a portrait of the person who ordered the manuscript appeared in the general composition of the illustration, most often on a religious theme⁵. Overcoming this convention of portrait characteristics is noticeable early enough: for example, in the publication of the statutes of England from Henry III to Richard II, ⁶ it is possible to compare the portraits of the kings of the period indicated in the name. Of course, the tradition of Gothic illustration still dominates in the image, but one cannot but recognize the obvious differences in the features of the rulers. The latter, who was still alive at the time of the creation of the manuscript, Richard II, is endowed with portrait characteristics that fully coincide with his appearance in a portrait from the National Portrait Gallery⁷. The image that opens the last section of the collection is a dedication scene - the author of the Statutes presents his manuscript to Richard II. Obviously, under this ruler in England, attention arose to the portrait, it is his image⁸ that is often called the first in the history of the English portrait.

Each royal image in the manuscript is enclosed in an initial, an ornate capital letter that begins the section. In its functional and decorative solution, the initial plays the role of a precious frame for the portrait of the king-legislator. Also interesting is the appearance in this series of illustrations of the author's portrait, traditional for scenes of dedication, donation or presentation of a book by a donor to a patron⁹, usually located on the title page or frontispiece of the book. Compositionally, these portraits inscribed in drop caps are very close to earlier (1310–1320) images from Howard's Psalter and Book of Hours¹⁰, where the initial "D" contains the figure of King David ringing the bells. Note the similarity in the color scheme and proportions of the figures with the portraits from Statuta Angliae, although King David is presented in a more direct and, one might say, graceful pose, and the background is less conventional and ornamental. We gave this example in order to demonstrate the gradual condescension of the object of the "portrait" image from religious images to rulers endowed with divine power, then to wealthy customers, as well as earthly creators - authors of manuscripts, artists - and only later - to the rest of the mortals. The expansion of the social circle of portrayed persons in miniature, which we will dwell on in the future, followed the same path. The portraits in the initials of the "Statutes ...", despite their dependence on the text and subordination to the structure of the book page, can rightfully be considered the genetic ancestors of the 16th century miniature. Common features that allow us to draw such a conclusion are found in the coloristic system, in the composition (the shape that appears inside the drop cap is round or oval in three of the five initials, but no attempts have been made to match the figure placed inside with it), in the decorative solution - the ornament framing each of the portraits reminds of jewelry frames and cases intended for portrait miniatures.

Their obvious connection with the English art of the illuminated book is complemented by the stylistic influences of Dutch and French art. Acquaintance with the first French miniature portraits will be decisive for the development of miniature in England. At the end of the 15th - beginning of the 16th century. small tondo images, including portraits, often framed large illustrations in European manuscripts. In some historical chronicles by the 1520s, they were isolated into independent illustrations, as, for example, in the "Commentaries on the Gallic Wars" (1519), where on one page the portrait of Francis I is adjacent to the profile of Caesar¹¹, and more and more often appeared regardless of books. The Commentaries on the Gallic Wars are also notable for the fact that they became a kind of transition to portrait miniature - after them the first miniatures of Clouet were created, one of which also depicted Francis I¹². Another line in the development of portrait miniature is medal art, in which religious themes were replaced by portraits at about the same years, which became especially noticeable against the background of the events of the Reformation. In connection with this phenomenon, it is also impossible to underestimate the influence of jewelry art on portrait miniature, its appearance and technical aspects. However, small portraits appeared much earlier - on ancient Roman coins and gems.

Here it is necessary to pay attention to two important features of the portrait, and to a greater extent of the miniature portrait: in relation to the model, it becomes a means of highlighting and fixing its characteristic features, which reduce the image to the magical equivalent of the presence of the person being depicted, in relation to the viewer - a means, satisfying the need for possession of a person's image, which gives him special value.

The specifics of the development of the portrait genre in England against the background of the Reformation and the post-Reformation period¹³ in the 16th century, as well as the dominance of this genre, were, among other things, determined by its functional tasks. The English portrait, which has been gaining popularity among various social strata of society since the middle of the century, performed several important functions: it was a "wall decoration" [4, p. 4; 7, p. 7] ¹⁴, an object of donation, a collectible, a source of information about the composition of the family¹⁵, a future spouse, a means of establishing social status (at home and its owner), as well as part of family values and family history. As for the miniature portrait, the role of a gift is most typical for it, since the miniature was a compact and at the same time precious thing. The tradition and symbolism of donation, it seems, still retained their medieval meaning, about which A. Gurevich writes in sufficient detail [9, p. 200-202]. Establishment of friendly and patronizing ties, marriage in the European tradition has always been accompanied by the exchange of gifts. "Any gift implied reciprocity. The gift of the leader served as a reward for loyalty and a guarantee of the fighter's loyalty in the future. A gift from an equal needed a return gift" [9, p. 200]. This function of the miniature was retained in diplomacy (in 1525, French miniature portraits made by the painter J. Clouet were sent with ambassadors to England¹⁶) and in court culture, which was especially pronounced during the Elizabethan rule. The donation of a small portrait image established a certain dependence of the donee on the patron, and the portrait itself was also valuable because, due to its compactness, it could always be with the owner and remind of a symbolic gift. An even more archaic meaning of a gift is found in M. Moss, who also indicates that a gift (and in mythological consciousness - a sacrifice) is a way of acquiring something. He also cites two solemn formulas of the contract: the Latin *do ut des* ("I give you so that you can give") and the Sanskrit *dadami se, dehi me*, preserved in religious texts [10]. Subsequently, these deeply archaic meanings take on a rather metaphorical meaning, being transferred to the realm of feelings and poeticized love, of which the miniature becomes a part by the end of the 16th century. The similarity in such portraits had an almost magical function of substitution, compensatory action, similar to the transfer of the powers of an absent person to her depicted "twin". Thus, the practical purpose of a miniature portrait presupposed a certain way of perception, a mental recreation of the person's appearance, thanks to the dense concentration in a miniature image, as in a certain short formula, of its characteristic features.

In *The Art of Miniature*, a manuscript devoted not only to theoretical questions, but also to his own artistic experience, Hilliard wrote: praise and praise for the artist, and that surely he should not try to portray until he has learned to play stories well enough. The image of the face should be as close to nature as it can be after what was created by life itself, <...> and the best, most attractive sides of it, and his expression, and his demeanor should be noticeably expressed. For here we have before us not the person itself, but her ability to look and behave differently (our italics - AT), her demeanors that not only correspond to the original, but also bring joy and pleasure to the viewer" [4, p. 55]. Thus, the functions of the miniature are determined: it should remind of a person not only by the similarity of portrait features, but also facial expressions, while giving the viewer pleasure from contemplation. It is noteworthy that it is precisely the last quality - the ability to give pleasure - that is most developed in Hilliard's miniatures. The resemblance of these luxuriously designed and ornamental designed small portraits with a richly decorated manuscript sheet, as well as the external attractiveness, cuteness of the majority of the persons depicted bring Hilliard's works closer to decorative and applied art. Indeed, in such works of his as "Portrait of an Unknown (possibly the Earl of Essex) at the age of 22" ¹⁸, "Portrait of an Unknown" ¹⁹, "Portrait of Francis Bacon at the age of 18" ²⁰, the faces of the models are characterized by a generalized pretty ness of portrait features. However, at the same time, the model's gaze remains vivid (in miniatures it is directed directly at the viewer much more often than in English easel portraits of the Elizabethan era), and the general decorativeness of the portraits is combined with the inclusion of plot elements in them. These are, for example, "Portrait of an Unknown Man (presumably Robert Devere, Earl of Essex)", also called *A Young*

Man Among the Rose Bushes 21 (1587), A Portrait of an Unknown Man Against a Background of Flames 22 (c. 1600), as well as a work unusual for the iconography of a royal portrait - Queen Elizabeth with a Lute (1576) 23. Thus, the demeanor, habits and mood of the model become available for depiction thanks to this peculiar narrative beginning. Along with the decorativeness and ornamentation inherent in many of the miniatures, these plot elements are endowed with a symbolic meaning²⁴ and are conducive to prolonged contemplation and reading of the "messages" contained in them. Hilliard's clear portrait characteristics often give way to generalization, and Hilliard himself considers the main task of miniaturization not to convey the individual features of the model's face, but to express "charming grace, sly smiles" and "fleeting glances" [1, p. 57], which imply the pleasure of examining the work up close and filling the miniature with personal, private meaning. The difference between a miniature portrait and easel painting depicting a person connected with the functional features, and with the special meaning invested in this small image. The power of the portrait image does not diminish with the portrait format, but arises and seems to grow out of the small impulse contained in these small images.

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Research Article

DETERMINATION OF PARABENS IN COSMETICS

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Abstract

The article describes a method of high performance liquid chromatography for the detection of parabens. The study was carried out using an Agilent 1100 series chromatograph, UV detector in a BDS HypersilC 8 Column, 150 x 4.6 mm (5 µm). The results showed that the paraben content in cosmetics was determined quickly and efficiently in accordance with GOST.

Key words: cosmetics, paraben, methylparaben, HPLC.

Целью нашего исследования является разработка экспресс-методов определения качества и количества парабенов в косметических продуктах.

Методика эксперимента.

Как объект исследования кремы, лосьоны, тоники и зубная паста были выбраны из косметических продуктов.

Подготовка образца для испытаний.

Отбирали 0,1 г косметического продукта, помещали в химический стакан ёмкостью 25 мл и добавляли по каплям 10 мл ацетонитрила в качестве экстракционного растворителя. Затем его поместили в ультразвуковую ванну для экстракции на 20 минут. После экстракции 1 мл субстрата удаляли и фильтровали через мембранный фильтр 0,45 мкм. Полученный фильтрат готовили для анализа методом высокоэффективной жидкостной хроматографии.

Хроматографическое состояние.

Исследование проводилось с использованием хроматографа Agilent 1100 series, ультрафиолетового детектора. Колонку BDS HypersilC 8, 150 x 4,6 мм (5 мкм) использовали для разделения парабенов. Спектры поглощения парабенов определяли при 254 нм. В качестве подвижной фазы использовали ацетонитрил и ацетонитрил, вода (95:5). Температура колонки 400С. Скорость потока элюента 0,75 мл / мин. Для тестирования разливали 10 мкл образцов.

Результаты и обсуждения.

Чистоту метилпарабена выбирали согласно методу ВЭЖХ. Первоначально был приготовлен стандартный раствор. Для этого отвешивали из 1 мл аналитических весов метилового эфира пара-гидроксибензоата (нипагина) и растворяли в 100 мл ацетонитрила и ацетонитрила:воды (95:5). В результате был приготовлен стандартный раствор нипагина с концентрацией 0,01 мг / мл. Высокоэффективная жидкостная хроматография определила, что время удерживания стандартного образца метилпарабена в первой подвижной фазе составляло 3,353 минуты, а во второй подвижной фазе – 2,819 минут.

Растворы для испытаний готовили из образцов косметики. Для испытаний методом высокоэффективной жидкостной хроматографии разливали 10 мкл исследуемых образцов. Результатом была хроматограмма метилпарабена в образцах.

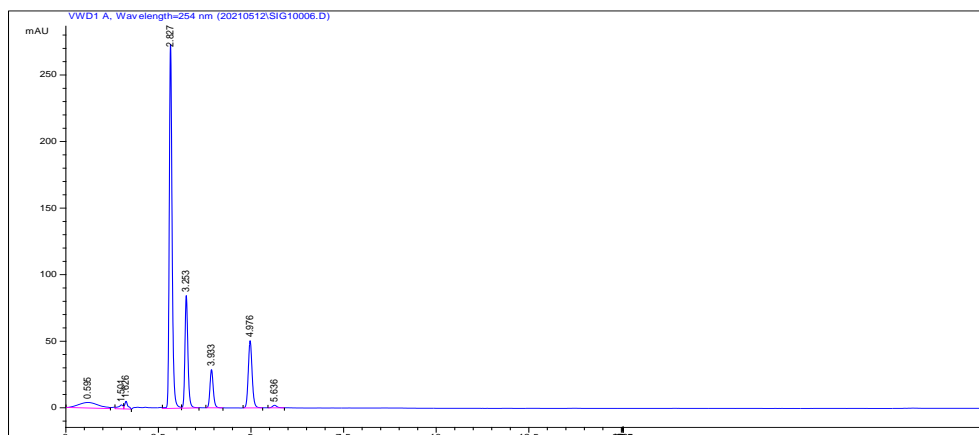


Рис. 1. Хроматограмма метилпарабена в кремах “Ultra soft cream” для тела и лица

Определенные количество метилпарабена в косметических продуктах приведены в таблице 1.

