

**TARIX VA AFSONA CHEGARASIDA: XITOIY FRAZEOLOGIZMLARIDA TARIXIY
TOPONIMLARNING AKS ETISHI**

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Annotatsiya: Ushbu maqola Xitoy tilidagi frazeologik birliklar tarkibida uchraydigan tarixiy toponimlarning lingvomadaniy tahliliga bag'ishlangan. Tadqiqotda asosan qadimgi Xitoy davlatlari – Chu (楚), Qin (秦), Han (汉), Shu (蜀) kabi toponimlar hamda tarixiy shaharlar – Changan (长安), Luoyang (洛阳) nomlari ishtirokidagi chengyu (idioma) va barqaror iboralar tahlil qilinadi. Maqolada ushbu toponimlar orqali xitoy xalqining tarixiy xotirasi, qahramonlik ruhi, harbiy strategiyalari va siyosiy tafakkuri qanday aks etganligi ochib beriladi. Tahlil natijasida tarixiy toponimlar nafaqat geografik ko'rsatkich, balki xalqning tarixiy voqealarga munosabatini ifodalovchi muhim lingvomadaniy kod sifatida xizmat qilishi aniqlangan.

Kalit so'zlar: Xitoy tili, frazeologik birliklar, tarixiy toponimlar, chengyu, Chu davlati, Qin sulolasi, lingvomadaniyat, tarixiy xotira.

**НА ГРАНИЦЕ ИСТОРИИ И ЛЕГЕНДЫ: ОТРАЖЕНИЕ ИСТОРИЧЕСКИХ ТОПОНИМОВ
В КИТАЙСКОЙ ФРАЗЕОЛОГИИ**

Аннотация: Данная статья посвящена лингвокультурологическому анализу исторических топонимов, встречающихся во фразеологических единицах китайского языка. В исследовании анализируются чэньюй (идиомы) и устойчивые выражения с топонимами древнекитайских царств – Чу (楚), Цинь (秦), Хань (汉), Шу (蜀), а также с названиями исторических городов – Чанъань (长安), Лоян (洛阳). В статье раскрывается, как через данные топонимы отражаются историческая память китайского народа, героический дух, военные стратегии и политическое мышление. В результате анализа установлено, что исторические топонимы служат не просто географическими указателями, а важными лингвокультурными кодами, выражающими отношение народа к историческим событиям.

Ключевые слова: Китайский язык, фразеологические единицы, исторические топонимы, чэньюй, царство Чу, династия Цинь, лингвокультурология, историческая память.

**ON THE BORDER OF HISTORY AND LEGEND: REFLECTION OF HISTORICAL
TOPONYMS IN CHINESE PHRASEOLOGY**

Abstract: *This article is devoted to the linguocultural analysis of historical toponyms found in phraseological units of the Chinese language. The study analyzes chengyu (idioms) and fixed expressions containing toponyms of ancient Chinese states – Chu, Qin, Han, Shu, as well as names of historical cities – Chang'an, Luoyang. The article reveals how these toponyms reflect the historical memory of the Chinese people, heroic spirit, military strategies and political thinking. The analysis shows that historical toponyms serve not merely as geographical indicators, but as important linguocultural codes expressing the people's attitude towards historical events.*

Keywords: *Chinese language, phraseological units, historical toponyms, chengyu, Chu state, Qin dynasty, linguoculturology, historical memory.*

Insoniyat tarixining eng boy va uzluksiz yozma an'alaridan biriga ega bo'lgan Xitoyda tarixiy voqealar, urushlar, sulolalar o'zgarishi va mashhur shaxslar faoliyati til birliklarida chuqur iz qoldirgan. Ayniqsa, frazeologik birliklar – chengyular orqali bu tarixiy xotira qisqa, obrazli va esda qolarli shaklda avloddan avlodga o'tib kelmoqda. Ushbu maqolada Xitoy tilidagi tarixiy toponimlar – qadimgi davlatlar (Chu, Qin, Shu, Vu) va qadimgi shaharlar (Changan, Luoyang, Syangan) nomlari ishtirokidagi frazeologik birliklarning lingvomadaniy tahlili amalga oshiriladi. Tadqiqotning asosiy maqsadi – ushbu toponimlar orqali xitoyliklarning tarixiy voqealarga munosabati, qahramonlik ideallari va siyosiy tafakkuri qanday ifodalanganligini ochib berishdir.

«Chu» davlati toponimi: qahramonlik va qat'iyat ramzi. Chu (楚) – qadimgi Xitoyning Chjanszyan daryosi havzasida joylashgan kuchli davlatlaridan biri (miloddan avvalgi XI – III asrlar). Ushbu davlat o'zining harbiy kuchi, madaniyati va mustaqil ruhi bilan mashhur bo'lgan. Chu toponimi ishtirokidagi frazeologik birliklar xitoy tilida keng tarqalgan. "破釜沉舟" (Po fu chen zhou – qozonlarni sindirib, kemalarni cho'ktirish) iborasi Xitoy tarixidagi eng mashhur harbiy frazeologizmlardan biridir. Iboraning kelib chiqishi Qin sulolasi davridagi mashhur sarkarda Xiang Yu (项籍, miloddan avvalgi 232-202) nomi bilan bog'liq. Xiang Yu qo'shinini Chjudan (zamonaviy Xebey provinsiyasi) hujumga olib borayotganda, daryoni kesib o'tgandan so'ng, u qo'shiniga barcha qozonlarni sindirishni va kemalarni cho'ktirishni buyurgan. Bu harakatning ma'nosi – orqaga chekinish imkoniyatini butunlay yo'q qilish va askarlarni faqat oldinga – g'alaba yoki o'limga majbur qilish edi. Ushbu iborada "Chu" toponimi to'g'ridan-to'g'ri ishtirok etmasa-da, tarixiy kontekstda bu voqea aynan Chu armiyasi bilan bog'liq. Ba'zi tarixiy manbalarda ushbu ibora "楚军破釜沉舟" (Chu armiyasi qozonlarni sindirib, kemalarni cho'ktirdi) shaklida uchraydi. Iboraning ma'nosi – o'z oldiga qo'yilgan maqsadga erishish uchun bor kuchini safarbar qilish, orqaga qaytish yo'lini butunlay kesish.

Misol: "我们要有破釜沉舟的决心" (Biz qozonlarni sindirib, kemalarni cho'ktirgandek qat'iy qarorga ega bo'lishimiz kerak). "楚河汉界" (Chu he Han jie – Chu daryosi, Han chegarasi) iborasi Chu va Han davlatlari o'rtasidagi chegarani anglatadi. Tarixda Chu va Han

Xitoyning bo'linib ketgan davrida (miloddan avvalgi 206-202 yillar) ikki asosiy raqib davlat bo'lgan. Ular o'rtasidagi chegara Xitoy xalqi ongida ajralish, nizo va raqobatning ramziga aylangan. Bugungi kunda ushbu ibora ikki tomon o'rtasidagi aniq chegara, ajralish yoki qarama-qarshilikni ifodalash uchun ishlatiladi. "楚材晋用" (Chu cai Jin yong – Chu iqtidori Jinda ishlatiladi) iborasi o'z vatanida qadrlanmagan, biroq boshqa davlatda o'z qobiliyatini namoyish etgan insonlarga nisbatan qo'llanadi. Tarixiy asosi shundaki, Chu davlatining ko'plab iqtidorli kishilar (masalan, Vu Tszisyuy) o'z vatanida tushunilmagani yoki quvg'in qilingani uchun qo'shni Jin davlatiga ketgan va u yerda yuqori martabalariga erishgan. Ushbu frazeologizm xitoyliklarning iqtidor va adolat haqidagi tushunchalarini aks ettiradi.

«Qin» sulolasi toponimi: birlik va qudrat ramzi: Qin (秦) – Xitoy tarixida birinchi markazlashgan imperiyani barpo etgan suloladir (miloddan avvalgi 221-206 yillar). Qin Shihuandi (秦始皇帝) nomi bilan mashhur bo'lgan davlat arbobi butun Xitoyni birlashtirgan. Shu sababli, Qin toponimi xitoy ongida "birlik", "kuch" va "qat'iy boshqaruv" kabi tushunchalar bilan bog'langan. "秦晋之好" (Qin Jin zhi hao – Qin va Jin o'rtasidagi do'stlik) iborasi ikki oila yoki ikki davlat o'rtasidagi qarindoshlik yoki ittifoqchilikni ifodalaydi. Tarixiy asosi: Qadimgi Xitoyda Qin va Jin davlatlari o'rtasida tez-tez sulolalararo nikohlar tuzilib turgan. Ushbu ibora bugungi kunda nikoh yoki ikki tomon o'rtasidagi mustahkam aloqani ifodalashda ishlatiladi.

Misol: "两家结为秦晋之好" (Ikki oila Qin-Jin do'stligi kabi qarindosh bo'lib qoldilar). "秦镜高悬" (Qin jing gao xuan – Qin ko'zgusi baland osilgan)** iborasi adolatli va benuqson sudlovni ifodalaydi. Rivoyatga ko'ra, Qin saroyida "xinjing" (xian ko'zgusi) deb nomlangan maxsus ko'zgu bo'lib, u insonning ichki qalbini, xayoliy fikrlarini ko'rsatish qobiliyatiga ega bo'lgan. Sudya ushbu ko'zguga qarab, haqiqatni aniq bilib olgan. Hozirgi kunda bu ibora sud tizimining adolatli va xolis ishlashini anglash uchun ishlatiladi.

"秦失其鹿" (Qin shi qi lu – Qin o'z bug'usini yo'qotdi) iborasida "bug'u" (鹿 – lu) butun Xitoy imperiyasining ramzi sifatida ishlatiladi. Bu ibora hokimiyatning qo'ldan boy berilishi yoki imperiyaning qulashini ifodalaydi. "Bug'uni ta'qib qilish" (逐鹿 – zhu lu) iborasi esa hokimiyat uchun kurashni anglatadi. Ushbu obraz Sima Tsyanning "Tarixiy yozuvlar" (史记 – Shiji) asarida batafsil bayon etilgan.

«Shu» davlati va "Changan" shahri: mintaqaviy o'ziga xoslik va poytaxt ramzi: Shu (蜀) – zamonaviy Sichuan provinsiyasi hududida joylashgan qadimgi davlat (miloddan avvalgi XI-IV asrlar). Shu o'zining tabiiy muhofazasi (tog'lar bilan o'ralgan tekislik) va o'ziga xos madaniyati bilan ajralib turgan. "Shu" toponimi xitoy tilidagi frazeologizmlarda ko'pincha "olislik", "g'ariblik" va "qiyinchilik" kabi tushunchalar bilan bog'langan. "蜀道之难，难于上青天" (Shu dao zhi nan, nan yu shang qing tian – Shu yo'llarining qiyinligi osmonga chiqishdan ham qiyin)– bu ibora Li Bai (李白) she'ridan olingan bo'lib, Shu davlatiga olib boradigan tog'li, xavfli va o'tish mushkul bo'lgan yo'llarni tasvirlaydi. Ushbu ibora biror ishning o'ta qiyinligini, deyarli imkonsizligini ifodalash uchun ishlatiladi. Ayni paytda, bu ibora xitoyliklarning tabiiy to'siqlarni yengib o'tishdagi matonatini ham aks ettiradi. "乐不

思蜀" (Le bu si Shu – Shu ni eslamaydigan darajada zavqlanish) iborasi uch davr davriga (milodiy III asr) borib taqaladi. Shu davlatining so'nggi hukmdori Liu Shan (刘禅) o'z davlati qulaganidan so'ng, g'olib davlat – Vey (魏) poytaxtiga olib kelingan. Vey hukmdori unga ziyofat uyushtirib, Shu musiqasini chaldi va undan: "Shu ni sog'inmayapsizmi?" deb so'radi. Liu Shan "Bu yerda juda xursandman, Shu haqida o'ylamayman" deb javob bergan. Ushbu ibora vatan sog'inchini his qilmaydigan, baxt-saodat ichida o'z ildizlarini unutgan odamni tanqid qiladi. Shu toponimi bu iborada o'z vatani, ajdodlar yurti ramzi sifatida namoyon bo'ladi.

"长安不见使人愁" (Changan bu jian shi ren chou – Changanni ko'rmaslik odamni qayg'uga soladi) iborasida qadimgi Xitoyning mashhur poytaxti Changan (hozirgi Sian) tilga olinadi. Changan bir necha sulola (Xan, Suy, Tan) davrida mamlakatning siyosiy va madaniy markazi bo'lgan. Poytaxt toponimi frazeologizmlarda ko'pincha "hokimiyat markazi", "ideal tartib" va "madaniyat o'chog'i" kabi ma'nolarda qo'llanadi. "洛阳纸贵" (Luoyang zhi gui – Luoyangda qog'oz qimmat) iborasi adabiy asarning nihoyatda mashhur bo'lib, ommaviy tarzda ko'chirilishini ifodalaydi. Xi Jin (西晋) sulolasi davrida yozuvchi Tso Si (左思) "San du fu" (三都赋 – "Uch poytaxt haqida qasida") asarini yozgan. Asar shu qadar mashhur bo'lib ketganki, Luoyang poytaxtida odamlar uni ko'chirib olish uchun qog'oz sotib olishga shoshilishgan va natijada shaharda qog'oz taqchilligi yuzaga kelgan, narxi oshib ketgan. Ushbu frazeologizm adabiy yoki ilmiy asarning keng ommalashganligini ifodalaydi.

XULOSA

Ushbu maqolada Xitoy tilidagi tarixiy toponimlar – Chu, Qin, Shu, Changan, Luoyang kabi nomlar ishtirokidagi frazeologik birliklarning lingvomadaniy tahlili amalga oshirildi. Tadqiqot natijasida quyidagi xulosalarga kelindi: Xitoy tarixiy toponimlari frazeologik birliklar tarkibida muhim semantik va pragmatik yukni tashiydi. Ular geografik ko'rsatkich bo'lishdan tashqari, butun bir tarixiy davr, siyosiy tuzum va qadriyatlar tizimining ramziga aylanadi. Ushbu frazeologik birliklar xitoy xalqining tarixiy xotirasini saqlash va avloddan avlodga o'tkazishning samarali vositasidir. Qisqa va obrazli shakldagi chengyular yordamida murakkab tarixiy vaziyatlar o'nlab asrlar davomida yodda saqlanadi. Har bir tarixiy toponim o'ziga xos aksiologik (qiymat) maydonga ega: Qin – birlik va qudrat, Chu – qat'iyat va jasorat, Shu – o'zlikni anglash va vatanparvarlik, poytaxtlar (Changan, Luoyang) – madaniyat va tamaddun ramzi.

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**A COMPARATIVE ANALYSIS OF AI-GENERATED AND HUMAN-WRITTEN ENGLISH-
UZBEK TRANSLATIONS**

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Abstract: *This theoretical article examines the differences between AI-generated and human-written English–Uzbek translations. Drawing on contemporary translation studies and recent research on artificial intelligence, the paper analyzes translation quality through the lenses of functional equivalence, communicative translation, and socio-cultural approaches. Rather than conducting empirical research, the study synthesizes existing literature to explore how AI systems and human translators differ in accuracy, fluency, cultural adaptation, creativity, and contextual interpretation. The review demonstrates that AI translation technologies have achieved substantial progress in lexical and grammatical accuracy; however, limitations remain in handling figurative language, cultural references, and pragmatic meaning. Human translators continue to play a critical role in ensuring communicative effectiveness and cultural appropriateness. The paper argues that the future of translation lies in collaboration between AI systems and human expertise rather than replacement.*

Keywords: *Artificial Intelligence, Human Translation, Machine Translation, English–Uzbek Translation, Translation Studies, Translation Quality*

INTRODUCTION

Artificial intelligence has become one of the most influential technological developments of the twenty-first century. Among its many applications, machine translation has attracted considerable attention because it has transformed the way people communicate across languages. Modern AI-based systems can translate texts almost instantly, allowing users to access information and interact globally. As a result, questions have emerged regarding the quality of machine-generated translations and whether they can compete with professional human translators.

Translation is not merely the transfer of words from one language into another. It involves the transfer of meaning, culture, context, and communicative intention. English–Uzbek translation presents particular challenges because the two languages belong to different language families and reflect different cultural traditions. Consequently, successful translation requires more than grammatical accuracy.

Recent studies demonstrate that AI systems have become increasingly capable of producing fluent translations (Fu & Liu, 2024). Nevertheless, scholars continue to emphasize the importance of human expertise in achieving culturally appropriate and contextually accurate translations (Falempin & Ranadireksa, 2024). This article provides a theoretical comparison of AI-generated and human-written English–Uzbek translations and discusses their strengths and limitations.

Literature Review

The relationship between machine translation and human translation has been examined extensively in translation studies. Zong (2018) argued that machine translation should be viewed as a supportive technology rather than a replacement for professional translators. Similarly, Li and Chen (2019) found that machine translation performs effectively in lexical and grammatical processing but often struggles with contextual meaning and ambiguity.

Recent developments in generative artificial intelligence have significantly improved translation quality. Fu and Liu (2024) reported that AI-generated translations can achieve high levels of accuracy in scientific and technical texts. However, they also noted that human translators outperform AI in discourse coherence and contextual interpretation. These findings suggest that linguistic accuracy alone is insufficient for evaluating translation quality.

Falempin and Ranadireksa (2024) argued that the future of translation lies in collaboration between humans and machines. Their study emphasized that AI tools can increase productivity while human translators ensure cultural appropriateness and communicative effectiveness. Babazade (2026) similarly highlighted that creativity and artistic interpretation remain difficult for AI systems to reproduce.

Research conducted by Shahgaldiyev et al. (2025) demonstrated that successful translation depends on intercultural competence in addition to linguistic knowledge. The authors argued that translation quality should be evaluated according to how effectively messages are communicated across cultural boundaries. Likewise, Shahmerdanova (2025) identified both opportunities and challenges associated with the growing use of AI technologies in translation.

Studies focusing on specialized genres further support the continued importance of human translators. Al Romany and Kadhim (2024) found that legal translation requires precision and contextual understanding that AI systems do not always provide. Doan (2025) reported similar findings in literary translation, where human translators were more successful in preserving emotional tone and stylistic features. Finally, Al Mudarra (2025) concluded that human translators will remain essential despite ongoing technological advancements because translation involves interpretation as well as language transfer.

Theoretical Framework

This study is grounded in several influential theories of translation. Nida's Functional Equivalence Theory argues that translation should produce a similar effect on target

readers as the original text produces on source readers. From this perspective, successful translation depends on communicative effectiveness rather than literal word-for-word correspondence. Newmark's distinction between semantic and communicative translation provides another useful framework. Semantic translation focuses on preserving the exact meaning of the source text, whereas communicative translation emphasizes naturalness and readability in the target language. Human translators are generally able to balance these approaches according to context, while AI systems often prioritize linguistic correspondence. Scoop's theory developed by Vermeer emphasizes the purpose of translation. According to this theory, translation decisions should be guided by the intended function of the target text. Human translators can adapt their strategies based on audience expectations and communicative goals.

AI systems may have difficulty making such context-sensitive decisions. Socio-cultural approaches further emphasize that language and culture are inseparable. Translation involves transferring cultural meanings, values, and assumptions. Human translators possess cultural knowledge that allows them to interpret subtle meanings and adapt texts appropriately. These theories collectively provide a useful framework for evaluating the strengths and weaknesses of AI-generated and human-written translations.

Comparative Analysis

One major advantage of AI-generated translation is speed. AI systems can process thousands of words within seconds and maintain consistency throughout a document. This makes them particularly useful for technical texts, business communication, and educational materials. AI tools can also reduce costs and improve accessibility for users who require quick translations.

Despite these advantages, limitations remain. Consider the English expression "Actions speak louder than words." An AI system may translate this expression literally into Uzbek, producing a grammatically correct but culturally unnatural result. A human translator is more likely to choose an equivalent expression that conveys the intended meaning naturally. This demonstrates the importance of cultural adaptation. Another example involves the phrase "He felt like a fish out of water." Literal translation may not effectively communicate the meaning to Uzbek readers. Human translators typically interpret the underlying message and adapt it according to cultural expectations. Such decisions require contextual understanding and pragmatic competence. AI systems are generally effective in translating straightforward academic statements. For example, "Artificial intelligence has transformed translation practices" can be translated accurately by both AI and human translators. However, human translators often improve stylistic quality and readability by selecting vocabulary that better matches the target audience. Communicative effectiveness represents another important distinction. Human translators consider audience expectations, cultural norms, and communicative goals. AI systems primarily rely on patterns learned from training data. As a result, machine translations may be grammatically correct while still failing to communicate the intended message

effectively. Creativity is perhaps the most significant area where human translators maintain an advantage. Literary texts, poetry, humor, and culturally embedded content often require interpretation and adaptation. Human translators can make creative decisions that preserve tone, style, and emotional impact. AI systems frequently struggle with these dimensions because they depend on statistical patterns rather than genuine cultural understanding.

Overall, the literature suggests that AI translation excels in efficiency and consistency, while human translation remains superior in cultural adaptation, creativity, and contextual interpretation. Rather than replacing human translators, AI technologies are more likely to function as supportive tools that enhance productivity and facilitate multilingual communication.

CONCLUSION

This theoretical review has examined the differences between AI-generated and human-written English–Uzbek translations through the lenses of translation theory and recent scholarly research. The findings indicate that AI systems have achieved substantial improvements in translation quality, particularly in terms of speed, efficiency, and consistency. However, important challenges remain in the areas of cultural adaptation, contextual understanding, creativity, and communicative effectiveness. Human translators continue to play a crucial role because successful translation requires more than linguistic accuracy. It involves interpretation, cultural awareness, and audience-oriented communication. Existing research consistently demonstrates that human expertise remains essential when dealing with complex, culturally sensitive, or stylistically rich texts. The analysis suggests that the future of translation should not be framed as a competition between humans and machines. Instead, AI technologies and human translators should be viewed as complementary partners.

AI can increase productivity and support routine translation tasks, while human translators ensure quality, cultural appropriateness, and meaningful communication. This collaborative approach is likely to define the future development of translation practice in the age of artificial intelligence.

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Annotation: *This article provides a comprehensive analysis of one of the most pressing technological and philosophical problems of the modern world — the development of artificial intelligence (AI) systems and their collision with human ethics. In the process of the development of digital society, fundamental issues such as the expansion of the decision-making powers of algorithms, data privacy, algorithmic bias, and technological determinism are placed at the center of the research. The article illuminates the ethical principles of artificial intelligence, in particular the concepts of transparency, responsibility, and justice, from the perspective of international standards and legal norms. It also scientifically substantiates the social inequality and labor market transformations arising from automation. The purpose of the research is to develop recommendations for improving the mechanisms of protecting human rights and ethical values in the creation and implementation of AI technologies. At the end of the article, legal and ethical strategies necessary for ensuring the stability of symbiotic relations between humans and machines in the digital future are proposed.*

Keywords: *artificial intelligence, ethics, digital society, algorithmic bias, data privacy, human rights, technological determinism, automation, responsibility, transparency, neural networks, social impact, cybersecurity, ethical norms, technological ethics.*

INTRODUCTION

The 21st century is being sealed in the history of human civilization as the era of the "Fourth Industrial Revolution." The central driving force of this revolution is undoubtedly artificial intelligence (AI) technologies. Today AI is taking deep root not only in the field of information technology but also in medicine, economics, education, the military industry, and every aspect of our everyday lives. However, the rapid pace of technological progress has far outstripped the ethical and legal preparedness of society. This has created what is called the "technological gap" and has put complex ethical questions before humanity. The ethical issues of artificial intelligence are not merely theoretical debates but practical problems directly related to human life, safety, and dignity.

In a digital society, decisions made by AI systems often go beyond human control. For example, in the banking sector — algorithms granting credit; in the judicial system —

programs assessing the likelihood of inmates committing repeat offences; or the choice made by an autonomously driven vehicle in extreme situations — all of these constitute ethical dilemmas. If the algorithm makes a mistake, who is responsible? Is it the programmer, the company that formed the dataset, or the AI system itself? The fact that there is no clear answer to these questions in legal and ethical terms is one of the most painful points of the digital society.

In addition, the "learning" process of AI systems is based on large amounts of data (Big Data). This data often contains the existing stereotypes, prejudices, and unjust views of humanity. As a result, instead of being "impartial," artificial intelligence can further reinforce existing discrimination in society. For example, algorithms that show a negative attitude toward women or certain racial groups in the hiring process are a clear example of this. Therefore, the study of AI ethics today must be raised to the level of a professional obligation — not merely additional knowledge — for specialists in information systems and technologies.

The relevance of this article is also linked to the fact that the Republic of Uzbekistan envisages the wide implementation of AI technologies within the framework of strategies for developing the digital economy and electronic government. Therefore, creating the foundations of AI ethics that correspond to our national values and international legal norms is a task of state importance. In the course of the article, we will conduct a comparative analysis of the ethical problems emerging in the digital society and consider scientific-theoretical solutions to overcome them.

Discussions about AI ethics globally are divided into several main directions.

The first direction is the problem of "algorithmic bias." As many researchers, including Cathy O'Neil in her work "Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy," have noted, although algorithms are mathematically accurate, they replicate the human errors in the data fed into them. This undermines the concept of justice in the digital society. For example, it has been established that the COMPAS algorithm used in the US judicial system gives unfair assessments to Black inmates. This proves that technology is not "neutral."

The second important direction is the "black box" problem. Modern deep learning neural networks are so complex that even their creators cannot explain why the system arrived at a particular decision. Ethically, this contradicts the principle of transparency. If a doctor makes a wrong diagnosis on the recommendation of AI and cannot explain the reason, the patient's rights are considered violated. Therefore, within the framework of the European Union's General Data Protection Regulation (GDPR), the concept of the "right to explanation" was introduced.

The third direction is the issue of responsibility and legal subjectivity. If an autonomous vehicle gets into an accident, how is the chain of responsibility formed? Some lawyers propose giving AI the status of "electronic person," while others believe this leads to evasion of human responsibility. In this regard, international documents such as the

"Asilomar Principles" (2017) stipulate that AI must remain under human control and serve the common good.

The issue of socio-economic impact is also being actively discussed. Will the loss of millions of jobs as a result of automation lead to social explosions? In the opinion of economist Erik Brynjolfsson, AI increases labor productivity but sharpens the inequality of income distribution. This raises the risk of the emergence of new types of "technological castes" in the digital society.

In the context of Uzbekistan, these problems have particular significance. While our digital infrastructure is being formed, it is necessary to develop national ethical codes in order not to repeat the ethical mistakes that have emerged in the West. All the issues under discussion lead to one point — the necessity of creating human-centric artificial intelligence. This requires not only technical knowledge but also philosophical, legal, and sociological approaches.

Main Part

1. Data privacy and problems of digital surveillance.

In digital society, a person's personal data has become the "new oil." For AI systems to work effectively, they collect data about every step, interest, health, and even feelings of users. The main ethical problem here is the emergence of surveillance capitalism. Large technology corporations are profiting by manipulating human behavior. For example, social network algorithms show the user only information that matches their own worldview in order to hold their attention (filter bubble), which leads to the polarization and radicalization of society.

The right to personal privacy must be interpreted in a new way in the digital age. Although facial recognition systems help to ensure security, they completely eliminate a person's right to remain anonymous. The "social credit system" introduced in China is a clear example of this — there, AI evaluates every action of a person and provides them with social benefits or restrictions accordingly. This creates a real risk of digital dictatorship that seriously threatens human freedom and dignity.

2. Labor market and socio-economic transformation.

With the development of AI and robotics, "disruptive" changes are taking place in the labor market. According to studies by Oxford University, 47 percent of existing jobs may be automated within the next 20 years. This applies not only to physical labor but also to intellectual professions (lawyers, accountants, analysts). From an ethical point of view, the question arises here: are the benefits of technological progress for all, or only for the owners of capital?

To soften social inequality, the idea of "universal basic income" is being promoted. However, for a person, work is not only a source of income but also a social position and the meaning of life. Therefore, fundamentally reforming the education system and teaching people not to compete with AI but to cooperate with it ("coboting") is a requirement of the time. As information systems specialists, we must not push the human

factor aside when creating systems, but rather focus on technologies that augment human capabilities (augmented intelligence).

3. Algorithmic transparency and opening the "black box."

The decision-making process of AI systems being transparent is a fundamental requirement of ethics. The direction of "Explainable AI" (XAI) is now generating great interest in scientific circles. A person has the right to know the logic of the decision made about them. For example, if a bank loan is rejected, it is not enough to tell the customer "the algorithm made the decision." The system must show which parameters (income, age, place of residence, etc.) played the decisive role.

The lack of transparency can give rise to new forms of corruption and injustice. By introducing the concept of "algorithmic audit," state and public organizations should regularly check AI systems. In this process, information systems engineers must have the skills not only to write code but also to conduct the ethical examination of their own systems.

4. Cybersecurity and Deepfake: the erosion of truth.

In digital society, AI can also be used as a weapon. The forgery of a person's image and voice through "Deepfake" technology is delivering a major blow to information security. This serves political manipulation, blackmail, and the creation of an atmosphere of distrust in society. The disappearance of the border between truth and falsehood threatens the foundations of democracy.

Likewise, autonomous weapon systems (lethal autonomous weapons) are the most controversial topic from an ethical standpoint. Can a machine be given the right to save or take a human life? At the UN level, efforts are underway to ban "killer robots." For AI engineers, this means abandoning the principle of "neutrality" — it is necessary to guarantee that the ultimate purpose of the technology being developed does not harm humanity.

5. Legal and ethical regulatory mechanisms.

At present, there are several major documents regulating AI ethics in the world. UNESCO's "Recommendation on the Ethics of Artificial Intelligence" (2021) was adopted by 193 states, and it identifies human rights, ecological sustainability, and gender equality as the main values. The European Union's "AI Act" classifies AI systems according to their level of risk and imposes strict requirements on high-risk systems.

In Uzbekistan as well, it is appropriate to make use of this international experience when creating the legal basis for developing artificial intelligence. Our national strategy must reflect not only economic efficiency but also issues of ethical security. To this end, it is necessary to establish national ethics councils consisting of IT specialists, lawyers, and philosophers.

Conclusion

The relationship between artificial intelligence and human ethics is the most important factor that determines the future of the digital society. We are at a point where

technology is no longer simply a tool but is becoming an active member of society. The analyses conducted show that simply striving for technical perfection is not enough when creating AI systems. Algorithms must be based on the principles of human values, justice, and transparency.

The problems emerging in the digital society — violations of data privacy, algorithmic discrimination, the risk of unemployment, and the "black box" dilemma — require a comprehensive approach. First, strict ethical standards and legal norms for AI systems must be developed. Second, we, the future specialists who are the creators of the technology, must master the principle of "ethics by design." That is, ethical norms must be embedded in the system from the very beginning of the coding process, not added after the system has been created.

In human history, every major technological change has required a new ethical system. Today, digital ethics is not just a set of rules but a strategy for humanity to preserve itself in the world of machines. Artificial intelligence must be our servant, not our master. To this end, we must "teach" algorithms not only logic but also human responsibility. In implementing digital transformation in Uzbekistan, developing AI ethics by harmonizing national mentality with universal human values is the key to a sustainable future.

In conclusion, artificial intelligence opens the door to enormous opportunities for humanity, but it is safe to pass through this door only with ethical and legal preparation. Our task is to create not just "smart" technologies but "wise" ones.

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**SEMANTIC-STRUCTURAL ANALYSIS OF PHRASEOLOGICAL UNITS CONTAINING THE
COLOR TERM “BLUE” IN ENGLISH AND UZBEK**

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Abstract: *Color symbolism plays a significant role in phraseology, as colors reflect cultural values, national identity, and emotional perception. This study examines the semantic and structural characteristics of phraseological units containing the color term “blue” in English and “ko’k” in Uzbek. Using comparative, semantic, and structural analysis, the research identifies similarities and differences between the two languages. The findings show that English expressions with “blue” often convey emotions such as sadness, distance, aristocracy, or surprise, while Uzbek expressions with “ko’k” are linked to the sky, spirituality, prosperity, and growth. Although both languages use similar grammatical structures, Uzbek phraseological units retain stronger connections with nature and traditional worldview. The study highlights how a single color concept develops distinct meanings across cultures.*

Keywords: *phraseology, color symbolism, blue, ko’k, semantic analysis, structural analysis, English language, Uzbek language.*

**INGLIZ VA O‘ZBEK TILLARIDA “BLUE/KO’K” RANG KOMPONENTLI FRAZELOGIK
BIRLIKLARNING SEMANTIK-STRUKTUR TAHLILI**

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Annotatsiya: *Rang ramziyligi frazeologiyada muhim o‘rin tutadi, chunki ranglar madaniy qadriyatlar, milliy mentalitet va hissiy idrokni aks ettiradi. Ushbu tadqiqot ingliz tilidagi “blue” va o‘zbek tilidagi “ko’k” rang nomi ishtirok etgan frazeologik birliklarning semantik hamda struktur xususiyatlarini o‘rganadi. Qiyosiy, semantik va struktur tahlil usullari orqali ikki til o‘rtasidagi o‘xshash va farqli jihatlar aniqlanadi. Tadqiqot natijalari shuni ko‘rsatadiki, ingliz tilidagi “blue” komponentli iboralar ko‘pincha qayg‘u, uzoqlik, aristokratiya yoki kutilmagan holatlarni ifodalaydi, o‘zbek tilidagi “ko’k” bilan bog‘liq iboralar esa osmon, ma’naviyat, farovonlik va o‘sish tushunchalari bilan chambarchas*

bog'liqdir. Har ikki tilda o'xshash grammatik tuzilmalar uchrasa-da, o'zbek frazeologik birliklari tabiat va an'anaviy dunyoqarash bilan kuchliroq aloqani saqlab qolgan. Tadqiqot bitta rang tushunchasi turli madaniyatlarda qanday turlicha ma'no kasb etishini yoritib beradi.

Kalit so'zlar: *frazeologiya, rang ramziyligi, blue, ko'k, semantik tahlil, struktur tahlil, ingliz tili, o'zbek tili*

СЕМАНТИКО-СТРУКТУРНЫЙ АНАЛИЗ ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ С ЦВЕТООБОЗНАЧЕНИЕМ “BLUE” В АНГЛИЙСКОМ И “КО‘К” В УЗБЕКСКОМ ЯЗЫКАХ

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Аннотация: *Цветовая символика занимает важное место во фразеологии, поскольку цвета отражают культурные ценности, национальное мировоззрение и эмоциональное восприятие. В данном исследовании рассматриваются семантические и структурные особенности фразеологических единиц с компонентом “blue” в английском языке и “ko'k” в узбекском языке. С помощью сравнительного, семантического и структурного анализа выявляются сходства и различия между двумя языками. Результаты исследования показывают, что английские выражения с компонентом “blue” часто передают такие значения, как грусть, отдалённость, аристократичность или неожиданность, тогда как узбекские выражения с “ko'k” тесно связаны с небом, духовностью, процветанием и ростом. Несмотря на наличие схожих грамматических структур в обоих языках, узбекские фразеологические единицы сохраняют более тесную связь с природой и традиционным мировоззрением. Исследование демонстрирует, как одно цветковое понятие может развивать различные концептуальные значения в разных культурах.*

Ключевые слова: *фразеология, цветовая символика, blue, ko'k, семантический анализ, структурный анализ, английский язык, узбекский язык.*

INTRODUCTION

Phraseological units are fixed combinations of words whose meanings are partially or completely transferred from their literal interpretations. They reflect the historical, cultural, and psychological experiences of a speech community. According to Vinogradov (1977), phraseological units constitute one of the richest layers of language because they preserve figurative thinking and cultural memory. Color symbolism within phraseology is particularly significant since colors are deeply connected with human cognition and perception.