Таблица 1

Количество метилпарабена в составе косметического продукта

Название продукта	Концентрация метилпарабена, %
Зубная паста - President sensitive	0.0845
Крем для лица и тела “Ultra soft cream”	0.0999
Гипоаллергеновый крем - “Бархатные ручки”	0.0145
Лосьон - “Super play boy Body”	0.335
Лосьон - Jergens® Soothing Aloe Relief Skin Comforting Moisturizer	4.076
Тоник очищающее средство для лица - “Garnier”	0.0995

Заключение. В соответствии с государственными санитарными требованиями количество индивидуальных парабенов должно составлять 0,4%. Результаты показывают, что для исследования потребовались чувствительная зубная паста President, крем для лица и тела Ultrasoft, гипоаллергенный крем для рук Бархатные ручки, лосьон для тела Superplayrich и очищающий тоник для лица Garnier с парабенами. Однако компания Jergens® Soothing Aloe Relief обнаружила, что процентная концентрация метилпарабена в увлажняющем и успокаивающем лосьоне была выше, чем требуется. Накапливаясь в организме, он может повлиять на здоровье человека, особенно вызывая дерматит на чувствительной коже.

В заключение следует отметить, что использование высокоэффективной жидкостной хроматографии, для качественного и количественного определения консервантов (парабенов) в косметических продуктах, является одним из наиболее эффективных экспресс методов.

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Research Article

**RESEARCH OF SALTS OF HEAVY METALS (Pb, As, Cd, Hg, Cu, Zn)
IN MEAT AND DAIRY PRODUCTS**

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Abstract

The article presents the methods and results of determining the salts of heavy metals (Pb, As, Cd, Hg, Cu and Zn) in meat and dairy products. In particular, the content of heavy metals in meat and milk samples corresponded to state standards: 3.8% in cow milk, 4.5% in camel milk, 1.8% in birch milk and 6.7% in sheep milk. Modern organoleptic and physicochemical methods for determining the quality of meat and dairy products have been developed.

Key words: meat - dairy products, salts of heavy metals (Pb, As, Cd, Hg, Cu, Zn), customs expertise.

Мясо и мясные продукты, молоко и молочные продукты являются основными продуктами питания и играют уникальную роль в качестве продуктов питания. Приведенный анализ показывает, что объем импорта мясных и молочных продуктов в Республику Узбекистан растет. На таможенные органы возложена особая ответственность за контроль качества импортируемых товаров и упрощение процесса таможенного оформления.

Отбираются образцы мясомолочной продукции и проводится таможенный досмотр в соответствии с требованиями государственных стандартов. Поверхность замороженного свежего мяса красновато-серая, а место прикосновения к мясу - ярко-красное. Он имеет твердую консистенцию и издает чистый звук при ударе чем-либо. Говядина варьируется от белого до светло-желтого, а баранина и свинина - жирно-белые. Замороженное мясо не имеет запаха, но когда лед тает, он издает характерный запах. В мышечную ткань вводят острый нож, чтобы обнаружить запах. Суп из замороженного мяса мутный, с большим количеством серо-красной пены, что придает ему характерный запах охлажденного мяса [1. Б. С. 180-182].

Подозрительное мясо имеет влажную слизистую поверхность и темнеет. Консистенция недостаточно эластичная, косточка, образованная поверхностью мяса, не возвращается быстро в исходное состояние. Разлив мяса непонятен. Такое мясо имеет более резкий запах, жир приобретает сероватый цвет и прилипает к рукам. Стебли становятся рыхлыми и становятся белыми или синими. Супы из такого мяса имеют мутный, обезжиренный вкус и аромат без запаха. Запрещается продавать мясо сомнительного качества.

Поверхность гнилого мяса сильно сухая, серого или зеленого цвета, покрыта плесенью и слизистая. Некоторые из этих видов мяса могут быть влажными, липкими, зелеными или синими. Консистенция ямки, которая образуется при нажатии на поверхность, не возвращается в прежнее состояние. Жир такого мяса также становится синим и издает характерный запах окисленного жира. Суп из них мутный, имеет неприятный запах и вкус. Продажа и потребление такого мяса запрещены [2.В. 145-146].

Отбор проб мясных и молочных продуктов осуществляется в соответствии с требованиями государственных стандартов, а таможенная экспертиза проводится в следующем порядке.

Органолептический метод. Этот метод определяет внешний вид, цвет, консистенцию всего тела и его частей, состояние жира и частей костного мозга, запах и качество мясного бульона. При осмотре внешнего вида особое внимание уделяется тому,

как обрабатывались все тело, тело и четвертины во время убоя. Поверхность замороженного свежего мяса красновато-серая, а место прикосновения к мясу - ярко-красное. Он имеет твердую консистенцию и издает чистый звук при ударе чем-либо. Говядина варьируется от белого до светло-желтого, а баранина и свинина - жирно-белые. Замороженное мясо не имеет запаха, но когда лед тает, он издает характерный запах. В мышечную ткань вводят острый нож, чтобы обнаружить запах. Суп из замороженного мяса мутный, с большим количеством серо-красной пены, что придает ему характерный запах охлажденного мяса. Иногда сложно определить органолептическим методом что, является ли мясо сомнительного качества. По этой причине используются химические и микробиологические методы для оценки качества мяса с целью получения заключения.

Химические исследования определили содержание летучих жирных кислот и аминокислот в мясе, а также реакцию соли сульфата меди (Cu_2SO_4) в мясном бульоне. В бактериоскопических исследованиях используется микроскоп для определения количества микробов, присутствующих в свежерезанных кусках мяса [3, 4].

Количество летучих жирных кислот. В мясе летучие жирные кислоты разрушают аминокислоты, образованные в результате расщепления белков мяса гнилостными бактериями и гидролиза триглицеридов в триглицериды, которые являются частью жировой ткани мяса. Увеличение содержания летучих жирных кислот в мясе указывает на снижение качества.

Реакция соли Cu_2SO_4 на мясной бульон. Вещества, образовавшиеся в результате ручного разложения, при воздействии сульфатного раствора образуют в растворе хлопья. Если бульон или раствор сульфата, приготовленный из мяса, подвергается воздействию тепла, это указывает на то, что белок в мясе сильно гидролизован, как в случае с мясом. Также увеличение количества аммиака в мясе указывает на то, что мясо разлагается.

Метод микроскопического анализа. Как правило, новый мясной слой содержит небольшое количество микроорганизмов. Уровень содержания мяса, состав микроорганизмов, их количество и качество мускулов определяется. Разложение мяса приводит к увеличению количества микробов и изменению вида мяса. В начале разложения мяса при наблюдении под микроскопом в основном в виде синих обнаруживаются глубоко расположенные бактерии. Кроме того, при наблюдении под микроскопом наблюдаются отрицательные микроорганизмы, окрашенные в фиолетовый, грамположительный и красноватый цвета.

Состав тяжелых металлов в исследованной нами говядине представлен в Таблице 1.

Таблица 1

Количество тяжелых металлов в говядине

№	Тяжелые металлы	Физико-химический индекс	Стандарты по госстандартам
1	Pb	0.0	0.5
2	As	0.0	0.1
3	Cd	0.00	0.05
4	Hg	0.00	0.03
5	Si	1,6	5.0
6	Zn	4.1	70.0

По данным табл. 1 установлено, что содержание тяжелых металлов в исследованных образцах мяса находится в пределах нормы.

Определение солей тяжелых металлов (Pb, As, Cd, Hg, Si, Zn) в молоке согласно требованиям государственных стандартов физико-химические показатели молока проверяются на жирность, обезжиренное сухое вещество, кислотность, чистоту и температуру. Количество жира в молоке в зависимости от их вида от 5% до 6%, количество обезжиренных сухих веществ не менее 7,8 - 8,1%.

Для этого берем 25 мл исследуемой пробы молока, слегка кладем на чашку, полируем на электроплите, после надевания глушителя нагреваем от 150 °C до 450 °C. Ставим sda mufelpechi. Затем мы добавляем в чашку 1 мл хлористого водорода и перекиси

водорода, распариваем на тарелке, охлаждаем и помещаем на полиграф. Количество тяжелых металлов в коровьем молоке, которое мы исследовали, приведено в табл.2.

Таблица 2

Количество тяжелых металлов в молоке

№	Тяжелые металлы	Физико-химический индекс и	Стандарты по госстандартам
1	Pb	0.0	0.1
2	As	0.0	0.05
3	Cd	0.00	0.03
4	Hg	0.00	0.005
5	Си	0.5	1.0
6	Zn	1.3	5.0

По данным табл.2 было установлено, что содержание тяжелых металлов в исследованных образцах молока было в норме.

Вывод: Таким образом, было представлены методы и результаты определения солей тяжелых металлов (Pb, As, Cd, Hg, Си и Zn) в мясных и молочных продуктах. В частности, содержание тяжелых металлов в образцах мяса и молока соответствовало государственным стандартам: 3,8% в коровьем молоке, 4,5% в верблюжьем молоке, 1,8% в молоке березы и 6,7% в молоке овец. Разработаны и внедрены в таможенную практику современные органолептические и физико-химические методы определения качества этих товаров.

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Research Article

THE DEVELOPMENT OF FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE OF BACHELORS VIA PODCASTS

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Abstract

This article is devoted to the review of the possibilities of using podcasts for the development of foreign language communicative competence of bachelors. Nowadays, the use of modern information technologies in various fields and disciplines, including in the study of foreign languages, has become increasingly widespread.

Key words: foreign language communicative competence, components of communicative competence in foreign languages, bachelors, information technology, podcast, authenticity, versatility, interactivity, higher education

The development of Uzbek society at the present stage sets the educational system the task of making the educational process meaningful for students, representing a direct, vital interest, which is associated with the humanization of education, and puts forward new requirements for graduates of higher educational institutions, primarily from the standpoint of socialization and a high level of culture and citizenship.

This article is devoted to the review of the possibilities of using podcasts for the development of foreign language communicative competence of bachelors. Nowadays, the use of modern information technologies in various fields and disciplines, including in the study of foreign languages, has become increasingly widespread. The use of modern information technologies includes not only the use of new technical means of training, but also the introduction of new learning technologies. In the conditions of rapid technological progress, the issues of using Internet resources, modern websites, electronic mail, electronic catalogs and encyclopedias, telecommunications projects, blogs, video conferences, podcasts, chat sessions, forums and much more are increasingly being addressed. The usage of information technology allows students to stimulate active independent cognitive activity.

New forms and methods of teaching, a new approach to the learning process, connected primarily with the mental operations of analysis, synthesis, abstraction, identification, comparison verbal and semantic forecasting

In addition, students have the opportunity to get offline access to separate resources for teaching a foreign language. One of these resources is a podcast. The Oxford and Cambridge Dictionaries consider a "podcast" as an audio or video file distributed on the Internet for listening on a personal computer or mobile devices, which can be listened to at any time convenient for the user. The word podcast comes from the words iPod (Apple's mp3 player) and broadcast (ubiquitous widescreen broadcasting). Thus, this term has acquired the following meaning: "a way of distributing audio or video information on the Internet"

There are three types of podcasts: - audio podcast - providing information in the form of an audio file in MP3 format; - video podcast - providing information in the form of a video file; - screencast - providing information in the form of a video file, on which an audio track with comments is superimposed on the video with the help of a special program. In the process of teaching foreign languages, each of these types helps to develop a number of methodological tasks. The development of listening skills, the enrichment of active and passive dictionaries, the improvement of grammatical skills are only a small part. The main and most necessary is the development of communicative competence.

The use of podcasts in the bachelor's training process perfectly helps to cope with such a task.

Most podcasts are authentic material that can be both listened to and viewed in manuscripts and accompanying texts attached to audio or video recordings. In addition, didactic recommendations and tasks on the proposed passage are often attached to podcasts. The opportunity to be in an authentic environment gives positive results in the process of learning foreign languages; - relevance. Events do not stand, something new happens every day, new discoveries are made. It is possible to know about all this. Just subscribe to podcast updates and audio and video files with current events from different spheres of life will come to your computer every day; - autonomy. The process of teaching foreign languages is complex and extraordinary, therefore, when choosing podcasts, it is necessary to take into account not only the topic of the lesson and the program, but also the age and level of training of students.

Podcast mobility is just a godsend for a teacher, since he can access the podcast materials at a convenient time for him, both academic and extracurricular, adjust the recording to the necessary parameters and make the lesson more interesting and informative; - the possibility of choosing one's own trajectory when teaching a foreign language; - the possibility of organizing independent work in the classroom and outside of school hours; - increasing the level of motivation of students when learning a foreign language by attracting diverse forms and types of work; - development of reflection and critical thinking; - improvement of information and communication competence

In addition, some researchers add such didactic properties as: - multifunctionality. The versatility of podcasting lies in the fact that with the help of it you can develop not only listening, writing, reading and speaking skills, but also the podcast gives an idea of the culture and traditions of the language itself. And all this happens in a user-friendly environment; - interactivity. The possibilities of the Internet are developing every day, and at the moment the main advantage is not searching and assimilation of information, as the interaction between users. Therefore, the integration of podcasting into teaching a foreign language with its possibilities of cooperative interaction contributes to the interactive learning process in the best possible way.