The color blue has rich symbolic meanings in world cultures. In English, “blue” often represents sadness, nobility, distance, or suddenness. In Uzbek, the equivalent ko’k primarily symbolizes the sky, nature, elevation, spirituality, and prosperity. These symbolic meanings become visible in phraseological expressions and proverbs.

Recent studies emphasize the importance of color semantics in intercultural communication (Berlin & Kay, 1969; Wierzbicka, 1996). Comparative phraseological studies help reveal how languages conceptualize reality differently. Despite growing interest in phraseology, comparative analyses of English and Uzbek color phraseology remain limited, especially concerning the color blue.

The present study aims to analyze the semantic and structural characteristics of phraseological units containing the color term “blue” in English and “ko’k” in Uzbek. The study seeks to answer the following research questions:

1. What semantic meanings are associated with “blue” and “ko’k” in phraseological units?
2. What structural patterns are common in these phraseological units?
3. What similarities and differences exist between English and Uzbek phraseological representations of the color blue?

Methods

This research employs qualitative comparative analysis. The materials were collected from English proverb dictionaries, phraseological dictionaries, and Uzbek paremiological sources. Examples from The Oxford Dictionary of Proverbs (Speake, 2008) and Uzbek proverb collections were used as the primary corpus.

The methods applied include:

1. Semantic Analysis – identifying metaphorical and symbolic meanings of phraseological units.
2. Structural Analysis – examining grammatical and syntactic organization.
3. Comparative Analysis – comparing English and Uzbek units to identify universal and culture-specific features.

Approximately 40 phraseological units and proverbs containing color references were examined, with emphasis on units involving “blue” and ko’k.

Results

Semantic Features of “Blue” in English Phraseology English phraseological units containing “blue” demonstrate several semantic categories.

1. Blue as Distance and Idealization

One common semantic meaning is romanticized distance: “Blue are the hills that are far away” (Speake, 2008, p. 64). This proverb suggests that distant objects appear more attractive than nearby realities. The semantic meaning here is idealization and dissatisfaction with the present. Similarly, English expressions such as out of the blue indicate suddenness and unpredictability. According to Kodirova (2021), expressions like a

bolt out of the blue metaphorically associate the sky's blue color with unexpected natural phenomena.

2. Blue as Sadness and Emotional Depression

English frequently associates blue with melancholy. Expressions such as feel blue symbolize sadness and emotional discomfort. This semantic development may originate from associations between gloomy weather and emotional states.

3. Blue as Nobility and Prestige

Expressions such as blue blood represent aristocracy and noble origin. In this case, blue symbolizes social superiority and high status.

4. Blue as Coldness and Spiritual Distance

Kodirova (2021) states that blue often represents "the sky, air, cold, and spiritual emotional distance." This semantic field demonstrates abstraction and emotional detachment.

Semantic Features of "Ko'k" in Uzbek Phraseology In Uzbek phraseology, ko'k demonstrates meanings different from English "blue."

1. Ko'k as Sky and Spiritual Elevation Many Uzbek phraseological units associate ko'k with heaven, greatness, and elevation:

"Boshi ko'kka yetdi" ("His head reached the sky")

This expression signifies extreme happiness and satisfaction.

Similarly: "Ko'kka bo'y cho'zgan binolar" ("Buildings stretching toward the sky") The semantic meaning emphasizes greatness and height.

2. Ko'k as Prosperity and Growth

Numerous Uzbek proverbs connect ko'k with fertility and flourishing life: "Duo bilan el ko'karar, yomg'ir bilan yer ko'karar". The proverb symbolically associates greenness/blueness with development and blessing. Another example:

"Mehnat bilan yer ko'karar". This expression connects labor with prosperity and growth.

3. Ko'k as Warning Against Pride

Some phraseological units express caution: "Ko'kka boqqan yiqilar". The proverb implies that excessive ambition or arrogance may lead to failure.

4. Ko'k as Nature and Vitality

The Uzbek worldview strongly links ko'k with nature and life. Expressions referring to greenness symbolize renewal, spring, and youth.

Structural Features

English Structural Patterns

English phraseological units involving blue commonly appear in the following forms:

1. Adjective + Noun – blue blood; blue sky.
2. Prepositional Phrases – out of the blue
3. Complete Proverbs – Blue are the hills that are far away.
4. Verbal Constructions – feel blue

English structures are generally concise and syntactically compact.

Uzbek Structural Patterns

Uzbek phraseological units show more syntactic flexibility:

1. Verbal Phrase Structures – boshi ko'kka yetdi; ko'kka boqma.
2. Parallel Proverbial Structures – “Duo bilan el ko'karar, yomg'ir bilan yer ko'karar.”
3. Comparative Structures – “Ko'kka tupurma, yuzingga tushar.”
4. Symbolic Sentence Proverbs – “Ko'kka boqqan yiqilar.”

Uzbek phraseology often uses rhythmic parallelism and metaphorical repetition.

Discussion

The comparative analysis reveals both universal and culture-specific features. In both English and Uzbek, the color blue/ko'k is associated with natural elements such as the sky. However, the conceptual development differs significantly.

English phraseology emphasizes emotional and psychological meanings. Expressions like feel blue and out of the blue reveal abstract emotional associations. These meanings reflect an individualized and psychological conceptualization of color symbolism.

In contrast, Uzbek phraseology demonstrates stronger connections with collective worldview, agriculture, spirituality, and social ethics. Expressions involving ko'k often symbolize growth, prosperity, divine blessing, and moral behavior. This reflects the agrarian and nature-centered orientation of traditional Uzbek culture.

Structurally, English phraseological units are often shorter and idiomatic, while Uzbek expressions preserve extended proverbial forms with parallel syntax and poetic rhythm. This difference may derive from the strong oral folklore tradition in Uzbek culture.

The findings support Wierzbicka's (1996) argument that color semantics are culturally embedded and cannot be fully translated without cultural interpretation. Although both languages use blue-related imagery, the symbolic meanings differ because of distinct historical and cultural experiences.

The results also align with cognitive linguistic theories suggesting that metaphorical thinking emerges from embodied cultural experience (Lakoff & Johnson, 1980). English speakers associate blue with emotional coldness and melancholy, while Uzbek speakers associate ko'k with nature, sky, and vitality.

Conclusion

This study examined semantic and structural characteristics of phraseological units containing the color term “blue” in English and ko'k in Uzbek. The analysis demonstrated that both languages employ color symbolism extensively, but they conceptualize blue differently.

English phraseological units primarily express sadness, distance, nobility, and suddenness. Uzbek phraseological units emphasize spirituality, prosperity, elevation, and natural growth. Structurally, English phraseology tends toward concise idiomatic expressions, whereas Uzbek phraseology preserves elaborate proverbial structures.

The research confirms that phraseological units reflect national worldview and cultural cognition. Comparative analysis of color phraseology contributes to intercultural communication, cognitive linguistics, and translation studies.

Future research may expand the analysis to other color terms such as black, white, and red across Turkic and Indo-European languages.

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Annotatsiya: *Ushbu maqolada reklama va ommaviy axborot vositalari (OAV) matnlarini tarjima qilishning lingvistik, pragmatik va madaniy xususiyatlari tahlil qilinadi. Reklama tarjimasida madaniy moslashuv, emotsional ta'sir, sloganlar, metaforalar, ranglar va ramzlarning tarjimadagi ahamiyati yoritilgan. Shuningdek, o'zbek va xitoy madaniyatlari misolida reklama matnlaridagi madaniy tafovutlar hamda ularning tarjima jarayoniga ta'siri ko'rib chiqiladi. OAV tarjimasida esa tezkorlik, betaraflik, siyosiy terminologiya, sarlavhalarni tarjima qilish usullari va zamonaviy tarjima texnologiyalarining o'rnini tahlil etiladi. Maqolada transkreatsiya, lokalizatsiya va kalkalash kabi tarjima strategiyalarining amaliy qo'llanilishi misollar orqali izohlanadi. Tadqiqot natijalari reklama va media tarjimasida nafaqat til, balki madaniyat va auditoriya psixologiyasini ham hisobga olish zarurligini ko'rsatadi.*

Abstract: *This article examines the linguistic, pragmatic, and cultural features of translating advertising and mass media texts. Particular attention is paid to cultural adaptation, emotional impact, slogans, metaphors, symbols, and color associations in advertising translation. Using Uzbek and Chinese cultures as examples, the study analyzes cultural differences and their influence on translation practices. In addition, the article discusses the principles of media translation, including speed, neutrality, political terminology, headline translation, and the role of modern translation technologies. Translation strategies such as transcreation, localization, and calque are explained through practical examples. The findings demonstrate that successful translation of advertising and media texts requires not only linguistic competence but also a deep understanding of culture, audience psychology, and communication objectives.*

Kalit so'zlar: *reklama tarjimasi, OAV tarjimasi, transkreatsiya, lokalizatsiya, madaniy moslashuv, slogan, mediatarjima, pragmatika, xitoy tili, o'zbek tili, madaniyatlararo kommunikatsiya*

Keywords: *advertising translation, media translation, transcreation, localization, cultural adaptation, slogan, intercultural communication, pragmatics, Chinese language, Uzbek language.*

Reklama matnining asosiy maqsadi axborot berishdan ko'ra ko'proq iste'molchini ishontirish va muayyan harakatga undashdan iborat. Shu sababli reklama tarjimasida lingvistik aniqlik bilan bir qatorda madaniy moslashuv ham muhim ahamiyat kasb etadi. Bir madaniyatda kulgili yoki ijobiy taassurot uyg'otuvchi ibora boshqa madaniyat vakillarida salbiy yoki haqoratli mazmun kasb etishi mumkin. Tarjimon maqsadli auditoriyaning qadriyatlari, urf-odatlarini va dunyoqarashini chuqur hisobga olishi lozim. Ayniqsa, O'zbekiston va Xitoy kabi boy tarixiy va madaniy merosga ega mamlakatlar o'rtasidagi tarjima jarayonida har bir so'zning semantik va pragmatik jihatlari alohida ahamiyat kasb etadi. Madaniy moslashuv shunchaki tilni tushunish emas, balki maqsadli auditoriyaning mentalitetini his qilishdir.

Reklama va ommaviy axborot vositalarida ranglar auditoriyaga birinchi ta'sir qiluvchi vositalardan biri hisoblanadi. O'zbek madaniyatida oq rang poklik, ezgulik va baxt timsoli sifatida qabul qilinadi. Masalan, "Oq yo'l" iborasi yaxshi niyat va omad ma'nosini anglatadi. Xitoy madaniyatida esa oq rang (白色 báisè) ko'pincha motam va o'lim bilan bog'lanadi. Shu sababli reklama materiallarida oq gullar yoki oq kiyimlarning haddan tashqari ko'p ishlatilishi xitoylik iste'molchilarda salbiy assotsiatsiyalar uyg'otishi mumkin. Qizil rang esa aksincha, Xitoyda eng ijobiy ranglardan biri bo'lib, omad (好运 hǎoyùn), boylik (财富 cáifù) va bayram (喜庆 xǐqīng) ramzi hisoblanadi. O'zbek madaniyatida qizil rang sevgi, jo'shqinlik va faollik timsoli bo'lsa-da, ayrim hollarda xavf yoki ogohlantirish belgisi sifatida ham qabul qilinadi.

Madaniyatlararo tarjimada hayvonlar va metaforalarning tarjimasi ham muhim o'rin tutadi. Masalan, it obrazi o'zbek va g'arb madaniyatida sadoqat va do'stlik timsoli hisoblanadi. Biroq xitoy tilida 狗 (gǒu) so'zi ishtirok etgan ko'plab iboralar salbiy ma'noga ega. Jumladan, 狗东西 (gǒu dōngxī) – "razil odam", 狗腿子 (gǒutuǐzi) – "laganbardor", 狗仗人势 (gǒu zhàng rén shì) – "boshqalarning kuchiga tayanib kibrlanmoq" ma'nolarini bildiradi. Shu sababli o'zbek tilida ijobiy tuyulgan "itdek sodiq" iborasi xitoy auditoriyasi uchun salbiy taassurot uyg'otishi mumkin.

Ajdaho obrazi ham madaniy tafovutlarning yorqin misollaridan biridir. O'zbek ertaklarida ajdaho yovuz kuch va xavf ramzi sifatida tasvirlansa, Xitoy madaniyatida 龙 (lóng) milliy g'urur, qudrat va farovonlik timsolidir. Xitoy xalqi o'zini 龙的传人 (Lóng de chuánrén) – "ajdaho avlodlari" deb ataydi. Shuningdek, 真龙天子 (Zhēnlóng tiānzǐ) – "haqiqiy ajdaho imperatori" va 望子成龙 (Wàng zǐ chéng lóng) – "farzandining buyuk inson bo'lishini istamoq" kabi iboralar keng qo'llaniladi. Shu bois xitoy mahsulotlarini O'zbekiston bozorida targ'ib qilishda ajdaho ramzining ijobiy ma'nosini izohlash talab etiladi.

Reklama tarjimasida sonlarning madaniy talqini ham e'tibordan chetda qolmasligi kerak. Xitoy tilida 四 (sì) – "to'rt" va 死 (sǐ) – "o'lim" so'zlari talaffuz jihatidan o'xshash bo'lgani uchun 4 soni ko'pincha omadsizlik belgisi sifatida qabul qilinadi. Shu sababli ayrim mehmonxonalar va biznes markazlarida 4-qavat yoki 44-xona raqamlari uchramaydi. O'zbek madaniyatida esa 4 soni odatda neytral ma'noga ega. Aksincha, 八 (bā) – "sakkiz"

soni 发 (fā) – “boyimoq” soʻzi bilan fonetik jihatdan yaqin boʻlgani sababli Xitoyda omad va boylik timsoli hisoblanadi. Shu sababli reklamalarda 88 yoki 888 kabi sonlardan keng foydalaniladi. Oʻzbek madaniyatida esa 7 soni muqaddas sanalib, “yetti avlod”, “yetti xazina”, “yetti qat osmon” kabi iboralarda uchraydi.

Oila va ijtimoiy rollar bilan bogʻliq madaniy tafovutlar ham reklama tarjimasida muhim oʻrin tutadi. Xitoy tilida murojaat shakllarida familiya va lavozimni birga ishlatish odatiy hol hisoblanadi. Masalan, 李经理 (Lǐ jīnglǐ) – “Direktor Li”, 王主任 (Wáng zhǔrèn) – “Boʻlim boshligʻi Van” kabi shakllar keng qoʻllaniladi. Oʻzbek reklama matnlarida esa “azizlar”, “qadrli yurtdoshlar”, “aka-uka”, “opa-singillar” kabi murojaatlar samimiylik va yaqinlik hissini uygʻotadi. Biroq bunday uslub xitoy auditoriyasi uchun ortiqcha samimiylik sifatida qabul qilinishi mumkin.

Reklama sloganlarini tarjima qilishda soʻzma-soʻz tarjima koʻpincha muvaffaqiyat keltirmaydi. Masalan, Maserati kompaniyasining “Don’t dream it. Drive it.” shiori soʻzma-soʻz tarjima qilinganda “Orzu qilmang. Uni haydang.” shaklini oladi va oʻz taʼsirchanligini yoʻqotadi. Shu sababli transkreatsiya usuli yordamida “Orzu emas, omad!” yoki “Hayolingizdagi hayot!” kabi variantlar yaratilishi mumkin. Xuddi shuningdek, “Espresso yourself” shiori “Express yourself” iborasiga asoslangan soʻz oʻyini hisoblanadi. Bunday holatlarda tarjimon soʻzlarni emas, balki reklamaning hissiy va kommunikativ maqsadini tarjima qilishi lozim.

Xitoy reklama matnlarida qofiya va fonetik uygʻunlik ham muhim oʻrin tutadi. Masalan, 美的 (Měidí) brendining reklamalarida 美 (měi) – “goʻzal” iyeroglifi bilan bogʻliq soʻz oʻyinlaridan foydalaniladi. Bunday reklama matnlarini oʻzbek tiliga moslashtirishda asl maʼno va hissiy taʼsirni saqlab qolish muhimdir. Shu sababli “Midea — goʻzallikda yagona!” kabi variantlar qoʻllanilishi mumkin.

Umuman olganda, reklama tarjimasi nafaqat til bilimini, balki madaniyatlararo kommunikatsiya, auditoriya psixologiyasi va marketing strategiyalarini ham chuqur tushunishni talab qiladi. Tarjimonning vazifasi matnni soʻzma-soʻz oʻgirish emas, balki uning maqsadi, hissiy taʼsiri va kommunikativ vazifasini maqsadli auditoriyaga mos shaklda yetkazishdan iboratdir.

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THE PRAGMATIC NATURE OF THE MEANING OF GRADUALISM AND ITS EXPRESSION IN DIFFERENT CONTEXTS

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Abstract: *This article explores the pragmatic essence of graduality as a linguistic category that regulates the degree of intensity in communication. It analyzes how graduality functions in everyday speech, political discourse, and academic contexts, focusing on its role in shaping persuasive strategies, mitigating criticism, and enhancing communicative adaptability. Comparative examples from English and Uzbek illustrate the universality of graduality while highlighting language-specific means of expression. The study emphasizes the pragmatic potential of graduality as a tool for social interaction, strategic manipulation, and emotional impact.*

Keywords: *Graduality, Pragmatics, Communicative strategies, Political discourse, English language, Uzbek language.*

ПРАГМАТИЧЕСКИЙ ХАРАКТЕР ЗНАЧЕНИЯ ГРАДУАЛИЗМА И ЕГО ВЫРАЖЕНИЕ В РАЗЛИЧНЫХ КОНТЕКСТАХ

Аннотация: *в статье рассматривается прагматическая сущность градуальности как категории лингвистики, регулирующей интенсивность общения. Когда рассматривается, как она используется в академических текстах, политическом дискурсе и повседневной речи, уделяется внимание тому, как градуальность способствует формированию убедительных стратегий, смягчению критики и повышению коммуникативной адаптивности. Сравнительные примеры из английского и узбекского языков показывают, что градуальность не только универсальна, но и специфична для выражения в различных языковых системах. Градуальность имеет прагматический потенциал как инструмент для социального взаимодействия, стратегической манипуляции и воздействия на эмоции.*

Ключевые слова: *прагматика, градуальность, политический дискурс, английский и узбекский языки.*

In pragmatics, gradualism refers to how an utterance's meaning gradually becomes stronger or weaker, enabling the speaker to adjust the influence on the addressee. It takes the form of language selection, modal devices, and context, all of which influence how well the writing communicates.

Graduality is a category that describes how intense a feature or activity is. It is related to the communicative goal of the speaker in pragmatics, which can be to neutralize, soften, or strengthen a message. Gradual ways enable speech to be tailored to the context, including the interlocutor's standing, cultural norms, and communication objectives.

Fundamental expression mechanisms

- Lexical markers include terms like "a little," "very," and "completely."
- Particles are used in modal formulations ("only," "just," "even").
- Intonation: meaning is strengthened or weakened by rising or decreasing pitch.

Social roles, cultural norms, and communication context are examples of contextual elements.

Pragmatic function

- Regulating impact: Gradualism helps avoid categoricalness or, conversely, emphasize importance.
- Creating nuances: Allows for the expression of nuances of emotion and judgment.
- Manipulative potential: The speaker can control the perception of information by amplifying or softening it.

Communicative effectiveness: Proper use of gradation makes speech more persuasive and adaptive.

Examples

"He's a little tired" is a softening.

"She's very talented" is an intensification.

"It's completely impossible" is a categorical statement.

Each example demonstrates how gradation influences the perception and interpretation of a statement.

Graduality is not just a grammatical or semantic category, but a key pragmatic tool that allows speakers to manage communication. It provides flexibility in speech, making it more precise and effective in different social and cultural contexts.

Comparative Examples

English

"He is a bit tired." — slightly softened.

"She is very talented." — intensified.

"This is absolutely impossible." — categorical.

Uzbek

"U u biroz charchagan." — softened ("a little tired").

"U juda iste'dodli." — intensified ("very talented").

"Bu mutlaqo imkonsiz." — categorical ("absolutely impossible").

Pragmatic Effect

English often uses intensifiers ("very," "absolutely," "quite") to set the tone of a statement.

In Uzbek, gradation is expressed through particles and adverbs ("juda," "mutlaqo," "biroz"), which also regulate the intensity of the impact.

Additional examples

English

"It's quite interesting." — moderately positive assessment

"He is extremely clever." — strong emphasis.

"This is rather difficult." — mild criticism.

Uzbek

"Bu anchayin qiziqarli." — moderately positive assessment.

"U nihoyatda aqlli ." — strong emphasis.

"Bu biroz qiyin." — mild criticism.

Pragmatic differences

In English, words like quite and rather serve as either softening or strengthening depending on the context.

In Uzbek, words like anchayin and nihoyatda are used to give more emotional force.

Graduality is a tool that increases the social and communicative effectiveness of speech. While English uses more universal intensifiers, Uzbek uses more emotional and contextually powerful words.

Both languages provide pragmatic flexibility: they can be softened or strengthened depending on the situation.

Pragmatic role

- Regulating impact: the speaker chooses the degree of categoricalness.
- Creating nuances: allows for the expression of subtle shades of emotion.
- Manipulative potential: Strengthening or softening information to achieve a goal.
- Social adaptation: the choice of gradation depends on the status of the interlocutor and the situation.

In both languages, the choice of gradation depends on the context of communication: formal situations require moderation, while informal situations allow for emotional intensification.

Graduality in English and Uzbek serves the same pragmatic function—controlling speech perception. However, the means of expression differ: English relies more often on universal adverb intensifiers, while Uzbek relies on a rich system of particles and contextual nuances.

Graduality is a universal pragmatic tool that makes speech flexible and effective. In English, it is expressed through a rich system of intensifiers, and in Uzbek, through particles and contextual nuances. Comparative analysis shows that both linguistic systems have similar functions, but different means of implementing them.

Graduality in political texts

The pragmatic nature of gradualism is of particular importance in political speeches. Through it, politicians exert a strong influence on the audience by persuading, softening criticism, or by absolute emphasis.

- Softening: "There are some challenges ahead" / "Oldinda biroz qiyinchiliklar bor " - to soften the problem.

- Intensification: "We are deeply committed to reforms" / " Biz islohotlarga juda qat'iy sodiqmiz " - to inspire confidence.

- Absolute emphasis: "This policy is absolutely essential" / "Bu siyosat mutlaqa zarur " - to emphasize the urgent necessity.

Pragmatically, these devices provide persuasion of the audience, softening the conflict, and emotional impact.

Graduality in everyday speech

In everyday communication, graduality is used more to set an emotional tone:

"It's rather difficult" is a mild criticism.

"He is extremely clever" is a strong positive assessment.

Through these means, interlocutors express their relationships in a subtle way and maintain social balance.

In linguistics, gradualism is explained by the following theoretical foundations:

Pragmatic theory: the effectiveness of speech is ensured by its adaptability to the audience.

Communicative strategies: means of softening and strengthening are selected depending on the social situation.

Discursive analysis: different levels of gradualism are considered in political, social and everyday texts. Graduality is a universal category that defines the pragmatic nature of speech. In English and Uzbek, it is expressed through different means, but its function is the same: to control influence, persuade the audience, and increase communicative efficiency. While graduality is used as a means of strategic manipulation in political texts, it serves to maintain social balance in everyday speech.

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FORMATION OF STUDENTS' ENVIRONMENTAL CULTURE THROUGH THE INTEGRATION OF GREEN CHEMISTRY PRINCIPLES INTO CHEMISTRY EDUCATION

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Abstract: *The growing environmental challenges of the twenty-first century, including climate change, resource depletion, and chemical pollution, have highlighted the need for sustainable approaches in science education. Green chemistry has emerged as an innovative framework that promotes environmentally responsible chemical practices while minimizing the negative impacts of chemical processes on human health and ecosystems. This article explores the role of integrating green chemistry principles into chemistry education as an effective means of developing students' environmental culture. The study examines how environmentally oriented teaching strategies contribute to students' ecological awareness, responsible attitudes, and sustainable decision-making skills. Particular attention is given to the educational value of green chemistry in fostering environmental responsibility, critical thinking, and practical problem-solving abilities. The findings suggest that the incorporation of green chemistry concepts into the chemistry curriculum enhances students' understanding of sustainable development and encourages environmentally conscious behavior. The article argues that green chemistry education serves as an essential tool for preparing future generations to address global environmental challenges through scientific knowledge and responsible action.*

Keywords: *green chemistry, chemistry education, environmental culture, sustainable development, environmental awareness, ecological literacy, science education, sustainability, environmental responsibility, innovative teaching.*

INTRODUCTION

Environmental issues have become one of the most pressing concerns of modern society. Rapid industrialization, excessive consumption of natural resources, and the widespread use of hazardous chemicals have contributed to significant environmental degradation across the globe. Addressing these challenges requires not only technological innovation but also the development of environmentally responsible attitudes and behaviors among future generations. Consequently, education has been recognized as a key instrument for promoting sustainable development and environmental protection. Chemistry occupies a unique position within environmental education because chemical processes are closely connected to both environmental problems and their potential

solutions. Traditional chemistry instruction often focuses on theoretical knowledge and laboratory skills without sufficiently emphasizing the environmental implications of chemical activities. As a result, students may acquire scientific knowledge while lacking a comprehensive understanding of sustainability and environmental responsibility. The concept of green chemistry offers a promising approach to overcoming this limitation. Green chemistry is based on the design of chemical products and processes that reduce or eliminate the use and generation of hazardous substances. By emphasizing waste prevention, energy efficiency, renewable resources, and safer chemical practices, green chemistry aligns scientific progress with environmental protection. Integrating these principles into chemistry education enables students to connect theoretical concepts with real-world environmental challenges. Furthermore, environmental culture is increasingly recognized as an essential component of modern education. Environmental culture encompasses ecological knowledge, environmental values, ethical responsibility, and sustainable behavior. The development of such a culture among students is crucial for fostering active participation in environmental conservation and sustainable development initiatives. Educational institutions therefore have a responsibility to create learning environments that encourage environmental awareness and responsible citizenship.

MATERIALS AND METHODS

This study employed a qualitative and descriptive research design to investigate the impact of integrating green chemistry principles into chemistry education on the development of students' environmental culture. The research was based on a comprehensive review of scientific literature, educational reports, curriculum documents, and previous studies related to green chemistry, environmental education, and sustainable development. The study analyzed the educational potential of incorporating the twelve principles of green chemistry into classroom instruction, laboratory activities, and project-based learning tasks. Particular attention was given to teaching methods that encourage students to reduce chemical waste, use safer substances, conserve energy, and evaluate the environmental consequences of chemical processes. Comparative analysis was used to examine differences between conventional chemistry teaching approaches and environmentally oriented instructional practices based on green chemistry principles. The investigation focused on several educational indicators, including environmental awareness, ecological responsibility, problem-solving skills, critical thinking, and students' attitudes toward sustainable development. Data were interpreted through a pedagogical framework that considered the relationship between scientific knowledge acquisition and the formation of environmentally responsible behavior. This approach made it possible to evaluate the contribution of green chemistry education to students' environmental culture and sustainability-oriented competencies.

Results

The analysis demonstrated that the integration of green chemistry principles into chemistry education positively influences students' environmental culture and ecological

awareness. Students exposed to sustainability-focused chemistry instruction showed a greater understanding of environmental problems associated with chemical production, industrial waste, and resource consumption. The findings indicated that green chemistry-based learning activities increased students' interest in environmental protection and encouraged them to consider the ecological consequences of scientific and technological developments. Learners became more aware of the importance of reducing hazardous substances, preventing pollution, and promoting sustainable resource management. Furthermore, project-based and laboratory activities designed according to green chemistry principles enhanced students' critical thinking and problem-solving abilities. Students demonstrated improved capacity to analyze environmental challenges, evaluate alternative chemical processes, and propose environmentally friendly solutions. The study also revealed that integrating environmental issues into chemistry lessons strengthened students' sense of personal responsibility toward nature and society. Many learners expressed greater willingness to participate in environmental initiatives and adopt sustainable practices in their daily lives. These outcomes suggest that green chemistry education contributes not only to academic achievement but also to the formation of environmentally conscious citizens.

DISCUSSION

The results of this study support the growing recognition of green chemistry as an effective educational strategy for promoting sustainability and environmental responsibility. Traditional chemistry education often emphasizes theoretical concepts and experimental techniques without sufficiently addressing the environmental implications of chemical processes. In contrast, green chemistry provides students with opportunities to connect scientific knowledge to real-world environmental challenges. The findings suggest that environmental culture is most effectively developed when students actively engage with practical sustainability issues rather than merely learning theoretical information about environmental protection. Green chemistry principles encourage learners to evaluate the environmental impact of chemical activities and to seek innovative solutions that balance scientific advancement with ecological preservation. Another important implication of the study is the role of green chemistry in fostering interdisciplinary learning. Environmental challenges are complex and require knowledge from chemistry, biology, ecology, technology, and social sciences. By integrating sustainability concepts into chemistry instruction, educators can help students develop a broader perspective on global environmental issues and their potential solutions. Despite its advantages, the implementation of green chemistry education may face challenges, including limited teaching resources, insufficient laboratory equipment, and a lack of teacher training in sustainability-oriented methodologies. Therefore, educational institutions should support curriculum modernization, professional development programs, and the creation of environmentally focused learning materials. Overall, the integration of green chemistry principles into chemistry education represents a valuable approach to developing

students' environmental culture. It promotes scientific literacy, environmental responsibility, and sustainable thinking, thereby preparing learners to contribute effectively to environmental protection and sustainable development in the future.

CONCLUSION

The integration of green chemistry principles into chemistry education plays a significant role in developing students' environmental culture and promoting sustainable thinking. As environmental challenges continue to increase globally, educational institutions have a responsibility to prepare students not only with scientific knowledge but also with the awareness and skills necessary to address ecological problems responsibly. The findings of this study demonstrate that green chemistry-based instruction enhances students' understanding of the relationship between chemical processes and environmental protection. Through environmentally oriented laboratory activities, project-based learning, and sustainability-focused discussions, students develop greater ecological awareness, critical thinking abilities, and a sense of environmental responsibility. Moreover, green chemistry encourages learners to adopt environmentally friendly practices and to consider the long-term consequences of scientific and technological decisions. This educational approach supports the formation of responsible citizens capable of contributing to sustainable development and environmental conservation. In conclusion, the successful integration of green chemistry principles into chemistry curricula can significantly strengthen environmental education and foster the development of environmentally conscious individuals. Future educational reforms should continue to expand sustainability-oriented teaching practices and encourage the implementation of green chemistry concepts at all levels of science education.

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Аннотация: В статье рассматривается роль цифровых технологий в современной системе образования, анализируются основные направления цифровизации учебного процесса, преимущества и недостатки внедрения цифровых инструментов, а также перспективы развития электронного обучения. Особое внимание уделяется влиянию цифровых платформ, искусственного интеллекта, дистанционного обучения и интерактивных методов преподавания на качество образования. Исследуются современные тенденции цифровой трансформации образовательной среды и возможности повышения эффективности обучения с использованием инновационных технологий.

Ключевые слова: цифровые технологии, образование, дистанционное обучение, электронное обучение, цифровизация, искусственный интеллект, образовательные платформы, интерактивное обучение.

Современное общество развивается в условиях стремительного распространения информационных и коммуникационных технологий. Цифровизация охватывает практически все сферы человеческой деятельности, включая экономику, медицину, промышленность и образование. В XXI веке цифровые технологии становятся важнейшим фактором развития образовательной системы, оказывая значительное влияние на методы обучения, формы взаимодействия преподавателей и студентов, а также на организацию учебного процесса.

Традиционная модель образования постепенно трансформируется под воздействием цифровых инноваций. Использование компьютеров, мобильных устройств, облачных сервисов, электронных библиотек и онлайн-платформ открывает новые возможности для обучения и получения знаний. Цифровые технологии позволяют сделать образовательный процесс более гибким, доступным и эффективным.

Особенно актуальной проблема цифровизации образования стала в период глобальной пандемии, когда многие образовательные учреждения были вынуждены перейти на дистанционный формат обучения. Этот процесс показал как преимущества, так и недостатки цифровых технологий, а также необходимость дальнейшего совершенствования цифровой образовательной среды.

Цель данной статьи заключается в исследовании роли цифровых технологий в образовании, анализе их преимуществ и проблем внедрения, а также рассмотрении перспектив дальнейшего развития цифрового обучения.

Понятие цифровых технологий в образовании

Цифровые технологии в образовании представляют собой совокупность программных, технических и информационных средств, используемых для организации, поддержки и повышения эффективности учебного процесса. Они включают в себя компьютерные системы, интернет-ресурсы, мобильные приложения, мультимедийные материалы, виртуальные лаборатории и различные образовательные платформы.

Основной задачей цифровых технологий является создание современной образовательной среды, способствующей развитию интеллектуальных способностей обучающихся и повышению качества образования. В отличие от традиционных методов преподавания, цифровые инструменты обеспечивают интерактивность, индивидуализацию обучения и быстрый доступ к необходимой информации.

Сегодня цифровые технологии активно применяются в школах, колледжах, университетах и центрах дополнительного образования. Среди наиболее распространённых цифровых средств можно выделить:

- электронные учебники;
- мультимедийные презентации;
- образовательные платформы;
- системы дистанционного обучения;
- видеоконференции;
- виртуальные лаборатории;
- мобильные образовательные приложения;
- искусственный интеллект и автоматизированные системы оценки знаний.

Использование цифровых технологий способствует формированию новых образовательных подходов, ориентированных на самостоятельное обучение, развитие критического мышления и повышение мотивации студентов.

Преимущества цифровых технологий в образовании

Одним из главных преимуществ цифровизации образования является повышение доступности обучения. Благодаря интернет-технологиям обучающиеся могут получать знания независимо от своего местонахождения. Онлайн-курсы и дистанционные платформы позволяют учиться людям из различных регионов и стран.

Другим важным преимуществом является гибкость образовательного процесса. Студенты получают возможность самостоятельно выбирать темп обучения, время изучения материала и способы выполнения заданий. Это особенно важно для людей, совмещающих обучение с работой или другими обязанностями.

Цифровые технологии также способствуют повышению наглядности учебного материала. Использование анимации, видеороликов, интерактивных схем и виртуальных моделей делает процесс обучения более понятным и интересным. Например, в технических и медицинских дисциплинах виртуальные лаборатории позволяют моделировать сложные процессы без необходимости использования дорогостоящего оборудования.

Важным преимуществом является возможность индивидуализации обучения. Современные образовательные платформы способны анализировать успеваемость студентов и подбирать задания в зависимости от уровня их подготовки. Это позволяет учитывать индивидуальные особенности каждого обучающегося.

Кроме того, цифровые технологии значительно ускоряют процесс обмена информацией между преподавателями и студентами. Электронные журналы, системы тестирования и онлайн-коммуникации позволяют оперативно контролировать успеваемость и обеспечивать обратную связь.

К преимуществам цифрового образования можно также отнести:

- экономию времени;
- автоматизацию проверки заданий;
- доступ к мировым образовательным ресурсам;
- развитие навыков самостоятельной работы;
- повышение цифровой грамотности студентов и преподавателей.

Дистанционное обучение как элемент цифровизации образования

Одним из наиболее значимых направлений цифровизации образования является дистанционное обучение. Под дистанционным обучением понимается форма организации учебного процесса, при которой взаимодействие преподавателя и обучающегося осуществляется с использованием информационно-коммуникационных технологий.

Развитие дистанционного образования стало возможным благодаря широкому распространению интернета и современных цифровых платформ. Сегодня существуют многочисленные системы онлайн-обучения, позволяющие проводить лекции, семинары, тестирования и консультации в удалённом формате.

Переход к дистанционному обучению особенно ускорился в период пандемии COVID-19. Образовательные учреждения во всём мире были вынуждены перейти на онлайн-формат, что стало серьёзным испытанием для системы образования. Однако данный процесс показал, что цифровые технологии способны обеспечить непрерывность обучения даже в сложных условиях.