Before starting to work with podcasts, the teacher, first of all, needs to determine the target group, the level of knowledge of the language, listening style, the need to edit this material, exercises aimed at a certain type of activity, connection with the main educational material. Podcasts should not be too long (no more than 3 minutes), correspond to the topic of this lesson. Exercises should be divided into three groups: - exercises before listening or viewing; - exercises during listening or viewing; - exercises after listening or viewing. Let's consider possible tasks for each group of exercises. Before listening or watching, keywords should be given, the meaning of which should be guessed, or teacher need to explain their meaning; It is effective to compile an association with a keyword or a definition of a keyword on a given topic and students should repeat new words.

During listening, students can select from these words those that were used in the text, supplement the table, choose pictures that fit the meaning, or distribute them according to content.

In addition, a text can be given (for example, with gaps), which needs to be filled. After listening to the text, students should formulate the names of parts of the text, determine the correspondence of statements to the content of the text, answer questions. At this stage, creative tasks can be offered, for example, to continue the story, compose questions to the text, compare them with the partner's questions and act out an interview.

Summing up all above, we can say that, along with other resources, a podcast as a media carrier is an important technical tool for teaching a foreign language, which allows solving complex problems of foreign language education, contributes to the development of all components of foreign language communicative competence of bachelor degree students. Podcast, as a means of teaching, develops students' social and psychological qualities, their self-confidence and creates a favorable atmosphere for learning. However, the introduction of new information technologies into the educational process does not exclude traditional teaching methods, but harmoniously combines with them at all stages of training. The use of information technologies allows not only to increase the effectiveness of teaching, but also to encourage students to further independent study of a foreign language.

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Research Article

LINGUOCULTURAL ASPECTS OF INTERNATIONAL TOURISM TERMS

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Abstract

The article deals with the linguocultural aspects of intercultural communication in order to identify the relationship between the degree of interpretation of cross-cultural symbols by the linguistic personality of the communicant and the process of successful intercultural communication and tourism. As a result of the study it was proved that intercultural communication is based on the interpretation of cross-cultural symbols as the basic motivational factors of communication, which depend on the parameters of the linguistic personality. It is the structure of the culturally determined linguistic personality of the communicant that predetermines the success of intercultural communication. The role of linguistic personality parameters in the process of intercultural communication is determined.

Key words: linguoculturology, intercultural communication, linguistic personality, cross-cultural symbols.

Лингвокультурология - одна из самых актуальных научных дисциплин. В 1997 году Ю. С. Степанов применил термин «лингвокультурология» для изучения взаимосвязи между культурой и языком. Есть несколько фундаментальных исследований Н.Ф. Алефиренко [1], А. Хроленко [6], С. Бохнер [7], А. Якобс [8], Дж. Метте и П. Кинлох [9] и др. Многие лингвокультурологи исследуют ментальные основы языка, чтобы понять тенденции развития людей в прошлом и в настоящем.

В настоящее время туризм относится к числу важнейших экономических и социальных явлений современного общества. Туризм является третьей по темпам развития отраслью в мире (после нефтяной и автомобильной промышленности). По данным Всемирной туристской организации (ВТО), в течение 1996 - 2014 гг. объем международного туризма увеличился более чем на 40%. Современный туризм - это один из видов социокультурного взаимодействия людей и целых народов. Без сомнения влияние туризма на различные сферы жизни общества, его важность для развития экономики многих стран обуславливают потребность в осмыслении и исследовании специальной лексики этой сферы. Известно, что во всех сферах человеческой деятельности принципиальное значение имеет единая понятийная база и соответствующая ей специальная предметная терминология. По наблюдениям исследователей, специальная лексика составляет большую часть лексики любого языка и в будущем будет играть все более заметную роль в жизни человека (См., например, работы: Кузина, 2006; Белан, 2009; Карпухина, 2007; Голованова, 2011; Буданова, 2015; Афанасьева, 2018; Данькова, Загоровская, 2018 и др.). Данное утверждение в значительной мере относится и к терминологии международного туризма. Между тем, становление целостной системы соответствующих специальных номинаций является одним из условий поступательного развития названной области и успешной профессиональной деятельности в области организации зарубежных путешествий, совершаемых для отдыха или самообразования.

Сторонники лингвокультурологического подхода к пониманию дисциплинарного статуса лингвокультурологии демонстрируют ее общие генетические корни, связанные с лингвистикой, связывая ее с появлением лингвистических доктрин. В рамках этого

дидактического подхода Прохоров считает, что культура страны рассматривается как составная часть коммуникативных потребностей изучения языка, внеязыковая основа речевых ситуаций и реализованных в ней намерений. «Цель обучения - привить учащимся коммуникативные компетенции» (Прохоров, 96).

Предметом лингвокультурологии является язык как реализация зарождения творческих сил человека, как отражение культурных ценностей этнического общества, а центральной проблемой является проблема познания языковой картины мира, свойственной каждому. языковой коллектив (Воробьева, 45). Как утверждает Воробьев, углубление семантики до уровня «предметной синтагматики» дает возможность анализировать вербализованный акт культуры как единство языковой и внеязыковой (внеязыковой) сущности. Соответственно лингвокультурология направлена и на анализ внеязыкового содержания культуры, отдавая предпочтение последнему понятию.

Что касается Прохорова, то в лингвокультурологии дается более абстрактный уровень описания проблемы взаимоотношений языка и культуры. Тем не менее автор ставит преподавание культуры на первое место, но вместе с тем указывает на необходимость комплексного рассмотрения трех критериев:

- 1) язык, критерий, включающий частоту использования языковых единиц, принимающий заданные границы в рассмотрение;
- 2) познавательный критерий, реализуемый в понимании учебно-методической направленности;
- 3) культурологический критерий, предполагающий учет степени важности и актуальности информации с позиции знания данной области.

В соответствии с этим, мы можем прийти к выводу, что во время обучения иностранному языку в аудитории использование лингвокультурологического подхода является обязательным, поскольку лингвокультурная информация становится необходимой коммуникативной частью компетенции студента, особым образом реализуемой в семантика языковой единицы. Лингвокультурные знания позволяют формировать лингвокультурную компетенцию как часть общения, необходимо. Лингвокультурологическая компетенция включает изучение лингвокультурологии, феномена культуры, но не феномена языка.

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Research Article

CRITICAL THINKING IN TEACHING LANGUAGES

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Abstract

Individuals' ability to think and make right conclusions independently is referred to as critical thinking. Because of the importance of critical thinking in foreign language classes, it is now regarded one of the objectives of foreign language teachers. Language learners' critical thinking skills are influenced by a variety of circumstances. The assessment methods utilized are one of these factors. Language teachers can assist language learners develop critical thinking abilities by regulating the ways in which they are assessed. Some advice for language teachers on how to choose appropriate assessment techniques and activities will be offered in this presentation.

Key words: critical thinking, foreign language teaching, foreign language learning, foreign language learners, assessment.

Critical thinking has only lately been introduced and has risen to such prominence in foreign language teaching (FLT) contexts that it is now regarded one of the foreign language teachers' responsibilities. The critical thinking abilities of students can be influenced by a variety of things. Among these are the types of assessments utilized in the classroom and at the end of the course. Language teachers can assist learners build critical thinking abilities by regulating assessment methods, according to this article.

For various reasons, promoting critical thinking in FLT courses is extremely important. To begin with, language learners who are able to control their own thinking can better monitor and evaluate their own learning methods. Second, critical thinking broadens learners' learning opportunities and makes language more meaningful to them. Third, critical thinking is strongly linked to student accomplishment. Several studies have shown that critical thinking can help ESL students improve their written and oral communication skills. If learners are motivated and taught how to demonstrate critical thinking in foreign language usage, they can become proficient language users. This means that learners must reflect on their ideas and be able to critically support those ideas with logical details. Higher-order thinking skills should be taught as part of an L2 curriculum because language development and thinking are intertwined. Educators have stressed the significance of developing higher-order thinking abilities in foreign language classrooms, and empirical research shows that teaching critical thinking skills alongside the foreign language is helpful.

In reality, understanding the process of assessment, in addition to evaluation, is a significant contribution to learning when the goal of education is to help students learn. Students and teachers need to know what they already know and how to proceed with further teaching and learning if they want to improve their comprehension. A variety of strategies for improving critical thinking among language learners through assessment techniques are offered below:

1. Use ongoing assessment rather than one-shot exams at the end of the semester. While one-shot exams require the test taker to have a limited amount of knowledge, mostly linguistic, ongoing assessment carried out during the course gives the teacher the opportunity to test a larger range of knowledge and skills, including critical thinking skills.

2. Instead of using norm-referenced (NR) testing, use criterion-referenced (CR) testing. NR testing pushes students to try to outperform their peers without considering what they learn and how they apply it. Furthermore, CR testing values variations among learners, and as a result, variances among learners contribute to learners learning from one another in a non-competitive, friendly environment. While the students become more cooperative than their competition, they

are more interested with understanding rather than outcomes. As a result, they assist one another in the development of critical thinking skills.

3. Include tasks in your evaluation that encourage the learner to consider the course's primary objectives, such as critical thinking skills development. The goals of learning are determined by the kind of activities used to assess language learners. Activities that can be completed with less effort, such as memorizing, substituting, and so on, are not suited for improving critical thinking in language learners. Better activities for developing critical thinking abilities include those that require students to think, cooperate, and ask questions of themselves and others, among other things. These exercises also necessitate the learners' participation in the purposes of such activities.

4. Provide learners with feedback that demonstrates that thinking is an important element of their learning process. As students try to enhance their grasp of a topic or concept, this blend of performance and feedback is exactly what they require. Feedback should be given often throughout the unit, from the beginning to the end, and in connection with demonstrations of knowledge.

In fact, language learners who have honed their critical thinking skills are capable of performing tasks that other pupils may not be. Despite the fact that there is minimal disagreement among theorists and educators about the relevance of thinking abilities in language development, language learning and thinking skills are frequently handled as separate processes in ordinary classroom settings. Even communicative language instruction, which emphasizes the use of language as a tool for communication, is ineffective in assisting students in becoming proficient in the target language. He claims that in order to be proficient in a language, students must be able to think critically and creatively while speaking it.

Language teachers are among the professionals who have a significant impact on how language learners learn. As a result, one of their roles is to assist students in developing critical thinking skills. L2 teachers, perhaps even more than L1 teachers, have reasons to impart critical thinking concepts to their pupils. According to scientists, teachers are responsible for encouraging critical thinking in students in addition to assisting them in progressing from one educational level to the next.

As a result, even communicative approaches to language teaching imply that learners do not develop critical thinking skills. Because of the benefits mentioned for improving critical thinking in language learners, as well as the lack of practice in this area in FLT settings, as Brown asserts, the curriculum objectives in an ideal academic language program should go beyond linguistic factors to develop critical thinking among learners. In fact, the effectiveness of language instruction will be determined by what is taught in addition to language, which learners can view as a useful and meaningful extension of their horizons. If in a language teaching context, assessment focuses on linguistic competence of the learners, mastery of linguistic competence becomes the learners' objective, while in a context emphasizing communicative competence, learners do their best to become communicatively competent in the foreign language. In the same way, if the focus of assessment is on integrating language and thinking skills, the learners do their best to achieve this objective.

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Research Article

CONVERSE TRANSFORMATION IN TRANSLATION

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Abstract

The article deals with the structural and semantic peculiarities of converse transformation in translation. The features of converses are discussed and analyzed with the help of translations from Uzbek into English and from English into Uzbek. This article is devoted to the study of one of the aspects of modulation procedure in translation. Some opinions are given about relational oppositions and implicit meanings of converses allow them to be used as a transformation in translation. It is proven that converse transformation is largely based on implications associated with a situation of description and communication. The theoretical basis for the study is information about linguistic nature of converseness. The theoretical significance of the article is determined by the comprehensive study of the converse transformation in translation of the work by Abdullah Qodiriy "O'tkan kunlar" (Bygone Days). The practical value of this article lies in the possibility of further use of the material for studying converse transformation in the course of theory and practice of translation.

Key words: translation, converse transformation, modulation, interpretation, converse method, relational opposition, symmetry, implicit meaning.

INTRODUCTION

Translation transformations are one of the most actively studied phenomena in modern translation theory. [A.Oleynik, 2010]. The transformations are caused by differences in the grammar and vocabulary of the source language (SL) and target language (TL). In order to avoid an inadequate, word-for-word translation (grammatical "over-literal rendering") it is necessary to apply translating transformations. As a result, a literal translation is adapted to the standards of the language of translation and becomes adequate. Under translating transformation, one envisages a change of the lexical and grammatical characteristics of a word, word combination or a sentence in a translation. This aspect of translation still has its own unresolved issues. Among the relevant problems of the theory and practice of translation, discussions are being held about the aspects of interpretation of translation transformations. Translators pay attention to grammatical, lexical, semantic, logical and semantic features that can serve as the basis for their interpretation.