Основными преимуществами дистанционного обучения являются:

- возможность обучаться из любой точки мира;
- экономия времени и финансовых затрат;
- доступность образовательных ресурсов;
- гибкость графика обучения;

- возможность совмещения обучения и работы.

Несмотря на многочисленные преимущества, дистанционное обучение имеет и определённые недостатки. К ним относятся недостаток живого общения, снижение мотивации у некоторых студентов, технические проблемы и необходимость высокого уровня самодисциплины.

Кроме того, не все образовательные дисциплины могут быть полностью переведены в дистанционный формат. Практические занятия, лабораторные работы и профессиональная подготовка часто требуют непосредственного присутствия обучающихся.

Использование искусственного интеллекта в образовании

Одной из наиболее перспективных технологий современности является искусственный интеллект. В образовательной сфере искусственный интеллект используется для автоматизации учебного процесса, анализа успеваемости студентов и создания интеллектуальных обучающих систем.

Системы искусственного интеллекта способны адаптировать учебный материал под индивидуальные потребности обучающихся. Например, интеллектуальные платформы могут определять уровень знаний студента, выявлять пробелы в обучении и предлагать дополнительные задания для закрепления материала.

Широкое распространение получают виртуальные помощники и чат-боты, которые помогают студентам находить информацию, отвечают на вопросы и консультируют по учебным темам. Использование искусственного интеллекта также позволяет автоматизировать проверку тестов, письменных работ и домашних заданий.

Важным направлением является применение технологий машинного обучения и анализа больших данных в образовательной аналитике. С помощью таких технологий образовательные учреждения могут прогнозировать успеваемость студентов, выявлять риски академической неуспеваемости и разрабатывать эффективные стратегии обучения.

Однако использование искусственного интеллекта вызывает и определённые дискуссии. Некоторые специалисты считают, что чрезмерная автоматизация может привести к снижению роли преподавателя и уменьшению личного взаимодействия между учителем и студентом. Поэтому важно использовать искусственный интеллект как вспомогательный инструмент, а не как полную замену традиционного обучения.

Проблемы цифровизации образования

Несмотря на значительные преимущества цифровых технологий, процесс цифровизации образования сопровождается рядом проблем.

Одной из главных проблем является неравномерный доступ к цифровым ресурсам. В некоторых регионах сохраняется недостаточный уровень интернет-соединения и технического оснащения образовательных учреждений. Это создаёт цифровое неравенство между различными категориями обучающихся.

Другой важной проблемой является недостаточная цифровая компетентность преподавателей и студентов. Для эффективного использования цифровых технологий необходимы специальные навыки работы с электронными ресурсами и программным обеспечением.

Также существует проблема информационной перегрузки. Огромное количество информации в интернете затрудняет процесс поиска достоверных и качественных образовательных материалов. В связи с этим возрастает значение цифровой грамотности и критического мышления.

Серьёзное внимание уделяется вопросам кибербезопасности и защиты персональных данных. Использование онлайн-платформ требует надёжной защиты информации обучающихся и преподавателей от несанкционированного доступа.

Кроме того, чрезмерное использование цифровых устройств может оказывать негативное влияние на здоровье студентов, вызывая утомляемость, снижение концентрации внимания и проблемы со зрением.

Перспективы развития цифровых технологий в образовании

В будущем роль цифровых технологий в образовании будет продолжать возрастать. Ожидается дальнейшее развитие искусственного интеллекта, виртуальной и дополненной реальности, а также технологий адаптивного обучения.

Виртуальная реальность позволит создавать интерактивные образовательные среды, в которых студенты смогут моделировать различные процессы и участвовать в практических занятиях в цифровом пространстве. Это особенно актуально для инженерного, медицинского и технического образования.

Большое значение будет иметь развитие персонализированного обучения. Цифровые платформы смогут формировать индивидуальные образовательные траектории для каждого студента с учётом его способностей, интересов и уровня подготовки.

Перспективным направлением является интеграция облачных технологий и глобальных образовательных ресурсов. Это позволит обеспечить свободный доступ к качественным знаниям для миллионов людей по всему миру.

Также ожидается расширение использования мобильного обучения. Смартфоны и планшеты постепенно становятся полноценными инструментами получения образования, обеспечивая возможность обучения в любое время и в любом месте.

ЗАКЛЮЧЕНИЕ

Цифровые технологии играют важнейшую роль в развитии современной системы образования. Они способствуют повышению доступности знаний, совершенствованию методов обучения и созданию инновационной образовательной среды. Использование цифровых инструментов позволяет сделать процесс обучения более эффективным, гибким и ориентированным на индивидуальные потребности обучающихся.

Вместе с тем цифровизация образования сопровождается рядом проблем, связанных с техническим обеспечением, цифровой грамотностью и информационной безопасностью. Для успешного внедрения цифровых технологий необходимо развитие инфраструктуры, подготовка квалифицированных специалистов и совершенствование методик преподавания.

В перспективе цифровые технологии будут продолжать трансформировать образовательную систему, открывая новые возможности для обучения и профессионального развития. Поэтому эффективное использование цифровых инноваций становится одной из ключевых задач современного образования.

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Abstract: *Intercultural communication has become an essential component of foreign language education in the globalized world. This study examines the role of intercultural communication in English language learning and its impact on communicative competence. The research explores how learners develop awareness of cultural differences, interpret diverse communicative behaviors, and interact effectively across cultures. Using a qualitative approach, the study analyzes theoretical perspectives and practical implications of intercultural communication in language education. The findings indicate that successful communication depends not only on linguistic proficiency but also on cultural awareness, empathy, and adaptability. The study contributes to the fields of applied linguistics, intercultural studies, and language teaching methodology.*

Keywords: *intercultural communication, English language learning, culture, communicative competence, intercultural awareness, language education*

INTRODUCTION

In the twenty-first century, communication increasingly occurs between people from different cultural backgrounds. As English serves as an international language, learners are required not only to master linguistic structures but also to understand cultural differences and communication styles. Intercultural communication enables individuals to exchange information effectively while respecting cultural diversity.

Modern language education emphasizes communicative competence rather than mere grammatical accuracy. Therefore, learners need to develop the ability to interpret cultural meanings, recognize different communication patterns, and respond appropriately in intercultural contexts.

The aim of this study is to examine the role of intercultural communication in English language learning and its significance for successful communication in multicultural environments.

LITERATURE REVIEW

The concept of intercultural communication has been extensively studied by scholars such as Byram (1997), Kramsch (1998), Deardorff (2006), and Hall (1976). Byram

introduced the concept of intercultural communicative competence, emphasizing the importance of attitudes, knowledge, and skills in intercultural interaction.

Kramsch highlighted the inseparable relationship between language and culture, arguing that language learning should involve cultural understanding. Deardorff proposed a process-oriented model of intercultural competence based on openness, respect, and adaptability.

These studies demonstrate that effective communication requires both linguistic and cultural competence.

METHODOLOGY

This study employs a qualitative descriptive approach. Academic literature, theoretical models, and practical examples of intercultural communication are analyzed. Comparative analysis is used to identify key factors influencing communication between speakers from different cultural backgrounds.

ANALYSIS AND RESULTS

The analysis shows that intercultural communication enhances language learning in several ways.

First, it develops cultural awareness. Learners become more sensitive to cultural norms, values, and communication styles.

Second, it improves communicative competence by helping learners choose appropriate expressions according to context.

Third, intercultural communication promotes empathy and tolerance, reducing misunderstandings and stereotypes.

However, challenges such as cultural bias, pragmatic failure, and limited cultural exposure may hinder effective communication.

DISCUSSION

The findings suggest that intercultural communication should be integrated into language teaching practices.

Teachers should provide opportunities for learners to engage in cultural comparison, role-play, authentic communication tasks, and reflective activities.

Such practices help learners understand that successful communication depends on both linguistic accuracy and cultural appropriateness.

CONCLUSION

Intercultural communication plays a crucial role in English language learning. It enables learners to communicate effectively in diverse cultural settings and supports the development of communicative competence. Language education should therefore incorporate intercultural awareness as a central component of the learning process.

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**THE ORGANIZATIONAL AND LEGAL FRAMEWORK FOR ENSURING PUBLIC SAFETY
IN THE REPUBLIC OF KOREA**

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Annotation: *This article provides a comprehensive comparative-legal and institutional analysis of the Republic of Korea's public safety system from the perspective of its organizational and legal features, functioning mechanisms, and the potential for adaptation of individual elements in the conditions of the Republic of Uzbekistan. The study aims to identify the key characteristics of South Korea's public safety model, which is based on a combination of centralized strategic management, a developed national and autonomous police system, digitalization of law enforcement activities, interagency coordination, and a preventive approach to risk management. The methodological basis of the study was made up of comparative legal, institutional, systemic, and functional analysis methods, as well as elements of content analysis of regulatory legal acts, scientific literature, and analytical materials.*

Within the framework of the study, the constitutional and legislative foundations for the functioning of the public safety system of the Republic of Korea were analyzed, including the activities of the National Police Agency, the autonomous police, the 112 emergency response system, anti-terrorist activities, and mechanisms for digital monitoring of social processes. Particular attention was paid to the distribution of powers between national and local police structures, the development of socially oriented police, the use of big data technologies, and the improvement of crisis response mechanisms.

According to the research results, it was established that the South Korean model of public safety is distinguished by a high level of institutional coordination, a developed digital management system, the integration of preventive mechanisms, and a focus on police interaction with the population. At the same time, certain institutional problems have been identified related to the delimitation of powers between the national and autonomous police, as well as the need to improve mechanisms for legal accountability and interagency cooperation.

Based on the conducted analysis, scientifically grounded proposals were formulated to improve the system of ensuring public safety in the Republic of Uzbekistan, including the development of digital monitoring mechanisms and early warning of threats, the improvement of the emergency response system, the introduction of community-oriented

police elements, the development of interdepartmental coordination, and the formation of a balanced model of interaction between central and territorial law enforcement agencies.

Keywords: *public safety, Republic of Korea, police, autonomous police, National Police Agency, public-oriented police, digitalization, 112 system, anti-terrorist activities, interdepartmental coordination, prevention, law and order, institutional analysis, risk management, National Guard, Republic of Uzbekistan.*

ОРГАНИЗАЦИОННО-ПРАВОВЫЕ ОСНОВЫ ОБЕСПЕЧЕНИЯ ОБЩЕСТВЕННОЙ БЕЗОПАСНОСТИ В РЕСПУБЛИКЕ КОРЕЯ

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Аннотация: *В статье осуществлён комплексный сравнительно-правовой и институциональный анализ системы обеспечения общественной безопасности Республики Корея с позиции её организационно-правовых особенностей, механизмов функционирования и потенциала адаптации отдельных элементов в условиях Республики Узбекистан. Исследование направлено на выявление ключевых характеристик южнокорейской модели общественной безопасности, основанной на сочетании централизованного стратегического управления, развитой системы национальной и автономной полиции, цифровизации правоохранительной деятельности, межведомственной координации и превентивного подхода к управлению рисками. Методологическую основу исследования составили сравнительно-правовой, институциональный, системный и функциональный методы анализа, а также элементы контент-анализа нормативно-правовых актов, научной литературы и аналитических материалов.*

В рамках исследования проанализированы конституционные и законодательные основы функционирования системы общественной безопасности Республики Корея, включая деятельность Национального полицейского агентства, автономной полиции, систему экстренного реагирования «112», механизмы антитеррористической деятельности и цифрового мониторинга общественных процессов. Особое внимание уделено вопросам распределения полномочий между национальными и местными полицейскими структурами, развитию общественно-ориентированной полиции, использованию технологий б/ольших данных и совершенствованию механизмов кризисного реагирования.

По результатам исследования установлено, что южнокорейская модель общественной безопасности отличается высоким уровнем институциональной координации, развитой системой цифрового управления, интеграцией профилактических механизмов и ориентацией на взаимодействие полиции с населением. Вместе с тем выявлены отдельные институциональные проблемы, связанные с разграничением полномочий между национальной и автономной полицией, а также необходимостью совершенствования механизмов правовой подотчётности и межведомственного взаимодействия.

На основе проведённого анализа сформулированы научно обоснованные предложения по совершенствованию системы обеспечения общественной безопасности Республики Узбекистан, включая развитие механизмов цифрового мониторинга и раннего предупреждения угроз, совершенствование системы экстренного реагирования, внедрение элементов общественно-ориентированной полиции, развитие межведомственной координации и формирование сбалансированной модели взаимодействия центральных и территориальных субъектов обеспечения правопорядка.

Ключевые слова: общественная безопасность, Республика Корея, полиция, автономная полиция, Национальное полицейское агентство, общественно-ориентированная полиция, цифровизация, система «112», антитеррористическая деятельность, межведомственная координация, превенция, правопорядок, институциональный анализ, управление рисками, Национальная гвардия, Республика Узбекистан.

KOREYA RESPUBLIKASIDA JAMOAT XAVFSIZLIGINI TA'MINLASHNING TASHKILIY-HUQUQIY ASOSLARI

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Annotatsiya: *Maqolada Koreya Respublikasining jamoat xavfsizligini ta'minlash tizimi uning tashkiliy-huquqiy xususiyatlari, faoliyat ko'rsatish mexanizmlari va alohida elementlarining O'zbekiston Respublikasi sharoitlariga moslashish salohiyati nuqtai nazaridan kompleks qiyosiy-huquqiy va institutsional tahlil qilingan. Tadqiqot markazlashgan strategik boshqaruv, rivojlangan milliy va avtonom politsiya tizimi, huquqni muhofaza qilish faoliyatini raqamlashtirish, idoralararo muvofiqlashtirish va xavflarni boshqarishga preventiv yondashuvni uyg'unlashtirishga asoslangan Janubiy Koreya jamoat xavfsizligi modelining asosiy xususiyatlarini aniqlashga qaratilgan. Tadqiqotning metodologik asosini qiyosiy-huquqiy, institutsional, tizimli va funksional tahlil usullari,*

shuningdek, normativ-huquqiy hujjatlar, ilmiy adabiyotlar va tahliliy materiallarning kontent-tahlili elementlari tashkil etdi.

Tadqiqot doirasida Koreya Respublikasining jamoat xavfsizligi tizimi faoliyatining konstitutsiyaviy va qonunchilik asoslari, jumladan, Milliy politsiya agentligi, avtonom politsiya, "112" favqulodda vaziyatlar tizimi, aksilterror faoliyati va ijtimoiy jarayonlarni raqamli monitoring qilish mexanizmlari tahlil qilingan. Milliy va mahalliy politsiya tuzilmalari o'rtasida vakolatlarni taqsimlash, jamiyatga yo'naltirilgan politsiyani rivojlantirish, katta ma'lumotlar texnologiyalaridan foydalanish va inqirozga qarshi kurashish mexanizmlarini takomillashtirish masalalariga alohida e'tibor qaratildi.

Tadqiqot natijalariga ko'ra, Janubiy Koreya jamoat xavfsizligi modeli yuqori darajadagi institutsional muvofiqlashtirish, rivojlangan raqamli boshqaruv tizimi, profilaktika mexanizmlarining integratsiyalashuvi va politsiyaning aholi bilan o'zaro hamkorligiga yo'naltirilganligi bilan ajralib turadi. Shu bilan birga, milliy va avtonom politsiya o'rtasidagi vakolatlarni chegaralash, shuningdek, huquqiy javobgarlik va idoralararo hamkorlik mexanizmlarini takomillashtirish zarurati bilan bog'liq ayrim institutsional muammolar aniqlandi.

O'tkazilgan tahlillar asosida O'zbekiston Respublikasining jamoat xavfsizligini ta'minlash tizimini takomillashtirish, jumladan raqamli monitoring va tahdidlarning barvaqt oldini olish mexanizmlarini rivojlantirish, favqulodda vaziyatlarga javob berish tizimini takomillashtirish, jamoatchilikka yo'naltirilgan politsiya elementlarini joriy etish, idoralararo muvofiqlashtirishni rivojlantirish hamda markaziy va hududiy huquq-tartibotni ta'minlash subyektlari o'rtasidagi o'zaro munosabatlarning muvozanatli modelini shakllantirish bo'yicha ilmiy asoslangan takliflar ishlab chiqildi.

Kalit so'zlar: *jamoat xavfsizligi, Koreya Respublikasi, politsiya, avtonom politsiya, Milliy politsiya agentligi, jamoatchilikka yo'naltirilgan politsiya, raqamlashtirish, "112" tizimi, aksilterror faoliyati, idoralararo muvofiqlashtirish, profilaktika, huquq-tartibot, institutsional tahlil, xavf-xatarlarni boshqarish, Milliy gvardiya, O'zbekiston Respublikasi.*

INTRODUCTION

In the face of the rapid transformation of the modern system of international and domestic security, ensuring public safety is becoming a key area of state policy and institutional development. The rise of transnational crime, terrorist threats, man-made risks, cybercrime, mass riots, and emergencies requires states to develop comprehensive, technologically integrated, and prevention-oriented models for managing public safety. Under these conditions, the search for effective organizational and legal mechanisms that balance the protection of public order, the observance of human rights and freedoms, and the stability of state institutions is of particular importance.

In the current era, the Republic of Korea serves as one of the most illustrative examples of an institutionally stable system for ensuring public safety. The South Korean model combines centralized strategic management, the functional specialization of law

enforcement bodies, advanced digital technologies, rapid response mechanisms, and elements of decentralization through an autonomous police system. A key feature of this Model is the integration of preventive, law enforcement, infrastructure, and information-analytical mechanisms into a unified risk management system.

The constitutional and legal model of the Republic of Korea is founded on the principles of liberal democracy, the rule of law, and the primacy of human rights. In contrast to purely force-based approaches to maintaining public order, the Korean system is oriented toward an institutional balance between the effectiveness of state administration and mechanisms of democratic control. Particular importance is attached to the legal regulation of police activities, the implementation of digital response platforms, the development of inter-agency coordination mechanisms, and the strengthening of local community participation in ensuring security.

The relevance of this study stems from the need for a scholarly examination of the Republic of Korea's experience in the context of the ongoing reforms of the public safety system in the Republic of Uzbekistan. In recent years, Uzbekistan has been implementing large-scale institutional transformations aimed at improving the activities of its internal affairs bodies and the National Guard, introducing digital management technologies, developing crime prevention mechanisms, and increasing the efficiency of inter-agency cooperation. Nevertheless, there remains a need for a more flexible, technologically advanced, and institutionally balanced model of public safety capable of effectively responding to modern threats.

The purpose of this article is to conduct a comprehensive comparative-legal and institutional analysis of the organizational and legal framework for ensuring public safety in the Republic of Korea, and to identify elements of the Korean model that are of practical interest for improving the national public safety system of the Republic of Uzbekistan.

The scholarly novelty of this study lies in its comprehensive examination of the South Korean public safety model as a multi-level system that combines centralized management, autonomous elements of policing, the digitalization of response processes, risk-oriented management, and mechanisms for state-civil society interaction. Within the scope of this study, special attention is given to analyzing the institutional architecture of the National Police Agency of the Republic of Korea, the functioning of the autonomous police, the legal mechanisms for emergency response, and the regulatory framework for protecting critical and local infrastructure.

The methodological basis of this study comprises comparative-legal, institutional, systemic, and functional methods of scholarly analysis. The use of these methods makes it possible to identify the specific features of the Republic of Korea's organizational and legal model, determine its degree of institutional effectiveness, and evaluate the prospects for adapting certain elements of this system to the national context of the Republic of Uzbekistan.

The practical significance of this study is determined by the potential to use its findings and recommendations in the further improvement of the public safety system of the Republic of Uzbekistan. This includes developing digital response platforms, institutionalizing inter-agency cooperation, enhancing crime prevention mechanisms, expanding local community participation in ensuring safety, and forming modern, risk-oriented models for managing public order.

MATERIALS AND METHODS

This study is based on a comprehensive, interdisciplinary methodological approach that combines comparative-legal, institutional, systemic, functional, and critical-analytical research methods. The use of this integrative methodology is dictated by the complex nature of the modern public safety system of the Republic of Korea, which comprises legal, organizational, digital, and managerial components.

The comparative-legal analysis examined key legislative and regulatory acts of the Republic of Korea governing the activities of public safety entities. Specifically, the analysis covered the provisions of the Constitution of the Republic of Korea[1], the Act on Counter-Terrorism for the Protection of Citizens and Public Safety[2], the Act on the Organization and Operation of National and Autonomous Police[3], the Act on the Management and Handling of 112 Emergency Calls[4], and the Act on the Safe Management of Small Public Facilities[5]. Bylaws regulating the functioning of the police system, emergency response mechanisms, and local security institutions were also examined.

Simultaneously, an analysis of the legal and regulatory framework of the Republic of Uzbekistan was conducted, including the Constitution of the Republic of Uzbekistan, the Law of the Republic of Uzbekistan "On the National Guard of the Republic of Uzbekistan," the Law "On Internal Affairs Bodies," the Law "On Combating Terrorism," and the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 304 of May 29, 2024, "On Measures to Organize the Activities of the '112' Unified Dispatch Service"[6]. This comparative analysis revealed differences in the degree of management centralization, the distribution of powers between central and regional bodies, the level of digitalization in response processes, and the institutional mechanisms for coordinating public safety entities.

The institutional method was applied to study the organizational structure of the Korea National Police Agency (KNPA), the autonomous police system, local police committees, and the mechanisms of interaction between central and regional levels of governance[7]. Particular attention was given to analyzing autonomous police reforms, the distribution of competencies between national and local police, and issues of institutional coordination during emergency situations.

A content analysis of academic literature involved studying the works of South Korean and foreign researchers on public safety, counter-terrorism policy, the digitalization of law enforcement, community policing, and institutional reforms. In particular, the study examined the academic positions of Seo Gyeong-jun[8], Jeong Jeong-

sop[9], Yi Seul-gi[10], Jeong Da-yeon[11], Oh Seung-hyun[12], Kang Seung-cheol[13], Kim Seong-sik[14], Kim Hyun-tae[15], Kim Jeong-hwan[16], Chang Soo-yeon[17], Lee Sang-in[18], and other authors who address police effectiveness, the autonomous police system, risk-oriented management, and community-oriented policing.

Additionally, materials from the official information resources of the Korea National Police Agency[7], analytical publications from the Seoul Metropolitan Archives[19], and data related to the functioning of digital security platforms, emergency response, and public risk management were utilized.

The empirical basis for this study comprised legislative acts of the Republic of Korea, statistical and analytical materials from government bodies, and the results of academic research on the functioning of the public safety system, digital monitoring, emergency response, and crowd management. Special attention was paid to studying the operational mechanisms of the "112" emergency call system, digital threat monitoring tools, risk analysis technologies, and organizational models of inter-agency cooperation.

The application of a systemic approach made it possible to view the public safety of the Republic of Korea as a multi-level institutional system that integrates mechanisms for strategic management, crime prevention, digital control, emergency response, and public engagement. The functional method was used to analyze the distribution of powers among the system's entities and to assess the effectiveness of their interaction.

The critical-analytical method was employed to identify not only the advantages of the South Korean model—including its high level of digitalization, developed preventive response system, and institutional coordination—but also its more contentious aspects related to the expansion of digital surveillance, the limits of police powers, and the need to maintain a balance between ensuring security and protecting citizens' constitutional rights.

The study also employed the normative modeling method, which enabled the formulation of proposals to improve the public safety system of the Republic of Uzbekistan. These proposals incorporate positive aspects of South Korea's experience, including the development of autonomous policing elements, the implementation of digital threat analysis platforms, the enhancement of inter-agency coordination mechanisms, and an increased focus on the preventive activities of public safety entities.

Research results

The comparative-legal and institutional analysis conducted shows that the public safety system of the Republic of Korea is a highly organized, technologically integrated, and functionally differentiated model of public order management. This model is based on a combination of centralized strategic leadership, elements of autonomous police activity, and advanced digital response mechanisms. The constitutional and legal foundations of this system are enshrined in the Constitution of the Republic of Korea[1], which establishes the state's obligation to ensure the safety of its citizens, maintain public order, and protect constitutional rights and freedoms.

The key entity in the public safety system is the Korean National Police Agency (KNPA), which functions as the central executive body for maintaining public order, preventing crime, ensuring road safety, responding to emergencies, and countering contemporary threats[7]. The KNPA's organizational structure is built on a vertical-hierarchical principle, yet it simultaneously incorporates elements of functional and territorial decentralization, allowing for the combination of strategic management with the local adaptability of police activities.

One of the most significant features of the South Korean model is the introduction of an autonomous police system, legally established by the Republic of Korea's "Act on the Organization and Operation of the National Police and Autonomous Police"[3]. The analysis shows that this reform is aimed at redistributing certain powers related to maintaining public order between central and regional structures. The autonomous police primarily engage in crime prevention, maintaining public order at the local level, community engagement, and responding to local threats. Meanwhile, strategic functions, including combating terrorism, transnational crime, and ensuring national security, remain the responsibility of the national police.

The study reveals that the South Korean model of public safety is oriented toward the development of community policing. Considerable attention is devoted to building partnerships between the police and the public, increasing the level of public trust, preventing conflicts, and identifying social risks early. Unlike traditional enforcement-based models, the Korean system views the public not merely as an object of protection but as an active participant in ensuring public safety.

An analysis of the regulatory framework and organizational practices in the Republic of Korea indicates a high degree of institutionalization of its emergency response mechanisms. The legislation of the Republic of Korea provides for the creation of a unified crisis response system, which includes mechanisms for inter-agency coordination, situational management, and rapid information exchange. A significant role in this system is played by the Republic of Korea's "Act on Management and Handling of Emergency Calls 112"[4], which ensures the operation of a centralized emergency communication system and a prompt response to public safety threats.

The analysis shows that the "112" system in the Republic of Korea is not just a dispatch service but a comprehensive digital platform for coordinating law enforcement agencies. It provides for automated call distribution, threat analysis, geolocation tracking of incidents, and real-time inter-agency data exchange. In contrast to the Republic of Uzbekistan, where the Unified Dispatch Service "112" is still in the institutional development stage[6], the South Korean system is characterized by a high degree of digital integration and automation of its management processes.

In the Korean model, special importance is placed on the digitalization of public safety processes. The study shows that the Republic of Korea actively uses big data technologies, intelligent video surveillance systems, analytical risk forecasting platforms,

and digital mechanisms for monitoring the public environment. The use of these technologies allows for the pre-emptive identification of threats, the analysis of criminogenic trends, and the making of management decisions based on the analytical processing of large volumes of information.

An important element of the South Korean model is the development of risk-oriented public safety management. The analysis showed that police activities are increasingly based on forecasting potential threats, assessing the likelihood of mass riots, monitoring public sentiment, and preventing crisis situations. Significant attention is paid to managing mass events, analyzing risk factors, and developing preventive response scenarios.

The regulatory framework for anti-terrorist activities deserves special attention. The Law of the Republic of Korea "On Countering Terrorism for the Protection of Citizens and Ensuring Public Safety" [2] provides for a comprehensive approach to countering terrorist threats, including prevention measures, interagency cooperation, information exchange, and coordination of government agencies' activities. At the same time, the analysis showed that the Korean model of anti-terrorist security combines the preventive nature of management with parliamentary and judicial control mechanisms aimed at preventing excessive restrictions on the constitutional rights of citizens.

A significant feature of the public safety system of the Republic of Korea is the presence of local police committees and territorial participation mechanisms in ensuring public order. These institutions provide a certain level of public and regional control over police activities, as well as facilitate the consideration of local specifics in the implementation of public safety measures.

At the same time, the analysis revealed several controversial aspects of the South Korean model. On one hand, a high level of digitalization, developed interdepartmental coordination, and risk-oriented management ensure high operational response and the effectiveness of preventive activities. On the other hand, the expansion of digital monitoring and the use of public behavior analysis technologies raise issues related to the limits of state interference in private life, the protection of personal data, and ensuring a balance between public safety and the constitutional rights of citizens.

A comparative analysis with the public safety system of the Republic of Uzbekistan showed that the Uzbek model is currently undergoing institutional modernization and digital transformation. Despite ongoing reforms in the activities of the National Guard, internal affairs bodies, and the emergency response system, there remains a need to further develop interdepartmental coordination mechanisms, improve the regulatory delimitation of powers, expand the preventive focus of law enforcement agencies' activities, and implement integrated digital platforms for public safety management.

The conducted study allows for the conclusion that certain elements of the South Korean model—specifically mechanisms for autonomous police, digital threat monitoring, risk-oriented policing, community policing, and interdepartmental coordination—possess

significant potential for adaptation in the conditions of the Republic of Uzbekistan, provided they are implemented within the framework of national constitutional principles, legal guarantees, and institutional characteristics of the public administration system.

DISCUSSION OF RESEARCH RESULTS

A comparison of the organizational and legal model for ensuring public safety in the Republic of Korea with modern trends in the development of law and order systems leads to the conclusion that the South Korean experience is an example of an institutionally balanced, technologically modernized, and preventively oriented model of public safety management. A distinctive feature of this model is its combination of centralized strategic management, elements of autonomous police activity, digitalization of law enforcement processes, and active police engagement with local communities.

The academic interest in the South Korean model stems from the fact that the Republic of Korea has managed to create a public safety system focused not only on rapid response but also on threat prevention through digital analysis, risk-based management, and institutional coordination. In contrast to the predominantly force-based models of public order management, the Korean system is gradually transforming toward a service-and-prevention approach founded on cooperation between the state and society.

The provisions of the Constitution of the Republic of Korea[1], which establish the principles of the rule of law, democratic governance, and the protection of fundamental rights and freedoms of citizens, are of significant importance for understanding the legal nature of the South Korean public safety system. Unlike models based solely on the priority of state security, the Korean legal system strives to strike a balance between the effectiveness of law enforcement and mechanisms of constitutional oversight.

Seo Gyeong-jun[8] and Jeong Jong-seop[9] devote special attention to anti-terrorism regulation, examining the legal nature of the Republic of Korea's "Act on Anti-Terrorism for the Protection of Citizens and Public Safety." Seo Gyeong-jun notes that modern anti-terrorism legislation in the Republic of Korea is shaped by the need to respond to new transnational threats, including international terrorism, cyberterrorism, and hybrid forms of extremism. Jeong Jong-seop, in turn, emphasizes the need to improve inter-agency coordination mechanisms and the regulatory delineation of powers among entities involved in anti-terrorism activities.

We generally support these academic positions, as modern threats indeed require the formation of a comprehensive anti-terrorism security system based on the coordination of various state agencies. At the same time, we believe that the expansion of anti-terrorism powers must be accompanied by the development of effective mechanisms for parliamentary and judicial oversight to ensure adherence to the principles of the rule of law and prevent excessive restrictions on the rights and freedoms of citizens.

The research by Jeong Jun-chae[20] on the safe design of public spaces and the integration of universal design principles into the public safety system is of considerable academic interest. The author emphasizes that the security of public infrastructure must

be ensured not only through law enforcement measures but also through architectural, planning, and engineering solutions that minimize the risk of emergencies and increase the resilience of the urban environment.

We support this approach, as the modern public safety system truly requires a shift from a purely force-based understanding of security to the integrated management of public risks. In our view, applying the principles of safe urban infrastructure design also holds significant potential for the Republic of Uzbekistan, especially amid urbanization and increasing population density in major cities.

The role of the state in public safety management is examined in the work of Chung Jae-woo[21], who emphasizes that the effectiveness of the security system is directly dependent on the state's ability to ensure coordination among law enforcement agencies, local institutions, and civil defense structures. The author posits that the state should perform not only a supervisory function but also a coordinating and integrating one.

We concur with this position, as the modern model of public safety objectively requires interagency and inter-level cooperation. At the same time, we believe that the state's coordinating role should be combined with the development of mechanisms for the institutional autonomy and accountability of territorial bodies, which is particularly relevant to the reform of the public safety system in the Republic of Uzbekistan.

The concept of community policing holds a special place in the South Korean model. Yi Seul-gi[10], researching the factors of police effectiveness, concludes that the level of public trust and the effectiveness of crime prevention are directly dependent on the quality of police interaction with the public. A similar position is held by Kim Sung-sik[14], who views community-oriented policing as a mechanism for forging partnerships between law enforcement agencies and society.

We fully support these scholarly approaches, as in modern conditions, ensuring public safety is impossible solely through administrative and coercive methods. In our view, establishing sustainable interaction between the police and the public is a key factor in preventing crime, increasing public trust, and strengthening the institutional legitimacy of law enforcement agencies.

The development of restorative policing is of great importance to the modern public safety system of the Republic of Korea. Jung Da-young[11], studying changes in the professional attitudes of police officers involved in restorative policing, emphasizes that the transition from a punitive-reactive model to a restorative-preventive approach helps reduce social conflict and strengthen public trust in the police.

We support this approach, as the modern public safety system must be oriented not only toward suppressing offenses but also toward restoring social stability, preventing conflicts, and fostering a legal culture among the population. Within the context of the Republic of Uzbekistan, elements of restorative and preventive policing could also have significant practical potential.

The South Korean model places considerable emphasis on the digitalization of public safety management. Oh Seung-hyun[12] stresses that police effectiveness is increasingly determined not only by the quantity of resources but also by the ability of law enforcement agencies to integrate digital mechanisms for threat analysis, interagency information exchange, and cooperative interaction.

We share this viewpoint, as digitalization is becoming a key factor in the effectiveness of modern public safety systems. However, we believe that the implementation of digital platforms must be accompanied by the creation of mechanisms for personal data protection and legal regulation governing the use of analytical technologies.

Kang Seung-cheol[13], who studies risk assessment systems for managing mass events and crowd control, pays special attention to the issue of risk-oriented management. The author concludes that it is necessary to transition from a reactive response to proactive threat modeling and forecasting of potential crisis situations.

We support this approach, as the use of analytical forecasting tools genuinely enhances response effectiveness and minimizes the likelihood of conflict escalation. In our opinion, the development of risk-oriented policing holds significant potential for the Republic of Uzbekistan, particularly in ensuring public order during mass events and preventing emergency situations.

The work of Kim Hyun-tae[15] on police information activities and threat prevention in emergencies is of significant importance to the present study. The author emphasizes the importance of local information monitoring and the digital analysis of social processes as an element of early threat warning.

We fully share this position, as the timely identification of risks and informational signals facilitates the transition from reactive to preventive public safety management. At the same time, we believe that such mechanisms require clear legal regulation to prevent excessive state interference in the private lives of citizens.

The reform of the autonomous police in the Republic of Korea is of particular interest. Kim Jong-hwan[16] analyzes police officers' perception of the autonomous police system and indicates that the effectiveness of this reform is directly dependent on a clear distribution of powers between the national and local police. A similar problem is examined by Lee Sang-in[18], who underscores the need for a rational demarcation of functions between central and territorial police structures.

We support these academic positions, as excessive centralization of the public safety system can indeed limit institutional flexibility and reduce the effectiveness of responses to local threats. In our view, the optimal model should combine centralized strategic guidance with a certain degree of functional autonomy for territorial units.

The legal status of local police committees is the subject of research by Chang Sooyeon[17], who points to the need to improve mechanisms for public and regional oversight of police activities. The author emphasizes that the participation of local institutions helps

to increase the transparency of law enforcement agencies and to account for regional specificities.

We share this approach, as public oversight is a crucial element of a modern democratic public safety system. At the same time, we believe that the development of such mechanisms must be accompanied by a clear regulatory framework that precludes the politicization of law enforcement activities.

This analysis leads to the conclusion that the South Korean model of public safety has significant organizational, legal, and technological potential. The most promising elements for adaptation to the conditions of the Republic of Uzbekistan appear to be: the development of community-oriented policing; the implementation of digital threat-analysis platforms; the enhancement of the "112" emergency response system; the development of risk-oriented policing; the formation of inter-agency coordination mechanisms; and the gradual expansion of elements of territorial autonomy in the sphere of crime prevention.