This article is devoted to the study of this issue, that is, one of the aspects of modulation procedure in translation that is, converse transformation. In fact, the task here is not to show the complex features of translating transformations. We only discuss and analyze a **converse transformation** here.

In linguistics, converses or relational antonyms are pairs of words that refer to a relationship from opposite points of view, such as *parent/child* or *borrow/lend*. The relationship between such words is called a converse relation. Converses can be understood as a pair of words where one word implies a relationship between two objects, while the other implies the existence of the same relationship when the objects are reversed. Converses are sometimes referred to as complementary antonyms because an "either/or" relationship is present between them. One exists only because the other exists [[https://en.wikipedia.org/wiki/converse_\(semantics\)](https://en.wikipedia.org/wiki/converse_(semantics))].

Relational oppositions and implicit meanings of converses allow them to be used as transformations in translation. We will analyze the issue of the degree of influence of converse

transformation on the translation of the semantic content of the original text. In order to discuss and analyze the case, we will proceed from the principle of multiple interpretation of this transformation: in the lexical-semantic (denotative), grammatical (morphological and structural-syntactic), semantic and discursive-expressive aspects. English and Uzbek literary texts are used as a research material.

In the works of western scientists on translation studies, a lot of attention is paid to the study of converse transformation in translation (V.N. Komissarov, 1973; A.I. Goroxova, 2004; E.V. Breus, 2007), but the converse interpretation method has not been researched in Uzbek translation studies yet. The relevance of this article is that this research can serve as a beginning point of learning converse interpretation method in Uzbek translation studies.

It is interesting to note that the nature of this translation modification is close to the nature of antonymic translation. (O.O. Karabanova, 2000; N.K. Garbovskiy, 2007). A simultaneous change of the linguistic form occurs at the grammatical and lexical levels both in antonymic translation and converse transformations. Along with the above-mentioned views, the nature of converseness, as a whole, bears a profound character: the lexical-grammatical substitution and change in the direction of action. Converse transformation, as a rule, is a complex translation transformation, since it often affects the semantic aspect of the utterance (L.K. Latyshev, 1983; A.D. Shveysar 1988). The practical value of this work lies the possibility of further use of the material for studying converse transformation in the course of theory and practice of translation.

METHODS

As an object of study we have chosen the novel by A.Qodiriy "O'tkan kunlar" (Bygone Days) translated by a famous American writer and translator Mark Reese.

The following methods were used in the work: comparative analysis of contrasting the translation text with the text of the original work, transformational and discursive analyses. The actual research material is presented on the basis of the following principles: existence of the translation that has entered into "gold reserves" of foreign literature (the translator is Mark Reese); conceptual intenseness of the text snippets, chosen to analyze converses.

DISCUSSION

Rendering from one language into another requires the use of various transformations. All kinds of transformations can be used in translating fictional literature, however, the choice of these or those methods directly depends on the chosen by a translator strategy or model of translation.

Among the other transformations in translation the converse translation method is rarely used in the process. But, anyway, converse transformation method has its own peculiarities and functions in the process of translation.

First of all, in converseness meaning changes in describing the situation, i.e. the object is described or characterized from the other perspective (other aspects are involved to describe the same object). But anyway, the general pragmatic-semantic coloring (semantic orientation) of the element remains unchanged and as a result, a denotatively similar sentence is formed in the target text. In translation studies, converse transformation is defined as "the name of the same relationship ..., but taken in a different perspective" [E. Shtayer 1970]. Converse transformation is characterized by semantic relational opposition of features. In converseness, a logical component is distinguished. Along with this, as a rule, multidirectional actions are opposed to each other. So, in linguistics, pairs of words or phrases which express bilateral relations, representing the same meaning in different directions are considered as converses, for example, "A has B" = "B belongs to A"; "A is earlier than B" = "B is later than A" [L.K. Latyshev, 1983]. Converse transformation is possible both within the framework of one language and from one language into another in the translation process. In this research, the analysis of converse transformation in bilingual translation is more important for us. Therefore, we will consider cases of their application in English-Uzbek and Uzbek -English translation.

We can also add that converse transformation is largely based on implications associated with a situation of description or situation of communication: "new" (not mentioned in the original text) actants can be introduced into the explicit description, the behavior of which is revealed in a

different aspect or through other signs by the method logical deduction based on probabilistic criteria. Converses are inversely related synonyms. Like synonymy, converseness is primarily an onomasiological relation. Converse transformation has onomasiologic feature means it names the concept from different perspectives. One of the indicators of the productiveness of a language is heteronominativity, which ensures its potential in paraphrasing.

The main function of converseness is to be the central semantic and constructive element in the formation of equivalent statements representing the same situation in the language in different directions from one participant to another and vice versa. Unlike synonyms, converses are not typically used in a contact or at least relatively close in location in the text. One of the converses is used in the text, while the other remains outside of it, but it is always implied due to the natural replacement of the subject and object, connected by converse relations: *Horror chilled his heart* = *His heart chilled with horror*. [V.A. Beloshapkova, 1989: 225].

The object that is not mentioned in the text does not mean its absence in a situation of description or a situation of communication. Implicative objects in an original text can become the key point for an accurate “adequate” description of a situation in translating language, coming from the language norms of target text.

Now, we analyze the sentences which bear converse translation transformations. In the following example we can see converse transformation based on implications associated with a *situation of description* from Uzbek into English:

... *biroq ul xon qizini olsa* arzimaydiga yigit emas ... [A.Qodiriy, 2019, 21].

"However, if the khan accepts him as his son-in-law, he is more than suitable" [M. Reese, 2018, 38 p.].

In the above given example, the word combination in ST "*xon qizini olmoq*" ("*take the khan's daughter*"), which has a converse feature, is expressed in the English language in the variant of "*accept him as son-in-law*" in a pragmatic way. Realizing the implicit meaning of the expression the translator managed to keep the general content of the original, even though he changed the perspective of the description. After all, *the one who marries the khan's daughter* is sure to be the *khan's son-in-law*.

The converseness is the situation in which two different words function as interrelated opposition. This feature is named as the *converseness* by J. Lyons, but famous English linguist F. Palmer names it as *relational opposition* [J. Lyons, 1977: 279-280, F. Palmer 1976: 82]. Converseness can be expressed through active and passive forms of the verb and can function as relational opposition in many languages. The active form in ST can be transformed into the passive form in TT as an example of the relational opposition of verb forms, which is analyzed below:

1) *Kishilarning shaqillashib so'zlashishlari, xaholab kulishishlari saroyini ko'kka ko'targudek* [A. Qodiriy, 2019, 6 bet].

It was as if the rooftops themselves were lifted to the sky by the raucous banter and the merchants' roaring laughter. [M. Reese, 2018, 24 p.].

2) ... *narigilarda qora charog' sasig'anda, bu hujrada sha'm yonadir*, [A. Qodiriy, 2019, 6 bet]

while the other living quarters reeked of the soot of blackened lamps, this small room was lit with a single brilliant candle. [M.Reese, 2018, 24 p.].

In the above-mentioned example, the Uzbek phrase "*saroyini ko'kka ko'tarmoq*" which is in the active voice, is translated in passive form as "*were lifted to the sky*". Although the structure of the sentence in the translation has changed, the meaning of the original has not altered much, because it is easy to understand from both sentences that people are laughing as if the rooftops were lifted to the sky. While the main focus in the source sentence is "*people laughing*", in the translated text *rooftops were lifted to the sky by laughter* becomes the unit of focus. In the sentences of the source and translated texts, the writer and the translator describe the situation from different points of view, but the harmony of meaning is preserved. This means that although

the structure of the sentences and the order of the words in them are different, the main meaning for a reader is the same. So, in this example, the sentence in the active voice in Uzbek is expressed in the passive one in the English translation. This is where the converse translation from the aspects of the modulation method has been applied in the translation process.

In the following example we can see converse transformation based on implications associated with a *situation of communication*: The use of one of the pair of converses may be due to *politeness*, which involves switching attention to the speaker from the actions of the addressee. For example, in a situation of request instead of saying “*Ma’lumotnoma berib yuboring, iltimos*” (*Give me a reference letter, please*), it is more appropriate and polite to use a converse pair in the function of interrogative statement “*Iltimos, ma’lumotnoma olsam bo’ladimi?*” (*Could I get a reference letter, please?*) [Л.И. Богданова, 2016].

In converse relation there exists logical-semantic relation too, for example, the English sentence *The night is almost over* can be conversely translated into Uzbek as: ***Tong otay dedi. (Morning is almost near).***

A. Chesterman (1997) describes converse interpretation as a semantic strategy of translation. In this scholar’s classification, we see that the second group of strategies is devoted to semantic strategy. Converse translation is also a strategy for preserving semantic and cultural meaning (content). [Sinara de Oliveira Branco, 2007, 51 p.].

Table 1. Chesterman’s translation strategies

Syntactic strategies	Semantic Strategies	Pragmatic strategies
G1: Literal Translation	S1: Synonym[y]	Pr1: Cultural Filtering
G2: Loan, Calque	S2: Antonym[y]	Pr2: Explicitness Change
G3: Transposition	S3: Hyponymy	Pr3: Information Change
G4: Unit Shift	S4: Converses	Pr4: Interpersonal Change
G5: Phrase Structure Change	S5: Abstraction Change	Pr5: Illocutionary Change
G6: Clause Structure Change	S6: Distribution Change	Pr6: Coherence Change
G7: Sentence Structure Change	S7: Emphasis Change	Pr7: Partial Translation
G8: Cohesion Change	S8: Paraphrase	Pr8: Visibility Change
G9: Level Shift	S9: Trope Change	Pr9: Transediting
G10: Scheme Change	S10: Other Semantic Changes	Pr10: Other Pragmatic Changes

As it is obvious from the table above, one of the semantic strategies used to preserve the meaning of the original text is converses. The meaning of a word is influenced not only by the field of science in which it is used, but also by its order and place in the sentence.

Translation scholars J.P. Vinay and J. Darbelnet explain the phenomenon of converse transformation as an aspect of the modulation method, as part of the translation procedure. Converse translation is also researched by Jeremy Munday (2016) as an aspect of modulation. According to these scholar’s point of view the focus of the original text is changed in the translation modulation method. These scholars consider the reversal of terms as one of the aspects of the modulation method: ***You can have it > I’ll give it to you*** [Jeremy Munday, 2016,

90-91 p.].

RESULTS

Conducting comparative, contrasting, transformational and discursive analyses we have chosen the followings as key points:

Converse transformation is also one of the translation procedures;

Converseness are based on the reversal of terms;

The meaning of a word is influenced by both field of science and word order in the sentence;

Relational opposition and implicit meaning of converses allow them to be used as a transformation in translation;

It is proved that converses are inversely related synonyms and like synonymy converseness primarily reflects an onomasiological relation;

Converse transformation describes the situation from different points of view, but the harmony of meaning is preserved

CONCLUSION

Summing up, one can draw the following conclusions:

During the translation of the work under consideration, the translator came across using all known translation transformations.

On the basis of the analysis carried out, we can state that the nature of converse translating transformation is complex and complicated. The complex nature of the modification carried out during translation corresponds to various features: lexical-semantic, grammatical, semantic, logical, discursive-expressive. The total number of possible aspects of interpretation is the higher, the greater the depth of translation transformation. The total number of features serves as an indicator of the depth of the transformation being performed. The greater the depth, the greater the number of signs inherent in the transformation.

Thus, converses are usually used to change the focus of a sentence rather than to change the structure of the sentence in the form of a theme-rheme, but a change in the focus of the sentence always leads to a change in the thematic content.

The Uzbek masterpiece novel "O'tkan kunlar" (Bygone Days) is a very challenging literary work for a translator. Based on the translation analysis, one can say that the translator dealt with his task successfully.

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Research Article

INCREASING THE BANK'S INCOME BY IMPROVING THE TARIFF POLICY

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Abstract

The article examines the main aspects of the tariff setting practices of banks. Also, the views of economists studied tariff policy and tariffs for services and formed the author's independent approach to the concepts of "tariff of bank service" and "bank tariff policy". As a result of the study, proposals and recommendations develop on improving the tariff policy of commercial banks.

Key words: commercial bank, banking services, cost of service, pricing, tariff, interest rate, price policy, tariff policy.

In the context of digitalization of the economy, it is important that commercial banks pay special attention not only to the expansion of services, but also to the improvement of tariff policy. Due to the fact by improving the tariff policy, it is possible to further stabilize the financial condition of the bank, effectively manage the resource base and have a positive impact on them. Even in the face of strong competition, the application of various benefits in setting tariffs for services in tariff policy and their effective implementation will expand the opportunities to attract large financially stable customers to the bank.