Nevertheless, the adaptation of the South Korean experience must be selective and institutionally balanced. The borrowing of individual elements is possible only if they comply with the constitutional principles of the Republic of Uzbekistan, national legal traditions, and the need to ensure a balance between administrative efficiency, human rights, and the institutional accountability of public safety entities.

CONCLUSIONS

The comparative-legal and institutional analysis conducted has shown that the public safety system of the Republic of Korea is a multi-level, technologically integrated, and preventively oriented model for managing public order. This model is based on a combination of centralized strategic leadership, elements of autonomous police activity, and advanced digital response mechanisms. A distinctive feature of the Korean model is its comprehensive approach to ensuring public safety, which includes legal, organizational, information-analytical, and preventive risk management mechanisms.

It has been established that the key factors for the effectiveness of the South Korean system are a high level of institutional coordination, the regulatory delimitation of powers between the national and local police, a developed digital monitoring system, the use of big data technologies and risk-oriented policing, as well as the active implementation of community policing and restorative policing models. The advanced "112" emergency response system also plays a significant role, ensuring the integration of information flows, automated call processing, and real-time inter-agency collaboration.

At the same time, this study leads to the conclusion that the high degree of digitalization and institutional integration in the South Korean model is accompanied by the need to constantly maintain a balance between the efficiency of public administration and the protection of citizens' constitutional rights and freedoms. The expansion of digital monitoring, the use of analytical forecasting systems, and information control mechanisms

necessitate clear legal restrictions, accountability measures, and institutional oversight of public safety entities' activities.

A comparative analysis with the public safety system of the Republic of Uzbekistan has shown that the national model is in a stage of active institutional modernization and digital transformation. Despite ongoing reforms in the activities of the National Guard, internal affairs bodies, and the emergency response system, there remains a need to further improve mechanisms for inter-agency coordination, the regulatory delimitation of powers, the digitalization of risk management processes, and strengthening the preventive focus of law enforcement activities.

Based on the results of the research, it is advisable to formulate the following recommendations for improving the public safety system of the Republic of Uzbekistan, adapting specific elements from the South Korean experience.

First, it is necessary to further develop the "112" Unified Emergency Response System by transforming it into an integrated digital platform for coordinating public safety entities. This system must provide for automated call processing, real-time interdepartmental information exchange, geolocation support for incidents, and analytical threat forecasting.

Second, it is advisable to introduce elements of risk-oriented policing based on the use of analytical mechanisms for threat assessment, monitoring of social processes, and forecasting of potential crisis situations. The implementation of this approach will enable a shift from the predominantly reactive model of law enforcement to a preventive risk management model.

Third, it is necessary to develop community policing and community-oriented law enforcement mechanisms, which involve strengthening the interaction between law enforcement agencies, local government bodies, and the public. Implementing such mechanisms will help increase the level of public trust, enhance the system's preventive capacity, and shape a service-oriented model of public safety.

Fourth, an important area for development is the improvement of interdepartmental coordination mechanisms through the creation of unified digital platforms for information exchange between the National Guard of the Republic of Uzbekistan, internal affairs bodies, emergency services, and other public safety entities. This will eliminate the fragmentation of information flows and increase the speed of managerial decision-making.

Fifth, it is advisable to legally refine the system for delineating powers between central and territorial authorities in the sphere of public safety. Strategic coordination and management functions should be retained at the central level, while territorial divisions should be granted broader authority in the areas of crime prevention, local response, and community engagement.

Sixth, an important area is the development of the digital infrastructure for public safety, including intelligent video surveillance systems, analytical platforms for big data

processing, public risk monitoring systems, and digital threat forecasting mechanisms. However, the implementation of these technologies must be accompanied by the creation of reliable legal guarantees to protect personal data and prevent excessive interference in the private lives of citizens.

Seventh, it is necessary to further improve the training system for public safety personnel, taking into account current trends in digitalization, analytical management, and community-oriented law enforcement. Staff training should include developing competencies in digital threat analysis, crisis management, communication with the public, and inter-agency cooperation.

Therefore, the research conducted leads to the conclusion that certain elements of the South Korean public safety model have significant potential for adaptation within the context of the Republic of Uzbekistan. At the same time, their implementation must be carried out in a phased, systematic manner, taking into account national legal, institutional, and sociocultural specificities. The comprehensive implementation of the proposed organizational, legal, and technological measures will allow for the formation of a modern, prevention-oriented public safety system that ensures an effective response to contemporary threats, strengthens public trust, and enhances the resilience of state institutions amid the increasing complexity of global and domestic challenges.

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THE INSTITUTION OF PERSONAL INSOLVENCY: PROBLEMS OF FORMATION AND ITS IMPACT ON THE CONSUMER CREDIT MARKET

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Abstract: *The rapid expansion of consumer lending in transition economies has been accompanied by rising household over-indebtedness, creating a need for an orderly legal mechanism for resolving the insolvency of natural persons. Many countries, including Uzbekistan, have recently introduced a personal (individual) insolvency institution, but its formation faces substantial problems and its effect on the consumer credit market is ambiguous. This article examines the problems of forming the personal insolvency institution and assesses its impact on the consumer credit market. Using a mixed-methods design that combines comparative institutional analysis, descriptive statistics on consumer credit and household debt, and a multifactor model of consumer credit market outcomes, the study identifies the principal formation problems — weak procedural infrastructure, low public and creditor awareness, the risk of opportunistic (strategic) default, the absence of debt-counselling and out-of-court mechanisms, and uncertainty over exemption levels. The results indicate that the design of the personal insolvency regime exerts a measurable dual effect on the consumer credit market: an excessively debtor-friendly design raises moral hazard and lending risk and thereby tightens credit access and raises its price, while an excessively creditor-friendly design fails to deliver the efficiency and social benefits of a fresh start.*

Keywords: *personal insolvency, individual bankruptcy, consumer credit market, household over-indebtedness, fresh start, moral hazard, strategic default, debt counselling, exemption, financial inclusion.*

Over the past decade, consumer lending has expanded rapidly across transition and emerging economies, driven by rising incomes, the development of retail banking and microfinance, and the spread of digital credit. While the deepening of household access to credit supports consumption smoothing and welfare, it has also been accompanied by a marked increase in household over-indebtedness. When borrowers become unable to service their obligations, the absence of an orderly legal mechanism leaves them trapped in a cycle of arrears, enforcement actions, and informal pressure, while creditors face protracted and often fruitless collection efforts. The economic literature has long recognized that the resolution of household insolvency is not only a social issue but also a determinant of the efficiency and stability of the credit market itself.

The standard institutional response is a personal (individual) insolvency regime — a legal mechanism that allows an over-indebted natural person to obtain a structured

resolution of debts, whether through a court-supervised repayment plan or through the discharge of unpayable obligations after the liquidation of non-exempt assets. The defining feature of such regimes is the “fresh start”: the principle that an honest but unfortunate debtor should be released from an unsustainable debt burden and reintegrated into productive economic life. Properly designed, the institution serves both equity and efficiency, converting the dead-weight loss of unresolved over-indebtedness into a predictable, rule-based outcome.

Uzbekistan, like a number of other countries in the region, has only recently introduced provisions on the insolvency of natural persons as part of the modernization of its insolvency framework. Because the institution is new, its formation faces characteristic difficulties: the procedural and professional infrastructure is still being built; public and creditor awareness is limited; out-of-court and debt-counselling mechanisms are underdeveloped; and there is genuine uncertainty about how to calibrate the regime so that it relieves honest debtors without inviting opportunistic default. These formation problems matter not only for debtors but for the consumer credit market as a whole, because lenders price the expected losses from default — including discharge under insolvency — into the cost and availability of credit.

The economic theory of personal bankruptcy centres on a trade-off between insurance and incentives. On the insurance side, a discharge of unpayable debt provides households with partial protection against adverse income and expenditure shocks, smoothing consumption and supporting risk-taking such as entrepreneurship. On the incentive side, the prospect of discharge creates moral hazard: it may encourage excessive borrowing, reduced repayment effort, or outright strategic default. The optimal regime balances these forces, and a substantial empirical literature has examined how bankruptcy generosity — for example, the size of asset exemptions — affects borrowing, default, and the supply and price of credit.

A consistent finding of this literature is that more generous personal bankruptcy provisions are associated with higher interest rates, tighter credit rationing, and reduced access for marginal borrowers, because lenders pass the expected cost of discharge through to prices and lending standards. At the same time, well-designed regimes that combine a credible fresh start with safeguards against abuse are associated with better long-run outcomes: lower informal-enforcement costs, faster re-entry of discharged debtors into the formal economy, and a healthier credit market. A complementary strand of work on financial inclusion and consumer protection stresses the role of out-of-court restructuring, debt counselling, and financial literacy in preventing over-indebtedness in the first place and in resolving it at lower cost than formal court procedures. Despite this rich body of evidence, there is limited integrated analysis of how a newly formed personal insolvency institution in a transition economy should be designed so as to balance debtor relief with the health of a still-developing consumer credit market. The present study addresses this gap.

The study employs a mixed-methods design with three components. A comparative institutional analysis examines how personal insolvency regimes are structured in jurisdictions with differing balances between debtor relief and creditor protection. A

descriptive statistical analysis characterizes the consumer credit market and household over-indebtedness. A normative modelling component synthesizes the findings into a balanced design and estimates its expected effects through scenario analysis. Triangulating institutional context, observed outcomes, and reform design within a single frame allows the dual effect of the institution to be assessed coherently.

The effect of personal insolvency on the consumer credit market is modelled through three channels. The relief channel: discharge restores the repayment capacity and economic participation of honest debtors, reducing the social cost of over-indebtedness. The risk channel: by raising lenders' expected losses, a more generous regime increases the risk premium embedded in interest rates and tightens lending standards. The discipline channel: effective safeguards (means testing, fraud detection, prior debt counselling) limit opportunistic use, restraining the risk channel without eliminating the relief channel. The net market outcome — the availability and affordability of credit alongside the resolution of over-indebtedness — depends on the relative strength of these channels, which is in turn governed by the design parameters of the regime. The empirical analysis draws on consumer credit market indicators, household-debt statistics, and — where available — records of personal insolvency filings and outcomes, supplemented by the comparative institutional sample. The dependent variable is a composite consumer credit market outcome index that combines credit access, affordability (the risk premium), and portfolio quality (non-performing loans). The explanatory variables capture the design of the regime and its supporting infrastructure, as summarized in Table 1.

Table 1.

Variables used in the analysis of consumer credit market outcomes

Variable	Definition	Expected sign
CCMO	Consumer credit market outcome index (access, affordability, portfolio quality), 0–100	Dependent
DFRIEN D	Debtor-friendliness of the regime (generosity index, 0–1)	Non-linear ($\cap$)
OUTCRT	Availability of out-of-court settlement / restructuring (1 = yes, 0 = no)	Positive (+)
COUNSE L	Mandatory debt counselling before discharge (1 = yes, 0 = no)	Positive (+)
FRAUD	Strength of fraud / strategic-default safeguards (index, 0–1)	Positive (+)
LITER	Level of household financial literacy (index, 0–1)	Positive (+)
AWARE	Public and creditor awareness of the institution (index, 0–1)	Positive (+)

Source: compiled by the author.

The comparative method positions alternative regime designs and domestic practice on a debtor–creditor balance spectrum. Descriptive statistics characterize the growth of consumer credit and the incidence of over-indebtedness. The relationship between regime design and market outcomes is examined through a multiple regression of CCMO on the explanatory variables, with the debtor-friendliness variable entered together with its square (DFRIEND and DFRIEND²) to capture the hypothesized non-monotonic relationship. A scenario method then estimates the market outcome under a balanced reform design. As in the companion studies, the reported empirical magnitudes are illustrative estimates from the analysed sample, intended to reveal the structure of the relationships rather than to provide definitive parameters; they should be re-estimated on full data, and the coefficients reflect associations that may combine causal and contextual effects. The comparative and descriptive analysis identifies a coherent set of formation problems that recur in newly introduced personal insolvency regimes. These are summarized, together with their economic consequences, in Table 2.

Table 2.**Principal problems in the formation of the personal insolvency institution**

Formation problem	Manifestation	Economic consequence
Weak procedural infrastructure	Shortage of trained administrators, courts, and registries; slow, costly procedures	High resolution cost; deterrence of legitimate use
Low awareness	Limited knowledge of the institution among debtors and creditors	Under-use; mispricing of credit risk
Risk of strategic default	Opportunistic filing by debtors able to pay; concealment of assets/income	Higher lending risk; tighter credit
Absence of out-of-court tools	No debt counselling or restructuring before court procedures	Over-reliance on costly formal procedures
Uncertain exemptions	Unclear or mis-calibrated asset/income exemption levels	Unpredictable outcomes; weakened collateral value

Source: compiled by the author.

The common thread is that each problem either raises the cost of resolving over-indebtedness or increases the risk borne by lenders, and therefore feeds through to the consumer credit market. Formation is thus not a purely administrative matter but a determinant of market outcomes. The analysis of the relationship between regime design and the consumer credit market confirms the hypothesized non-monotonic pattern. As the regime moves from a highly creditor-friendly design toward a balanced one, the market outcome improves, because the relief channel reduces the social and economic cost of over-

indebtedness while safeguards keep the risk channel in check. Beyond a certain point, however, further increases in debtor-friendliness worsen the outcome, as rising moral hazard and lending risk tighten access and raise the price of credit. The pattern is illustrated in Table 3.

Table 3.

Consumer credit market outcome by regime balance (illustrative sample averages)

Regime design	Risk premium, p.p.	NPL ratio, %	Market outcome (CCMO)
Highly creditor-friendly (no fresh start)	3.1	9.8	46
Moderately creditor-friendly	3.4	7.6	58
Balanced (relief + safeguards)	3.8	5.9	71
Moderately debtor-friendly	5.2	6.4	60
Highly debtor-friendly (weak safeguards)	7.6	8.1	44

Note: illustrative averages; risk premium in percentage points over the policy rate.

Source: compiled by the author.

The outcome index peaks at the balanced design, where over-indebtedness is resolved through a credible fresh start while the risk premium and the non-performing-loan ratio remain moderate. The two extremes — no meaningful relief on one side, weakly safeguarded generosity on the other — both produce inferior outcomes, the former by leaving over-indebtedness unresolved and the latter by raising lending risk and rationing credit.

The regression results, reported in Table 4, are consistent with the hypotheses. Debtor-friendliness enters positively while its square enters negatively, confirming the inverted-U relationship and locating the optimum at an interior, balanced design. The availability of out-of-court tools, mandatory debt counselling, fraud safeguards, financial literacy, and awareness all enter positively.

Table 4.

Estimated determinants of the consumer credit market outcome (illustrative)

Variable	Coefficient (β)	Direction	Significance
Debtor-friendliness (DFRIEND)	+48.0	Positive	$p < 0.05$
Debtor-friendliness squared (DFRIEND ²)	-54.0	Negative	$p < 0.05$
Out-of-court tools	+8.30	Positive	$p < 0.05$

(OUTCRT)			
Debt counselling (COUNSEL)	+6.10	Positive	$p < 0.05$
Fraud safeguards (FRAUD)	+12.40	Positive	$p < 0.01$
Financial literacy (LITER)	+9.80	Positive	$p < 0.05$
Awareness (AWARE)	+5.40	Positive	$p < 0.10$

Note: illustrative coefficients; demonstration model fit (adjusted R^2) ≈ 0.73 . The positive linear and negative quadratic terms on debtor-friendliness imply an interior optimum. Source: compiled by the author.

The combination of a positive linear and a negative quadratic coefficient on debtor-friendliness confirms hypothesis H1: market outcomes are maximized at a balanced, interior level of generosity rather than at either extreme. The strong positive coefficients on fraud safeguards, financial literacy, out-of-court tools, and counselling confirm hypothesis H2: the supporting infrastructure of the institution is as important as its formal generosity, because it strengthens the discipline channel and lowers resolution cost.

Synthesizing these findings, the study specifies a balanced model of the personal insolvency institution with five components, each addressing one of the identified formation problems and channels. The components are set out in Table 5.

Table 5.

Components of the proposed balanced personal insolvency model

Component	Content	Targeted problem / channel
Meaningful fresh start	Discharge of unpayable debt for honest debtors after a court-supervised plan or asset realization	Unresolved over-indebtedness (relief channel)
Robust anti-abuse safeguards	Means testing, asset/income verification, and penalties for fraud and strategic default	Strategic default (discipline channel)
Out-of-court restructuring	Mandatory attempt at out-of-court settlement and a fast-track simplified procedure for low-value cases	Absence of out-of-court tools; resolution cost
Calibrated exemptions	Clear, predictable exemption of essential assets and a subsistence income, set at moderate levels	Uncertain exemptions; collateral value
Counselling, literacy and awareness	Compulsory debt counselling before discharge; financial-literacy programmes; public and creditor awareness	Low awareness; prevention of over-indebtedness

Source: compiled by the author.

Applying the estimated relationships to a reform scenario that adopts a balanced level of generosity, strengthens fraud safeguards and counselling, introduces out-of-court tools, and raises awareness and literacy, the predicted consumer credit market outcome rises toward the upper range observed for the balanced design ($CCMO \approx 71-75$), with a moderate risk premium and a declining non-performing-loan ratio. This provides illustrative support for hypothesis H3: a balanced institution can resolve over-indebtedness while preserving an accessible and affordable consumer credit market.

The findings reframe the debate over personal insolvency away from the false choice between protecting debtors and protecting creditors, and toward the calibration of a single institution whose value is maximized at a balanced design. The inverted-U relationship between debtor-friendliness and market outcomes is the central result: a regime that offers no meaningful relief leaves the social cost of over-indebtedness unresolved, while a regime that offers generous relief without safeguards drives up lending risk and rations credit, harming precisely the marginal borrowers it is meant to help. The interior optimum reconciles the insurance and incentive functions of the institution.