The term "tariff" derived from the Arabic language and means "assessment", "determination". The term is associated with the name of Tarif ibn Malik, who was historically the commander of the Muslim states of North Africa (Morocco, Algeria, Tunisia, Libya and Mauritania). In 710, he sailed from Morocco to the Strait of Gibraltar, conquered a city in southern Spain, and named the city after himself - the Tarif. Even today, the city calls Tarifa. After the conquest of the city, Tarif ibn Malik set a fee for each ship sailing through the strait. Later, people who traded on ships called this fee the "tariff". As time went on, the term "tariff" entered the railways, customs and various sectors, especially the banking sector.

Based on the views of foreign economists, tariff policy is an integral part of the bank's pricing policy. With the views of scholars, it can be argue that the price of a banking product (service) is in the form of interest, tariffs and exchange rates, and taking into account that the price policy in the banking policy includes interest, tariff and exchange rate policy.

Because of banking activity based on the achievement of financial efficiency of banking tariff policy, it is appropriate to define the concepts of "banking tariff" and "bank tariff policy". "Banking tariff is the amount of payment collects for the sale of the product is a fixed amount, except for the interest rates set for the attraction and placement of funds". "Bank tariff policy is an internal document of the bank, which includes the procedure and principles of setting and changing the tariff for banking services (products) in order to achieve financial efficiency".

Commercial banks set the price of services in accordance with their pricing policies, based on the situation in the market of banking services and the demand and supply of customers. A distinctive feature of the price of banking services (products) is that it is set in the form of interest rates, tariffs and exchange rates.

Tariffs for banking services are mainly set by banking specialists at the expense of a certain amount or a certain percentage of the for which is provided with the banking service.

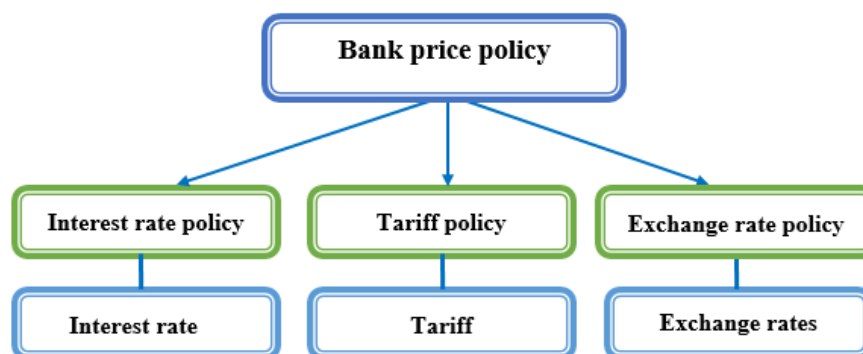


Figure 1. The structure of the bank pricing policy

Tariffs for individuals and legal entities are set for the following banking services:

- Services related to payments and non-cash payments,
- Opening and servicing of bank plastic cards,
- Opening and maintaining deposit accounts and other related services,
- Services provided based on remote services and banking equipment,
- Registration and accounting of export-import contracts,
- Cash operations, in particular, services related to ATMs,
- Money transfer services,
- Services on securities transactions and other services related to banking.

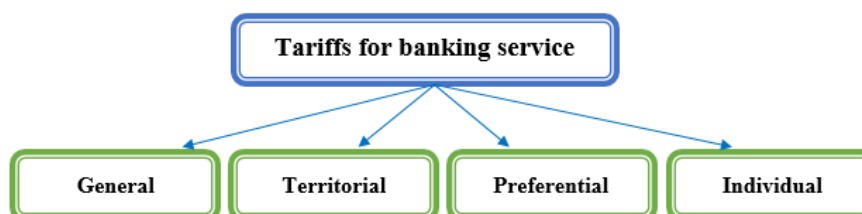


Figure 2. Main types of tariffs for banking services

In practice, the following types of banking service tariffs observe:

- General (or standard) tariffs. Tariffs set and approved for a particular service are the same for all branches and offices of the bank, as well as for their customers;
- Regional tariffs. These are approved tariffs for certain types of services provided by the bank's branches or offices located in certain regions;
- Preferential tariffs. This means that certain types of services provides at preferential rates for a particular customer or group of customers. For example, services for entrepreneurs, students or people of retirement age at reduced rates, etc.;
- Individual tariffs. An example of this is the provision of a particular service or set of services at rates that customize for a particular customer or group of customers. In particular, special tariffs are set for services provided to VIP-clients, large corporate clients and their subsidiaries.

Tariff policy is an internal document that is important in the activities of the bank, such as credit, deposit and interest policies. Tariffs for services approve based on the bank's tariff policy.

Tariffs for banking services in developed countries are set differently depending on the economy and banking system of the country, if necessary, the mentality and customs of the people.

It observes that commercial banks of foreign countries set tariffs for services using various methods in order to attract new customers increase their interest in banking services and maximize profits.

In particular, one of the most widely used methods is to develop a package of services for a particular customer or group of customers and provide them at a reduced price.

At present, the method of providing a package of services uses in the practice of banks in developed countries. Major US and European banks such as JPMorgan Chase, Wells Fargo Bank, BNP Paribas and HSBC Holdings use it for decades. For example, in the early 1970s, Wells Fargo Bank of the United States introduced a package of services called the "Wells Fargo's Golden Account". The package of services includes credit cards, individual bank cells, soft loans, access to special savings operations and other similar services. Therefore, the introduction of this service package, an additional 7,000 or 3 times more account opened per month.

In the banking practice of some countries, it can be observe that the tariffs for services set separately for customers of branches in remote areas. In this case, the tariff for services forms separately for cities, separately for districts and rural areas, with the establishment of benefits and discounts. This method firstly introduced in foreign countries in the practice of Sberbank and VTB (Vneshtorgbank) banks of the Russian Federation. This method mainly uses to support customers of the bank's remote branches.

One of the latest innovations in the issue of tariffs for services is the introduction of preferential tariff packages for new businesses in order to attract them to the bank. In 2015, Russian banks such as Sberbank (the name of the tariff package "Legkiy Start"), Alfa Bank ("Na start"), Tinkoff Bank ("Bazoviy"), Modulbank ("Startoviy") in their tariff policies emphasized the need to attract the bank and introduced new types of service packages. In particular, these banks have set a free debit cycle for a new customer to open an account, a certain transaction for several days or the provision of certain services for a certain period.

In the research, despite some experience gained by commercial banks there were some problems with their tariff policies. In particular, in today's fast-paced world, most commercial banks are developing tariff plans that are not flexible but long-term. For example, there is almost uniformity in the tariffs of services provided by commercial banks to individuals, as opposed to those of legal entities. At the same time, in most banks the fees for some services in the approved tariff plan for 2021 are the same as last year, while the use of the experience of banks in developed countries is slow.

These circumstances increase the likelihood that commercial banks will not be able to adapt their tariff policies in a timely manner and customers will choose another bank in the face of rapid changes in demand against the background of radical changes in the banking system.

Considering the above, in order to improve the bank tariff policy, it is advisable to introduce the following:

- ensuring that the bank tariff policy is developed on the basis of flexible and fair principles, based on changes in the economy, the needs of competing banks and customers,
- envisage in tariff policy the use of effective methods used in the practice of leading banks of foreign countries in the formation of tariffs for services,
- increase the volume of these services through the establishment of regional, preferential and individual types of tariffs for underutilized banking services,
- wide introduction of cross selling of additional products and services with the introduction of KPI (Key Performance Indicators) system of incentives for bank employees to increase the volume of services.

Implementation of the proposals and recommendations on improving the bank's tariff policy - will expand the opportunities to attract new customers, increase customer interest in banking services and, ultimately, increase the bank's revenue.

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Research Article

**THE STATE OF USE OF TRANSPORT SERVICES IN THE COMPLEX
USE OF RAW MATERIALS BASE OF ENTERPRISES
OF THE OIL AND GAS INDUSTRY**

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Abstract

This article discusses the state of use of transport services in the complex use of raw materials base of enterprises of the oil and gas industry.

Key words: transport services, industry, oil, gas.

After drilling oil and gas, it will be necessary to transport, transport and store oil and gas products to the population as a result of oil refining after digging. Bunkers occupy the main place in the oil and gas industry. The oil and gas industry transport - subsequently serves to deliver from the oil fields to the processing and consumption punches: this is done through the pipeline, rail, sea, river and automobile transport. Different types of transportation of oil and gas differ in terms of development and location, technical equipment and conditions of use, flow of oil cargo, individual direction, carrying capacity and technical and economic indicators. All types of oil transportation consist of a single system of Transportation, which includes stationary devices and mobile devices designed to deliver all types of cargo to the country.

For oil transportation services, the company Oil and gas transport receives a fee from the shippers mainly at the rates established by the public administration authority. At the same time, the calculated value of the tariff should provide for the reimbursement of cost-based expenses, Technical re-equipment of net profit, modernization and reconstruction of fixed assets, the formation of funds for the payment of dividends, the payment of taxes and fees in accordance with the current tax legislation.

It is used for transporting large quantities of oil, petroleum products and liquefied petroleum gas in one direction in the pipeline. It has its own unique advantages and disadvantages.

In the world, the composition of transportation of cargo by pipe is as follows: 56% of cargo gas; 42,5% of oil and 1,5% of petroleum products. There are 3 views of oil pipelines. Mining pipes, as the name suggests, the wells are connected to various objects in oil fields. It leads to the oilfield, one mining leads to another, the main oil pipeline or an industrial facility located outside the original oil refinery. It builds oil pipelines to deliver the oil from the mine to the bottling and consumption areas. These include oil reservoirs, oil bottling terminals, oil refining plants. The transit method is evaluated in comparison with profitability, and the pipeline systems are the leading ones here, since the cost of transportation of petroleum products by rail is more than 30 percent of the final cost, and the cost of transportation by pipeline is 10-15 percent.

All kinds of oil cargo are stored by rail, including liquefied petroleum gas, in cisterns or bunkers, or in light snakes, it is mainly used for transportation of petroleum products, bitumen and similar small batch products. Taking into account the large volume and the entire turnover, the use of this type of transport does not mark as an alternative choice in economic terms. Through its ability to transport oilfields, the magical oilfields can carry out transport communication between oil production and consumption and the majority, using a wide network of highways and access roads and moving content. It is several times more than pipes. Disadvantages: idle operation of Tanks; limited capacity of one line; the need to create load-bearing and unloading equipment, oil transport and receiving punches, tank farms.

On the waterway there is an opportunity to transport oil, petroleum products, liquefied gas of any volume, bulk barges and boats, as well as small bottles. The speed of delivery is relatively low, in addition, it is necessary to create access points and oil reserves for the reception and shipment of oil.

Small tonnels are used for special purposes, including transportation in concrete; in the transportation of petroleum products, general-purpose Tiggers weighing 16,500-220,4999 tons (the total weight of the ship's cargo) are used; average tonnage tankers and (25,000-44,999 p.ru) - for the supply of both petroleum products and oil. A large tonnage is not considered a tiger with more than 45000 coasts; Yan is the main cargo when transporting oil by sea.

It provides transportation of oil storage warehouse to the small ones and then to the consumers at a short distance in the motor vehicles. It differs in great maneuverability, mobility, passivity. At the same time, the delivery of cargo is carried out by cargoes, which inevitably loose overturns of tankers, depending on the technical condition and distribution of the territory of the oil service vehicles by cargoes.

Different types of oilfield are compared according to the following indicators: economy, capital investment and cost of use for transportation of oil, investments in metal, etc. The choice of the type of Transport is made by a technical and economic comparison of the options for minimizing the overhead costs. Security standards are constantly being strained.

The trunk pipelines are planned to be built in the future. If the growth rate of the pipeline indicators of oil and gas transportation in 2017 1 year was 104,7% with 4,7% surplus compared to 2016, by 2018 this figure came out with 11,2% surplus compared to 2017 year. And in 2019 year it accounted for 112,1%. The indicators of the growth rate of cargo turnover through pipes are not far from the indicators of cargo transported in the transport in accordance with their years. That is, in 2017 amounted to 104.7%, 111.4% in 2018, the growth rate of 112.5% in 2019.

Gas transported through the main pipelines increased by 8% in 2018 compared to 2017, and by 5% in 2019. This increases the length of the magical pipes in the increase in performance and the need for the restoration of their pathways. The pace was declining when it came to oil loads. In this case, it is possible to cause its transmission through other types of outlets.

The Transport Services Index is designed to assess the rate of change in tariffs for the carriage of goods by vehicles and modes of transport, as well as to determine the deflator indices used to calculate the growth rates of gross domestic product (GDP) at comparable prices and declines. This is important for oil and gas organizations. The transport needs of oil and gas companies include timely recruitment of labor to drilling sites, ease of transportation of heavy loads, the need for water supply, the participation of vehicles in 70% of construction work, storage of extracted mineral resources and the future of the population. transport is involved in all storage methods for storage. At the same time, they are useful in future planning work in describing the price (tariff) factor in changing the income of transport organizations from the transportation of goods by different modes of transport. At the macro level, tariff indicators for freight are used in the implementation of various economic calculations and forecasts.

The structural index of tariffs for freight transport by all modes of transport is determined on the basis of tariff indices for freight transport by rail, pipeline, sea, inland waterway, road and air transport. The construction of tariff indices consists of the following stages:

- selection of representative services for monitoring changes in the level of tariffs;
- selection of the main transport organizations in which tariffs are registered;
- determination of the procedure for registering tariffs;
- selection of a system for measuring individual tariff indicators for calculating the monthly total tariff indicators for units of different levels;
- selection of a formula for calculating monthly tariff indicators.

It has a constant growth rate in the supply of oil and gas, as well as in the transportation of goods through pipes. If the gas supply in 2017 year amounted to 129, 9%, then by 2018 this figure fell to 73,8%. And this does not mean that the supply of gas to the population has decreased. Due to the fact that some regions were repaired in the supply of gas, were involved in construction work, special gas cylinders were delivered to the population through a special list and accounting. This led to an increase in cargo turnover. Oil transmission increased by 2% in 2019 compared to 2018 and 2017 years. This is due to the fact that the products obtained from

it are attracted in a wider volume in accordance with the localization program. And the Bunda turned to the service of the blacksmith.

In this picture, the largest figure was occupied by petroleum products, whose growth rate was 9.9% in 2018, reaching 4% in 2019. This level of supply was even greater than that of food products. Oil and gas raw material shipment we can witness the main network counting of transportation services tariff in our country.

In addition to oil transportation, there is also storage, the storage of which is adapted in the countries of the world due to climatic conditions as well as geographical features. Oil storage is divided into the categories of surface, semi-underground and semi-terrestrial, underground and underwater storage.⁶

The transmitting warehouses receive and store petroleum products through a certain means of transport and are delivered to the distributors with the help of another transport in the execution of the next stage. As a rule, such oil-producing reservoirs are located along the banks of water sources and near the main pipelines and railways. Distribution oil product warehouses carry out the distribution of products to all customers in the network and are located closer to the main railway, highways, which are closer to the customers.

The reservoir of oil products is divided into 3 categories according to the size of the palace of general reservoirs. The sequence of work on their control is carried out under special systems. Different countries have different storage method, the main storage areas will be located close to the seas, oceans.

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Research Article

**TO STUDY THE CONDITIONS UNDER WHICH CATALYTIC
PROCESSES AND PROCESSES TAKE PLACE**

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Abstract

Study of catalytic processes and conditions of catalysts and processes used in them.

Key words: economics, selectivity, modernization, technical and technological renewal, catalytic process

Iqtisodiyotda tub burilish kechayotgan bir vaqtda iqtisodiyotni liberallashtirishni yanada chuqurlashtirish va shu asosda jamiyat a'zolarining moddiy va ma'naviy farovonligini ta'minlashda iqtisodiyotning yetakchi tarmog'i bo'lgan sanoatning mavqei alohida o'rin egallaydi. Sanoatning rivojlanish strategiyasini ishlab chiqish jarayonida asosiy e'tibor tarkibiy o'zgarishlarga qaratilgan bo'lib, ular sanoat tarmoqlaridagi makroiqtisodiy ko'rsatkichlar va tarkibiy siljishlar bilan birgalikda bashorat qilinadi. Sanoatning tarmoq tarkibini 2030 yilga qadar takomillashtirish YaIMda sanoat ulushini rivojlangan davlatlarda YaIM tarkibidagi xarakterlarga xos bo'lgani kabi 2017 yildagi 33,5 foizdan 2030 yilda 40 foiz oshirish bilan asoslanadi. Bu maqsadga erishi uchun, shuni aytish kerakki, bugungi kunda mamlakatimizda bu boradagi ishlar boshlab yuborilgan. Ayni vaqtda bu ishlar har bir turdagi istiqbolli xomashyo va yarim fabrikat bo'yicha chuqur qayta ishlashning 2020, 2025, 2030 yillarga mo'ljallangan aniq dasturiga ega bo'lish uchun mutlaqo yangi dasturiy kompleks yondashuvni talab etadi. Bundan tashqari, davlatimiz rahbariyati tomonidan tanlab olingan taraqqiyot strategiyasi raqobatdosh, eksportbop hamda import o'rnini bosuvchi, yuqori qo'shimcha qiymatga ega mahsulotlar ishlab chiqarishga qaratilgan bo'lib, u sanoatning barqaror va mutanosib ravishda o'sishi hamda ishlab chiqarish quvvatlarini modernizatsiyalash, texnik va texnologik yangilash asosida uning yetakchi tarmoqlarini rivojlantirishni ko'zda tutadi. Ana shu juda muhim soha iqtisodiy asoslarining ham nazariy, ham amaliy mohiyati va ahamiyatini tushunadigan, bu boradagi barcha yangiliklar va tashkiliy o'zgarishlarni his eta oladigan kimyogarlarni tayyorlashda «Kimyoviy texnologiya» fanidan muhim katalitik jarayonlar va ularda qo'llaniladigan katalizatorlar va jarayonlarning borish sharoitlarini o'rganish alohida ahamiyat kasb etadi.

Ba'zi katalizatorlar tanlab ta'sir etish xossasiga ega bo'lib, bir necha termodinamik jihatdan borishi mumkin bo'lgan reaksiyalardan faqat bittasini tezlashtiradi. Bunda katalizator ta'sirida boruvchi reaksiyaning borishi uchun zarur bo'ladigan harorat pasayadi, natijada boshqa jarayonlar ketmaydi.[1]

Quyida jadval keltirilgan.

Jarayonlar	Katalizatorlar	Jarayonlarning borish sharoitlari
1. Oltinugurtli birikmalarni gidrogenlash $R_2S + H_2 \rightarrow RH + H_2S$	Al+Co+Mo	390-500°C
2. Vodorod sulfidni sorbsiyalash $ZnO + H_2S \rightarrow ZnS + H_2O$	ZnO	390-400°C
3. Tabiiy gazni suv bug'ili konversiyasi $CH_4 + H_2O \rightleftharpoons CO + 3H_2$	Ni/Al ₂ O ₃	850-1000°C
4. Uglorod (II)-oksidini suv bug'ili konversiyasi I bosqich $CO + H_2O \rightleftharpoons CO_2 + H_2$ II bosqich $CO + H_2O \rightleftharpoons CO_2 + H_2$	Fe ₂ O ₃ +Cr ₂ O ₃ CuO+ZnO+Cr ₂ O ₃	340-470°C 180-209°C
5. Kislorodli birikmalarni gidrogenlash $CO + 3H_2 \rightleftharpoons CH_4 + H_2O$ $CO_2 + 3H_2 \rightleftharpoons CH_4 + 2H_2O$	Ni/Al ₂ O ₃	275-350°C
6. Ammiak sintezi $N_2 + 3H_2 \rightleftharpoons 2NH_3$	Fe	410-500°C, 25-30MPa
7. Ammiakni oksidlash $4NH_3 + 5O_2 \rightleftharpoons 4NO + 6H_2O$	Pt+Pd-+Rh.li to'r	800-900°C 0,54-0,76 MPa
8. Nitroza gazlarini tozalash $2NO + 2CO \rightarrow 2CO_2 + N_2$ $2NO + CH_4 \xrightarrow{+2O_2} 2CO_2 + N_2 + 2H_2O$ $NO + NH_3 \rightarrow N_2 + H_2O$	Pd/Al ₂ O ₃ 2% Pd/Al ₂ O ₃ V ₂ O ₅ /Al ₂ O ₃	700 °C 300-320 °C

Masalan, ammiak sintezida katalizator sifatida ishlatiladigan temirga ishqoriy metall va alyuminiy oksidlari qo'shimcha, temirning katalizatorlik ta'siri aktivligi ancha ortadi.

Qo'llaniladigan katalizatorlar benihoyat darajada selektivlik xususiyatiga ega bo'lmog'i lozim. Reaksiyaga qo'shilganda reaksiya tezligini oshirib, o'zi sarflanmay qoladigan moddadir. [2]

1. O'tish holati energiyasini pasaytirib shu orqali faollanish energiyasini pasaytiradi.

2. Reaksiya mexanizmini o'zgartiradi. Bu, shuningdek, o'tish holatining tabiatini (va energiyasini) o'zgartiradi.

Katalizatorning aktivligi ko'pgina faktorlarga: uning tarkibiga, qattiq katalizator yuzasining xarakteri va kattaligiga, texnologik rejim parametrlariga bog'liq bo'ladi. Ammo katalizatorning eng asosiy xarakteristikasi bu uning aktivligidir.

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Research Article

**ANALYSIS OF THE CONCEPT OF INFORMATION AND
COMMUNICATION TECHNOLOGIES USED IN THE PRELIMINARY
INVESTIGATION**

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Abstract

This article discusses in detail the importance of information and communication technologies in the initial investigation process in today's evolving society.

Key words: preliminary investigation, information technology, electronic technology.

Замонавий жамиятда ахборот телекоммуникация технологияларидан кенг қўллаб-қувватлаш урф бўлган. Бу ҳаётнинг криминоген томони учун ҳам, жиноятга қарши курашда ҳуқуқни муҳофаза қилувчи органлар учун ҳам хосдир. Тадқиқотчиларнинг қайд этишича, ахборот технологиялари соҳасида электрон маълумотларни бузилиши, яроқли ва бутунлигини бузиш билан боғлиқ янги жиноятлар пайдо бўлиб, уларнинг объекти ахборот технологияларидир. Булар компьютер жиноятлари деб аталади⁷. Бундан ташқари, интернет-ресурслар жиноят иштирокчилари (ғиёҳвандлик ишлаб чиқариш ва психотроплар мулкни сотиш, ўғирлаш мулкни сотиш, экстремизм қўринишлари ва бошқа) алоқа тизимига айланмоқда. Глобал ахборот ресурслари қўллаб давлатларнинг қонунларида жиноий деб топилган жиноятларни содир этишда фойдаланилаётганини кузатиш мумкин⁸.

Жамият ва давлат учун юқори технологияли жиноий ҳақириқларга жавобан барча давлатларнинг ҳуқуқни муҳофаза қилиш органлари ва судларни компьютерлаштириш ва ахборот технологияларидан кенг фойдаланиш жараёнига киришган⁹. Шу билан бирга, эътироф этиш керакки, бизнинг амалдаги миллий жиноят процессимиз фан ва техника тараққиёти ҳозирги даражасига тўлиқ жавоб бермайди. Жиноят ҳолати мавжудлиги (мавжуд эмаслиги) фактини, унга нисбатан жиноят иш юритилаётган шахснинг айбдорлигини (ёки айбсизлигини) аниқлашга қаратилган фаолиятни рақамлаштириш зарурати ахборот технологияларни қўллаш тартиботларини қайта кўриб чиқишни тақозо этади.

Электрон техникадан фаол фойдаланиш электрон жиноят-процессуал исботлашни амалга ошириш, бу орқали жиноят процессининг тўлалигича модернизация қилиш ва тўпланган муаммоларни ҳал қилиш имконини беради.

Технологиянинг умумий тушунчаси остида, кўникма, маҳорат, жараёнлар, яъни инсон томонидан танланган стратегия билан белгиланадиган ва турли хил восита ва усуллардан фойдаланган ҳолда амалга ошириладиган, маълум мақсадга эришишга

⁷ Протасевич А.А. Криминалистическая характеристика компьютерных преступлений / А.А. Протасевич, Л.П. Зверьянская // Российский следователь. — 2013. — № 11. — С. 45–47

⁸ Goodman M. International Dimensions of Cybercrime / M. Goodman // Cybercrimes: A Multidisciplinary Analysis / S. Ghosh, E. Turrini (eds). — Berlin : Heidelberg, 2010. — p.18.

⁹ Nissan E. Legal Evidence, Police Intelligence, Crime Analysis or Detection, Forensic Testing, and Argumentation: An Overview of Computer Tools or Techniques / E. Nissan // International Journal of Law and Information Technology. — 2009. — Vol. 17 (1). — P. 1–82

қаратилган ҳаракатлар мажмуи тушуниб¹⁰– “ахборот технологияси”ни ҳам шу мазмунда кўриб чиқиш мақсадга мувофиқдир.

Ахборот технологиялари концепцияси В.М. Глушков томонидан ишлаб чиқилган бўлиб, энг аввало, ахборот билан ўзаро таъсир қилиш усуллари, яъни: а) ахборотни йиғиш усули сифатида; б) ахборотни қайта ишлаш; в) ўрганилаётган объект ҳақида янги маълумотларни олиш учун маълумот узатиш¹¹ сифатида тушунилган.

Ушбу тушунчанинг кенг тарқалганлигига қарамай, ушбу таъриф бўйича илмий доираларда умумий консенсус йўқ. Жумладан, унинг биринчи шарҳи И.А.Мизин ва бошқаларнинг ишида келтирилган¹². Муаллифларнинг фикрига кўра, “ахборот технологиялари” атамаси XX асрнинг 70-йиллари охирида пайдо бўлган ва ахборотни қайта ишлаш учун замонавий электрон технологиялардан фойдаланиш муносабати билан кенг қўлланила бошланган. Кўриб чиқилаётган концепциянинг бошқа талқинлари ҳам мавжуд, масалан: “Ахборот технологиялари – ахборотни қайта ишлаш учун фойдаланиладиган ҳар қандай технология” ёки батафсилроқ бўлган замонавий версия: “Ахборот технологиялари – бу дастурий таъминот, техник, ахборот жараёнларини амалга ошириш учун ҳужжатли воситалар”¹³.

Ахборот технологиялари концепциясига ИТ (Ай-Ти) технологиялари яқин категория ҳисобланади. Демак, ИТ (Ай-Ти) қисқартмаси “Information Technology” иборасининг қисқартмаси бўлиб, ўзбек тилига “ахборот технологияси” деб таржима қилинади. ИТ технологиялари маълумотларни излаш, тўплаш, сақлаш, қайта ишлаш, шунингдек, уни тақдим этиш ва тарқатиш жараёнлари ва усулларини ўз ичига олади. Шу муносабат билан тадқиқотимиз мақсадларида ахборот технологиялари ва ИТ-технологиялари тушунчаларидан синоним сифатида фойдаланамиз.

Ўзбекистон Республикасининг 2003-йил 11-декабрдаги 560-II-сонли “Ахборотлаштириш тўғрисида”ги қонунда ахборот ресурси тўғрисида қуйидаги тушунча мавжуд: “ахборот ресурси — ахборот тизими таркибидаги электрон шаклдаги ахборот, маълумотлар банки, маълумотлар базаси, шу жумладан ахборот тизимларида очиқ шаклда жойлаштириладиган ёхуд эълон қилинадиган аудио-, видео-, график ва матнли ахборот” (3-модда). Қонунда ахборот технологиялари тушунчасининг сўзма-сўз талқини ҳам назарда тутилган – “ахборотни тўплаш, сақлаш, излаш, унга ишлов бериш ва уни тарқатиш учун фойдаланиладиган жами услублар, қурилмалар, усуллар ва жараёнлар”¹⁴.

Ўз навбатида Ю.Г.Коротенков ахборот технологияси деганда ахборот (маълумотлар, фактлар, ғоялар, гипотезалар, назариялар шаклида)дан фойдаланиш орқали баъзи мақсад ёки натижага эришиш учун амалга ошириладиган кетма-кет ҳаракатлар (операциялар) мажмуи бўлган, ахборот жараёнини таъминлайдиган усуллар, шакллар, воситалар ва ҳоказо мажмуасини тушунади. Бунда, ахборот жараёни мавжуд маълумотлар ёки янги маълумотларни яратиш бўйича тартибли ҳаракатлар кетма-кетлиги сифатида ифодаланади¹⁵.

Юқори технологиялари ахборот технологияларининг кичик тури бўлиб, маълумотлар билан ишлашнинг янада мураккаб воситалари ва усулларида фойдаланади, бу уларни ривожлантириш имконини беради. Юқори ахборот технологияларга қуйидаги таърифни бериш мумкин: улар ахборотни қидириш, тўплаш, шакллантириш, сақлаш, қайта ишлаш, узатиш, тарқатиш жараёнлари, усулларида ҳамда ушбу усуллар, жараёнларни компьютер технологиялари ва телекоммуникация воситаларидан фойдаланган ҳолда амалга ошириш услубларидир.

¹⁰ Толковый словарь терминов понятийного аппарата информатизации образования. М., 2009. – С.24.

¹¹ Глушков В. М. Основы безбумажной информатики. М., 1987. – С.89.

¹² Мизин И. А., Сеницын И. Н., Доступов Б. Г. и др. Развитие определений «информатика» и «информационные технологии» / под ред. И. А. Мизина. М., 1991. – С.4

¹³ Толковый словарь терминов понятийного аппарата информатизации образования. М., 2009. – С.25.

¹⁴ Ўзбекистон Республикасининг “Ахборотлаштириш тўғрисида”ги 2003 йил 11 декабрдаги 560-II-сон қонуни // Ўзбекистон Республикаси Олий Мажлисининг Ахборотномаси, 2004 й., 1-2-сон, 10-модда.

¹⁵ Коротенков Ю.Г. Информационные процессы и технологии как объекты информатики и обучения информатике // Вестн.Моск. городского пед. ун-та. Сер.: Информатика и информатизация образования. 2004. № 3. С. 98–106

Жиноят процесси ва криминалистика нуқтаи назаридан жиноятларни фош этиш ва тергов қилиш учун фойдаланиладиган ахборот технологиялари, шунингдек, техник воситалар «криминалистик техника воситалари» деб аталади¹⁶. Шу билан бирга, жиноят процесси ва криминалистика фанлари доирасида ахборот технологиялари институтининг бошқа таърифлари ҳам мавжуд, масалан, "процессуал қонунлар асосида ва қатъий тартибда қўлланиладиган техник воситалар, услублар ва усуллар, процессуал ҳаракатларни энг самарали амалга ошириш усуллари"¹⁷.

Юқорида айтилганларга асосланиб, биз жиноят процессида судгача бўлган иш юртишида ахборот технологиялари деганда тергов қилинаётган воқеа юзасидан жиноят ишини юртиш жараёнида исботлаш лозим бўлган ҳолатларнинг мавжудлиги ёки мавжуд эмаслиги, шунингдек, муайян жиноятни тергов қилиш учун муҳим бўлган бошқа ҳолатларни аниқлаш имконини берадиган дастлабки маълумотларни тўплаш (қидириш, аниқлаш, қайд этиш, олиб қўйиш) ҳамда қайта ишлаш ва узатишнинг муайян воситалари, усуллари ва шакллари тушуниш керак, деб ҳисоблаймиз.

Юқоридгилардан келиб чиқиб, ўз хулосаларимиздан бир нечтасини айтиб ўтмоқчимиз:

Биринчидан, бугунги кунда замонавий хўжалик юритувчи субъектларнинг бухгалтерия ҳисоби ва ҳужжат айланиши тизими тўлиқ компьютерлаштирилган, шунинг учун терговчи компьютер ёрдамида қандай фактик маълумотларни олиши мумкинлигини, уларнинг далил қиймати нима эканлигини ва уни маъмуриятга киритиш усуллари аниқ тушуниши керак. далил сифатида жиноят иши.

Иккинчидан, қонун чиқарувчи шу пайтгача компьютер хотирасида далил сифатида сақланган маълумотларга муносабатини сўзсиз билдирмаган. Терговчилар, ўз хавф-хатарлари ва хавф-хатарлари остида, исботлашда компьютер технологиялари ёрдамида олинган маълумотлардан фойдаланадилар. Жиноят-процессуал далилларнинг ўзига хос хусусияти жиноят ишининг ҳолатларини аниқлаш учун далилларни тўплаш, текшириш ва баҳолашдир.

Учинчидан, жиноят процессида корхона, муассаса, ташкилотлар, мансабдор шахслар ва фуқаролар томонидан жиноят иши учун аҳамиятли бўлган айрим ҳолатлар ва фактлар баён қилинган ва тасдиқланган турли қилмишлар ҳужжатдир. Илгари фақат моддий объектларни ҳужжат сифатида кўриб чиқиш одат тусига кирган ва аксарият ҳолларда бу қоғозда ёзилган актлар эди. Техник воситаларнинг ривожланиши ва такомиллаштирилиши билан ахборотни қайд этиш, узатиш ва сақлашнинг янги воситалари пайдо бўлди. Агар керак бўлса, улар жиноят процессига жалб қилиниши керак эди, шунинг учун фото, кино, аудио ва видео материаллар аста-секин ҳужжат сифатида тан олинди (маълум бир шарт билан бўлса ҳам: улар қоғозга таржима қилиниши керак, масалан. аудиоёзув унинг транскриптини мажбурий илова қилишни талаб қилади).

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¹⁶ Ищенко Е. П., Топорков А. А. Криминалистика: учеб. / под ред. Е. П. Ищенко. 2-е изд., испр., доп. и перераб. М., 2010 – С.34.

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Research Article

**ANALYSIS OF THE BANKING SERVICES MARKET OF COMMERCIAL
BANKS IN UZBEKISTAN: RESULTS OF 2020**

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Abstract

This scientific work is devoted to the study of the latest development trends in the banking sector of the Republic of Uzbekistan. The article analyzes the financial indicators of banking institutions in recent years.

Key words: commercial banks, development indicators, the transformation of the banking system, rebranding.

One of the main pillars of the economy of any country is a financially stable and stable banking system. The level of socio-economic development and future progress of each independent state depends, first of all, on the activities of the banking system created in this country, which is constantly being improved.

The specificity of banks is that they operate not only at the expense of their funds but also deposit and credit funds entrusted to them by shareholders and customers, that is, by the general public.

Since the banking system in a market economy is a necessary system of public institutions, the failure of any bank that undermines confidence in the banking system as a whole can lead to negative macroeconomic consequences in the form of a general reduction in the supply of money, disruption of the payment system and the emergence of huge and unforeseen government obligations.

The process of transition of the Republic of Uzbekistan to a socially-oriented market economy requires profound changes in the banking system as a component of many important economic reforms and the creation of a single mechanism for regulating the economy with the help of monetary instruments.

Currently, banks of Uzbekistan are introducing convenient and suitable for country conditions banking services of developed countries while improving banking services, providing customers with a full range of services that satisfy them. Of course, as in any country, Uzbekistan has a significant share of credit and deposit operations, which are the main types of banking services.

In the process of transformation of the banking system, the offer of new banking services and products is increasing due to the widespread introduction of modern information technologies in the activities of banks, the expansion of new approaches to customer service. In particular, commercial banks:

- created 24 new modular credit products for the population and 65 for entrepreneurs;
- launched a special platform for the remote purchase of consumer goods on credit - electronic trading platforms;
- an opportunity has been created to receive money through international money transfers through a mobile application or directly to a bank card without contacting a bank;
- introduced a system for accepting payments using technologies QR code, Touch to Phone and NFC;
- launched an online application for a bank card and a delivery service.

As a result of the coronavirus pandemic, these services have allowed people and businesses to remotely use banking services in an environment of limited mobility.

In recent years, despite the introduction of several innovations in bank loans and deposits, their original nature and basis remain the same. That is, the main conditions in such services are

interest rates and terms. However, other types of banking services, in particular, services provided by plastic cards, have undergone significant changes, and new banking products have entered the practice. Also of particular importance is the offer by banks of plastic card services.

In turn, in the context of modernization of the economy, plastic cards in self-service systems are increasingly spreading among the population of the republic. As a result of the measures taken to expand and improve the circulation of bank plastic cards as of January 1, 2021, their total number increased by 5.2 million units compared to the same period in 2020 and exceeded 25.7 million units.

In the reporting year, the volume of payments by bank cards, cash when purchasing goods and services, banking services and other payments increased significantly (Fig. 1.).

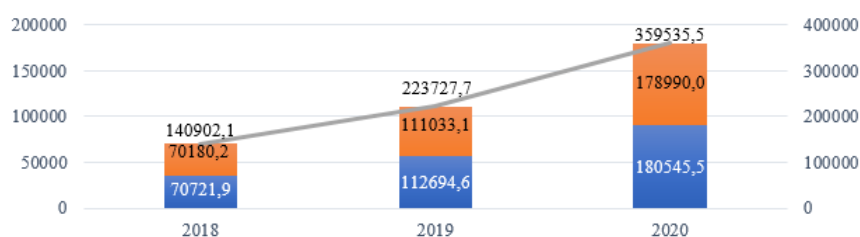


Fig. 1. Dynamics of turnover on bank cards, billion soums

In particular, the volume of cash transactions with bank cards increased by 60.7 % compared to 2019 and amounted to 359.5 trillion soums. At the same time, the number of funds received on bank cards amounted to 180.5 trillion soums and the number of payments made from bank cards amounted to 179.0 trillion soums.

During 2020, the number of funds transferred to bank cards increased 1.6 times compared to 2019, and these funds included salary payments (47.6%), social payments (7%), remote transfers (13.7% P2P), banking services (15.7 %) and other incomes of the population (16 %) (Fig. 2.).

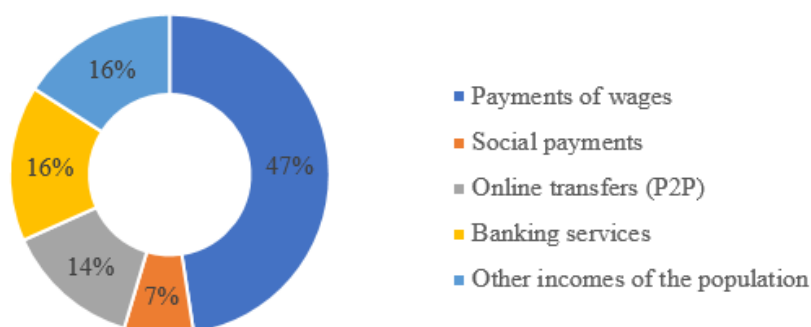


Fig. 2. Share of funds received on bank cards in 2020, in %

The number of payment terminals installed at trade and service facilities increased by almost 46 thousand or 12 % compared to January 1, 2020, and as of January 1, 2021, exceeded 438 thousand units. The largest share of the issue of bank plastic cards falls on the largest banks: The National Bank for Foreign Economic Activity, Uzpromstroybank, Agrobank, Ipoteka Bank, Asaka Bank.

A real "hunt for clients" has begun among commercial banks. Now only a bank capable of satisfying any customer demand can operate efficiently and withstand competition. To please any customer, banks have actively begun to improve their mobile applications and present them in new ways. We can say that some banks are effectively using the method of rebranding a mobile application.

In fact, today the provision of services at the highest level and a well-thought-out marketing strategy is the key to the success of almost every bank in a highly competitive

environment. Purposeful use of modern marketing principles is necessary to further increase the bank's efficiency and gain a competitive advantage. Particular attention should be paid to the process of attracting new customers and strengthening existing trust in banking services, which are one of the most important links in the bank's activities.

List of used literature:

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2. Data of the Central

Research Article

MANAGING CYBERSECURITY IN MULTIMEDIA NETWORKS

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Abstract

This article is about managing cybersecurity in multimedia networks. Moreover, some amenities, as well as shortcomings of this sphere are discussed. Also, potential comments are recommended to implement.

Key words: cybersecurity, multimedia, internet, networks, channels, target.

The explosion of internet speeds across the globe has led to a rapid increase in high-end streaming technology, wireless sensor networks and wearable Internet of Things (IoT) devices. Multimedia networks generate huge amounts of data flowing through multiple devices in different locations while also raising important questions about data propriety, copyright and protection. Cybersecurity has become an important component of multimedia networks looking to tackle these issues.

The urgency is precipitated by the condition of organizations which operate in this sector. A survey of cybersecurity decision-makers at US media and entertainment firms by Forrester Consulting in September 2018 found that more than half of the surveyed firms had experienced three or more cyber attacks. In April 2015, a cyberattack on renowned French international TV broadcaster TV5 Monde took 12 channels belonging to the broadcaster off the air.

Considering multimedia networks deal with the dissemination of large amounts of content in video, audio, image and other formats, these networks are open to various types of threats which target three major features of these networks:

Confidentiality

Confidentiality is an important feature of data in multimedia networks. Access to confidential data through illegal means or unauthorized channels constitutes a major threat.

Integrity

The integrity of the data contained in multimedia networks is paramount. Alteration of this data through detected or undetected means represents a major breach.

Availability

The end-users of multimedia networks expect the data they seek to be available at all times. Any disruption to this service has both a reputational and a financial consequence.

The exact kinds of threats that multimedia networks face are varied but they definitely include:

Distributed Denial of Service (DDoS) attacks

Multimedia networks are large & distributed and transmit huge amounts of data. Attackers specifically target such networks with Distributed Denial of Service (DDoS) attacks as the repercussions are immediate.

Patching vulnerabilities

Multimedia networks consist of many devices distributed mainly over different continents and countries. Such a large network means it is not always possible to ensure all devices are compliant with the recent security updates, opening up the network to vulnerabilities.

Supply chain attacks

As alluded to in the last point, the multimedia network generally has large supply chains which may not always uphold the same standards of cybersecurity. Any malware in the supply chain may spread to the main network leading to the network finding itself at risk.

Social engineering

Though awareness has increased, multimedia networks often find themselves operated by employees who do not take cybersecurity as seriously or do not understand the consequences of neglecting cybersecurity. Such employees are at high risk of social engineering attacks.

To protect against these threats, enterprises running multimedia networks can consider Seqrite's Unified Threat Management (UTM) solution which is a complete security package of vital tools, including a UTM firewall and high-grade intrusion detection systems.

Key UTM features which keep networks safe from threats:

1. Firewall – Administrators can block traffic between internal and external networks based on compliance policies

2. Intrusion Prevention System (IPS) – Network traffic is scrutinized in real-time to forestall a broad range of DoS and DDoS attacks

3. Gateway Antivirus – Incoming and outgoing network traffic is scanned at the gateway level

Web Filtering – Non-business related web traffic can be blocked by administrators with the option of group-based bandwidth management

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Research Article

**THE ISSUE OF THE CORRELATION BETWEEN THE CONCEPT OF
DISCOURSE IN THE LINGUISTIC SCIENCES**

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Abstract

This article deals with the issues of correlation of the concept of discourse, which is often used in linguistic sciences. Among the many issues of anthropocentric linguistics in modern science, much attention is paid to the problem of studying discourse, within the framework of which a variety of issues are discussed, from the definition of a term to identifying the specifics of the structure of discourse in various spheres of functioning. The space of discourse is multidimensional and covers such fundamental sciences as history, philosophy, psychology, literary criticism and linguistics. In linguistics, interest in discourse is due to the fact that discourse analysis allows to explore the nature of speech utterance from a variety of points of view. By this means, it becomes possible to consider linguistic facts through the prism of mental and social processes.

Key words: linguistics, science, discourse, psychology, literary, modern science, methods.

Modern scientific concepts dates back to the past, the rethinking of which leads scientists to the conclusion that it is unreality to study a person without a language, and a language without a person. That is why the emergence of anthropocentric linguistics, which considers language in an inextricable connection with human activity, testifies to a serious methodological shift that was outlined back in the time of W. Humboldt. Understanding that a comprehensive description of a linguistic phenomenon is impossible without considering the type of social activity in which people are involved leads scientists to adopt a cognitive and discursive approach guided by principles «mandatory consideration of each linguistic phenomenon, each linguistic form in terms of its participation in the fulfilment of the language two of its most important functions - cognitive and communicative» [8, p. 519].

Among the many problems of anthropocentric linguistics in modern science, much attention is paid to the subject matter of the study of discourse, in which the theory discusses a wide variety of issues, from definition of the term to specification of the structure of the discourse in different spheres of functioning. The space of discourse is multidimensional and covers such fundamental sciences as history, philosophy, psychology, literature, and linguistics. In linguistics, the interest in discourse arises from the fact that discourse analysis allows to investigate the nature of speech from a variety of perspectives. It makes it possible to view linguistic facts through the prisms of mental and social processes.

In the modern sense, the field of discourse encompasses a wide range of issues, both linguistic and extra-linguistic, which makes it possible to view discourse as the product of speech with its intrinsic homogeneity, relevance, genre and ideological affiliation, as well as relationship to a whole cultural stratum, social community and even a specific historical period [9, p. 24].

A number of scientific trends have emerged recently that offer theoretical models of discourse and methods of its analysis. The lack of a common definition of discourse is not a weakness of the general theory of discourse, but rather a sign of its dynamic development. This diversity of views and theories is explained by the nature of the discourse itself. It is a synergistic entity with no rigid borders, constantly in motion and subject to the laws of self-development.

Some modern linguistic works are devoted to the study of the linguistic conceptualization of one of the most important factors of human activity, related to the preparation and

consumption of food and beverages. The history of human civilization is inextricably linked to food resources, which are a fundamental human physiological need. The need for food is the basic level of a person's physiological constitution. Mankind cannot live without food, but representatives of each nation have their own sets of taste preferences, which are embodied in appropriate linguistic and textual material: recipes of national cuisine, menus, culinary articles, gastronomic terminology etc. Hence the relevance of the topic under consideration, since food is an integral part of the life of every human being.

Although there is great interest in the issue, there is little research carried out on this subject. As is well known, the situation of food consumption is nationally determined and reflects the ethnic, cultural, social and religious specificities of peoples. Differences in prevailing gastronomic norms create challenges for intercultural communication and translation.

By (gastronomic) discourse one should mean the special use of language, functioning in the sphere of «daily cultural life» to express a special mentality, which is manifested in product names, national preferences in food, specific behavioral scenarios. This approach activates individual parameters of the language, which ultimately requires peculiar vocabulary, grammar, a specific set of speech genres etc. The definition of gastronomic discourse is directly related to its textual definition given by N.D. Arutiunova: Discourse... is a coherent text combined with extralinguistic, pragmatic, sociocultural and other factors; a text taken in an event-oriented dimension; a speech perceived as purposeful social action as a component, involving in the interaction of people and the mechanisms of their consciousness (cognitive processes). The discourse includes paralinguistic speech accompaniment (facial, gestures) and is studied with corresponding «life forms» (report, briefing, small talk etc.) [1, pp. 136-137].

Gastronomic discourse, as a complex multidimensional structure, is appeared as a communicative-pragmatic process of daily human activity. It should also be noted that the term gastronomic discourse itself is well suited to terms that refer to other types of discourse (urban, religious, legal, musical etc.) that are distinguished by researchers. This type of discourse A.V. Olyanitch (in his terminology, gluttony - from lat. gluttire «eat, feed on, devour») defined as a special kind of communication related to the state of food resources and processes of their processing and consumption» [9, p. 168]. According to researchers, in modern society, food is thought to constitute a cognitive system of ethno-oriented values and cultures, linked by the common idea of gluttony, i.e. consumption and the maintenance of human life. This system consists of signs that form a clear hierarchy and have their own specific linguistic interpretation, leading scientists to conclude that it is legitimate to consider gastronomic discourse as a distinct linguistic problem [9, p. 426].

Scholars have recently begun studying this type of related text. However, the content of the gastronomic discourse (A.V. Olyanitch), its semiotics (S.V. Zakharov, A.Y. Zemskova), subjects of activity, functions, signs (N.P. Golovniczkaya) and other aspects have already been analyzed. The collection of scientific works «Codes of Daily Life in Slavic Culture: Food and Clothing» is of particular interest in this regard, and in particular food is presented as one of the central concepts of everyday life around which is built «a system of values of a person in different periods of his life and in different cultural strata» [7, p. 4].

Gastronomy is an important component of the mentality of peoples, reflecting the religious beliefs, people's lifestyle and setup of different nationalities. So, it is no wonder that the cuisines of the peoples of the world are different from ours. We believe that gastronomy, along with language, is an essential tool for learning a different culture.

Gastronomy is an essential part of the culture of the people. Not surprisingly, this kind of discourse has emerged - gastronomic or gluttony discourse. Gastronomic discourse is researched as a genre of institutional communication etc. it operates within the framework of the Culinary Institute. A.V. Olyanitch defines gastronomic discourse as a special form of communication related to the state of food resources and their processing and consumption processes [9, p. 168]. As goals of gastronomic discourse A.Y. Zemskova points out transfer of experience or training, acquaintance with food culture and traditions of other peoples, formation of food preferences [5 p.13]. The objectives of P.P. Burkova also include education (transfer of experience), knowledge of the food culture and traditions of other peoples [3, p.11].

According to A.Y. Zemskova, participants in the gastronomic discourse are: an agent, that is, a person with great experience, skills, attainments, knowledge of gluttony; and a client, that is, a person intending to cook something, or a visitor to a catering establishment [5]. On the basis of the features discussed we see that the authors share similar views. A.Y. Zemskova identifies an

agent as participants with extensive experience in gastronomy and a client who intends to prepare, or visit a public catering establishment. With regard to the objectives of the gastronomic discourse, the authors also agreed, with the exception of one of the distinguishing features referred to by N.P. Golovniczkaya. As their goals, A.Y. Zemskova and P.P. Burkova identify the transfer of experience or training, familiarization with the food culture and traditions of other peoples. Whereas N.P. Golovniczkaya suggest that the aim of the gastronomic discourse is to shape the food preferences and cultural dominance of the consumer, which are related to nutrition, i.e. for living first of all eating is essential [2, 3, 4, 5]. Thus, discourse is an act of communication that results in a related speech work, either orally or in writing. A typology of discourse can be constructed on various grounds. The clearest classification of types of discourse, in our opinion, is observed in V.I. Karasik, which distinguishes two types: personal and institutional. The system of institutional communication distinguishes gastronomic discourse is structured as: purpose, participants, chronotope, values, strategies, themes, styles and genres, communication material and discursive formulae [6].

1. Objective: To satisfy hunger (thirst), to orient consumers towards product choice, to develop gastronomic preferences;

2. Participants: buyer, visitor, personnel of the establishment, the person who is in charge in cooking.

3. Time: breakfast, lunch, tea, dinner and other meals.

4. Values: cooking and eating.

5. Styles and genres of communication depend on the environment and conditions of communication; styles and genres of gastronomic texts are determined by the intensions of the authors.

It is likely to emphasize different genres of gastronomic discourse, which differ from each other by their functional uses: menus, cooking guides, advertisements, labels of products, culinary TV programs - all these are combined by a common theme, specific vocabulary and language means.

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