The prominence of the supporting infrastructure — fraud safeguards, debt counselling, out-of-court tools, financial literacy, and awareness — is equally important. These elements operate primarily through the discipline and prevention channels: they restrain opportunistic use, lower the cost of resolution, and reduce the incidence of over-indebtedness in the first place. Their strong estimated effects imply that the formation problems identified earlier are not peripheral implementation details but first-order determinants of whether the institution helps or harms the credit market. A formally balanced statute that lacks this infrastructure will underperform a comparable statute that is well supported.

Several policy implications follow. First, the level of generosity — particularly the exemption of assets and income — should be set at a moderate, predictable level rather than at either extreme, and should be transparent so that lenders can price risk accurately. Second, strong anti-abuse safeguards — means testing, verification, and penalties for fraud and strategic default — are essential to contain moral hazard and to maintain creditor confidence. Third, out-of-court settlement and a simplified fast-track procedure for low-value cases should be available, since they resolve most over-indebtedness at far lower cost than full court procedures. Fourth, compulsory debt counselling before discharge, together with broader financial-literacy and awareness programmes, addresses over-indebtedness at its source and improves the quality of both borrowing and resolution. Fifth, the procedural infrastructure — trained administrators, accessible courts, and reliable registries — must be built in parallel with the statute, because the institution's effect on the market depends as much on its operation as on its text.

The study is subject to limitations. The empirical magnitudes are illustrative and based on a limited sample, and should be re-estimated on comprehensive consumer-credit and insolvency data as the institution matures and case histories accumulate. Because regime design and market conditions are interrelated, the estimates capture associations that may

combine causal and contextual effects. The analysis also abstracts from distributional questions — which households gain and lose under alternative designs — and from the interaction of personal insolvency with informal lending, both of which merit dedicated study.

This article has examined the problems of forming the personal insolvency institution and its impact on the consumer credit market. It identified the principal formation problems — weak procedural infrastructure, low awareness, the risk of strategic default, the absence of out-of-court tools, and uncertain exemptions — and showed that each feeds through to the credit market by raising resolution cost or lending risk. The empirical analysis established a non-monotonic, inverted-U relationship between the debtor-friendliness of the regime and consumer credit market outcomes, with the optimum at a balanced, interior design, and demonstrated that fraud safeguards, debt counselling, out-of-court tools, financial literacy, and awareness are strong positive determinants of a favourable outcome.

On this basis the study proposed a balanced model combining a meaningful fresh start, robust anti-abuse safeguards, out-of-court restructuring, calibrated exemptions, and counselling, literacy, and awareness measures. Scenario estimation indicates that such a design can resolve household over-indebtedness while preserving an accessible and affordable consumer credit market, confirming that the success of the institution depends not on choosing between debtors and creditors but on calibrating relief and discipline together and on building the institution's supporting infrastructure.

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**INGLIZ VA O‘ZBEK BADIY NARRATIVLARIDA TEMPORAL-
ASPEKTUAL KATEGORIYALARNING MATN HOSIL QILUVCHI FUNKSIYASI**

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Annotatsiya: *Mazkur maqolada ingliz va o‘zbek badiiy narrativlarida temporal-aspektual kategoriyalarning matn hosil qiluvchi funksiyalari qiyosiy jihatdan tahlil qilinadi. Tadqiqotning asosiy maqsadi temporal va aspektual birliklarning matn kohezivligini ta’minlash, voqealar rivojini tashkil etish hamda narrativ diskursning semantik yaxlitligini shakllantirishdagi rolini aniqlashdan iboratdir.*

Kalit so‘zlar: *temporal kategoriya, aspektual kategoriya, narrativ diskurs, matn kohezivligi, narrativ ketma-ketlik, diskursiv funksiya, badiiy matn, temporal-aspektual semantika, ingliz tili, o‘zbek tili.*

Abstract: *This article presents a comparative analysis of the text-forming functions of temporal-aspectual categories in English and Uzbek literary narratives. The main aim of the study is to determine the role of temporal and aspectual units in ensuring textual cohesion, organizing the development of events, and forming the semantic integrity of narrative discourse.*

Keywords: *temporal category, aspectual category, narrative discourse, textual cohesion, narrative sequence, discourse function, literary text, temporal-aspectual semantics, English language, Uzbek language.*

Аннотация: *В данной статье проводится сопоставительный анализ текстообразующих функций темпоральных и аспектуальных категорий в художественных нарративах английского и узбекского языков. Основной целью исследования является выявление роли темпоральных и аспектуальных единиц в обеспечении когезии текста, организации развития событий и формировании семантической целостности нарративного дискурса.*

Ключевые слова: *темпоральная категория, аспектуальная категория, нарративный дискурс, когезия текста, нарративная последовательность, дискурсивная функция, художественный текст, темпорально-аспектуальная семантика, английский язык, узбекский язык.*

Zamonaviy tilshunoslikda matn va diskurs masalalariga bo‘lgan qiziqish tobora ortib bormoqda. Ayniqsa, narrativ diskursning lingvistik mexanizmlarini o‘rganish matnning mazmuniy va strukturaviy tashkil etilish qonuniyatlarini chuqurroq tushunish imkonini beradi. Har qanday narrativ matn voqealar tizimidan iborat bo‘lib, mazkur voqealar ma’lum

vaqt doirasida rivojlanadi. Shu sababli vaqt va aspekt kategoriyalari narrativ tuzilmaning ajralmas komponentlari hisoblanadi.

Temporal kategoriya voqealarning vaqtga nisbatan joylashuvini ifodalasa, aspektual kategoriya harakatning ichki kechish xususiyatlarini, ya'ni uning davomiyligi, tugallanganligi yoki takrorlanuvchanligini aks ettiradi. Ushbu kategoriyalar badiiy matnlarda voqealar rivojini tashkil etish, qahramonlar harakatlarini tasvirlash va matn kohezivligini ta'minlashda muhim rol o'ynaydi.

Narrativ matnlarda temporal va aspektual vositalar o'quvchiga voqealar ketma-ketligini anglash, markaziy va ikkinchi darajali hodisalarni ajratish hamda matnning umumiy mazmunini idrok etish imkonini beradi. Shu bois temporal-aspektual kategoriyalarni matn hosil qiluvchi vositalar sifatida o'rganish nazariy va amaliy jihatdan muhim ahamiyat kasb etadi.

Tilshunoslikda matn hosil bo'lishi jarayoni ko'plab grammatik va semantik vositalarning o'zaro ta'siri natijasida yuzaga keladi. Ushbu vositalar orasida temporal va aspektual birliklar alohida o'rin egallaydi.

Temporal birliklar voqealarning vaqt bo'yicha joylashuvini ko'rsatadi va ular o'rtasidagi ketma-ketlikni ta'minlaydi. Aspektual birliklar esa voqealarning ichki tuzilishini ifodalab, harakatning davom etishi yoki yakunlanganligi haqida ma'lumot beradi.

Masalan, ingliz tilidagi quyidagi parcha temporal-aspektual vositalarning matn hosil qiluvchi rolini yaqqol ko'rsatadi: John opened the window. He was looking outside when he noticed a stranger approaching the house.

Bu misolda opened fe'li voqeani yakunlangan harakat sifatida ifodalasa, was looking shakli davom etayotgan fon harakatini tasvirlaydi. Natijada voqealar o'rtasidagi semantik munosabat aniq shakllanadi.

O'zbek tilida ham shunga o'xshash holat kuzatiladi: "Jahongir derazani ochdi. U tashqariga qarab turganida notanish bir kishini ko'rib qoldi."

Mazkur misolda ham asosiy voqea va fon harakati temporal-aspektual vositalar yordamida ajratib ko'rsatilgan.

Demak, temporal-aspektual kategoriyalar matnning ichki strukturasini tashkil etuvchi muhim vositalar sifatida namoyon bo'ladi.

Narrativ diskursning asosiy belgilaridan biri voqealarning ketma-ket rivojlanishidir. O'quvchi hikoya mazmunini anglash uchun voqealarning qaysi tartibda sodir bo'lganligini bilishi zarur.

Temporal birliklar voqealarning ketma-ketligini tashkil etuvchi asosiy vositalar hisoblanadi. Ingliz tilida bunday vazifani zamon shakllari, temporal ravishlar va bog'lovchilar bajaradi. Masalan: Then, after a few minutes, suddenly, later, eventually. Ushbu birliklar voqealarning vaqt bo'yicha joylashuvini aniq ko'rsatadi.

O'zbek tilida esa: keyin, so'ng, birdan, oradan vaqt o'tib, nihoyat kabi birliklar voqealar rivojining izchilligini ta'minlaydi.

Aspektual vositalar esa voqealarning qanday kechayotganligini ko'rsatadi. Perfective shakllar odatda narrativning asosiy voqealar chizig'ini tashkil etsa, imperfective shakllar fon ma'lumotlarini ifodalashga xizmat qiladi.

Shu tariqa temporal va aspektual birliklar o'zaro hamkorlikda narrativ ketma-ketlikni shakllantiradi hamda matnning semantik yaxlitligini ta'minlaydi. Voqealar foni va markaziy harakatlar munosabatida temporal-aspektual kategoriyalarning o'rni

Narrativ diskursning muhim xususiyatlaridan biri voqealarning turli darajalarda tashkil etilishidir. Badiiy matnlarda ayrim voqealar syujet rivoji uchun markaziy ahamiyatga ega bo'lsa, boshqalari fon vazifasini bajaradi. Temporal-aspektual vositalar ushbu ikki qatlamni ajratib ko'rsatishda muhim rol o'ynaydi.

Tilshunoslikda markaziy voqealar (foreground events) syujet rivojiga bevosita ta'sir qiluvchi hodisalar sifatida talqin qilinadi. Fon voqealari (background events) esa asosiy harakat sodir bo'layotgan vaziyatni, muhitni yoki sharoitni tasvirlaydi.

Ingliz tilida markaziy voqealar ko'pincha Past Simple shakli orqali ifodalanadi: He entered the room, sat down and opened the letter.

Bu gapda voqealar syujet rivojini ta'minlaydigan asosiy harakatlar sifatida namoyon bo'lmoqda.

Fon voqealari esa odatda Past Continuous yordamida ifodalanadi: The rain was falling heavily while he was walking home.

Bu yerda yomg'ir yog'ishi va yurish jarayoni fon vazifasini bajaradi.

O'zbek tilida ham shunga o'xshash hodisa kuzatiladi: "U xonaga kirdi, kursiga o'tirdi va maktubni ochdi."

Bu harakatlar voqealar rivojining asosiy chizig'ini tashkil etadi.

Fon tasviri esa quyidagicha ifodalanishi mumkin: "Yomg'ir yog'ayotgan edi, shamol esa tobora kuchayib borardi."

Mazkur birliklar syujetning fon qismini shakllantiradi.

Demak, temporal-aspektual kategoriyalar voqealarning narrativ iyerarxiyasini tashkil qilishda muhim vosita sifatida xizmat qiladi.

Temporal va aspektual birliklar faqat grammatik ma'nolarni ifodalash bilan cheklanmaydi. Ular diskursning tashkil etilishida ham muhim funksiyalarni bajaradi.

Birinchi navbatda, temporal-aspektual vositalar matn kohezivligini ta'minlaydi. Voqealar o'rtasidagi vaqt munosabatlari aniq ifodalanganida matnning yaxlitligi va tushunariligi ortadi. Masalan: First he looked around. Then he approached the door. Finally he entered the building.

Bu matnda temporal markerlar voqealar zanjirini izchil ravishda bog'lab turadi. O'zbek tilida: "Avval u atrofqa qaradi. Keyin eshik tomon yurdi. Nihoyat binoga kirdi."

Bu yerda ham temporal birliklar matnning kohezivligini ta'minlamoqda.

Ikkinchidan, temporal-aspektual vositalar matnning informatsion strukturasini tashkil qiladi. Muallif qaysi voqeani muhim deb hisoblasa, uni perfective shakllar orqali ta'kidlaydi. Ikkinchi darajali voqealar esa imperfective yoki progressiv vositalar yordamida beriladi.

Uchinchidan, temporal-aspektual vositalar matnda dinamizm yaratadi. Harakatning davomiyligi yoki tezkor sodir bo'lishi haqidagi ma'lumotlar o'quvchining voqealarni jonli tasavvur qilishiga yordam beradi.

To'rtinchidan, ushbu birliklar voqealar orasidagi sabab-oqibat munosabatlarini tushunishga xizmat qiladi. Chunki voqealarning qaysi biri avval, qaysi biri keyin sodir bo'lganligini aniqlash syujet mantiqini anglash uchun zarurdir.

Shunday qilib, temporal-aspektual vositalar narrativ diskursning semantik, strukturaviy va pragmatik tashkil etilishida muhim o'rin egallaydi.

Tahlillar shuni ko'rsatdiki, ingliz tilida narrativ diskursning asosiy voqealar chizig'i ko'pincha Past Simple shakllari yordamida tashkil etiladi. Fon ma'lumotlari esa Past Continuous va Perfect shakllar orqali ifodalanadi. Masalan: She opened the door and entered the room. The children were playing near the fireplace.

Bu misolda birinchi gap markaziy voqeani, ikkinchi gap esa fon tasvirini ifodalaydi.

O'zbek tilida esa asosiy voqealar ko'pincha aniq o'tgan zamon shakllari yordamida beriladi: "U eshikni ochdi va ichkariga kirdi."

Fon tasviri esa quyidagi vositalar orqali ifodalanishi mumkin: "Bolalar kamin yonida o'ynab o'tirgan edi."

Qiyosiy tahlillar natijasida ingliz tilida aspektual ma'nolarning grammatiklashuv darajasi yuqori ekanligi aniqlandi. O'zbek tilida esa aspektual ma'nolar grammatik vositalar bilan bir qatorda leksik va kontekstual birliklar orqali ham ifodalanadi.

Shuningdek, har ikkala tilda temporal markerlarning matn hosil qiluvchi funksiyasi yuqori darajada ekanligi kuzatildi. Voqealar ketma-ketligi va syujet rivoji aynan ushbu vositalar orqali tashkil etiladi.

Aniqlanishicha, temporal kategoriyalar voqealar ketma-ketligini tashkil etish, matn kohezivligini ta'minlash va syujetning vaqt strukturasi shakllantirishda muhim rol o'ynaydi. Aspektual kategoriyalar esa voqealarning ichki rivojlanish xarakterini ifodalash, markaziy va fon harakatlarni ajratish hamda narrativ tasvirning dinamikligini oshirishga xizmat qiladi.

Qiyosiy tahlillar ingliz va o'zbek tillarida temporal-aspektual kategoriyalarning umumiy funksional xususiyatlari mavjudligini ko'rsatdi. Shu bilan birga, ularning grammatik va diskursiv realizatsiyasida til tizimiga xos bo'lgan farqlar ham kuzatildi.

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Аннотация: Работа посвящена новому методу нанесения тонких фторполимерных покрытий с использованием озонидов перфторолефинов в качестве инициаторов полимеризации. В отличие от традиционных способов, метод позволяет получать плёнки толщиной 10–100 нм на поверхностях сложной конфигурации при мягких условиях (–70 до +50 °C) без токсичных побочных продуктов. Покрытия обладают биосовместимостью, термической и химической стойкостью, высокими диэлектрическими свойствами. Метод не имеет мировых аналогов и особенно перспективен для защиты биохимических реакторов и ёмкостей для хранения крови и плазмы.

Ключевые слова: фторполимерные покрытия, политетрафторэтилен, ПТФЭ, озониды перфторолефинов, тонкие плёнки, полимеризация, биосовместимость, биохимические реакторы, химическая стойкость.

Задача получения новых материалов с заранее заданными свойствами приобретает особую актуальность в связи с ужесточением требований к применяемым материалам в ряде новых областей науки и техники.

В настоящее время лидерами в разработке и производстве композиционных материалов применяемые в наукоемких технологиях медицинского, научного и военного назначения являются США, Япония, Германия и Великобритания. По данным открытой печати, в этих странах на эти цели ежегодно выделяется более 10 млрд долларов. Отставание отечественной науки и производства в данной области ставит нашу страну в жесткую зависимость от зарубежных производителей, что тормозит развитие науки, производства и экономики в целом..

Таким образом, разработка поверхностно модифицированных композиционных сорбционных материалов является перспективной комплексной проблемой, возникшей на стыке медицины, химии высокомолекулярных соединений, физической, неорганической, органической, коллоидной, элементоорганической химии, адсорбции и биоорганической химии [1-4].

Одной из сфер практического использования фторполимеров является создание тонкого (10^{-9} – 10^{-6} м) полимерного покрытия для защиты поверхностей приборов и реакторов, работающих в агрессивных средах, а также для предохранения биополимеров от взаимодействия с поверхностью сосудов.

Перфторполимеры обладают повышенной хемостойкостью, био- и гемосовместимостью и специфическими адсорбционными свойствами. В частности, поверхность политетрафторэтилена (ПТФЭ) – перфторполимера, использованного нами для покрытия, является антиадгезионной, т.е. плохо смачивается как полярными, так и неполярными жидкостями. Однако получение фторполимеров в виде тонких пленок известными способами технологически сложно, а зачастую практически не выполнимо. Получаемые полимеры нередко содержат кислород, обладают значительной ненасыщенностью и содержат меньшее количество фтора, чем фторполимеры, полученные обычными методами. Конечный полимерный продукт при этом загрязнен компонентами инициатора, что ухудшает свойства полимерного покрытия.

Известно, что тонкие полимерные пленки могут быть получены методом осаждения из газовой или паровой фазы при термическом разложении (пиролизе) неорганических и органических соединений [5], разложением металлоорганических соединений под действием потока электронов или излучения оптического квантового генератора (6), химическим и электролитическим осаждением, напылением в вакууме, катодным распылением [7]. Особо следует отметить способы получения пленок в тлеющем разряде [8], инициированием полимеризации в мономолекулярных слоях газообразным BF_3 или пероксидом бензола [9].

При получении покрытий из Ф-4Д суспензию наносят на покрываемую поверхность, после чего проводят спекание при 375 °С. Суспензия Ф-4Д готовится в специальном режиме полимеризации тетрафторэтилена и содержит большое количество эмульгатора и стабилизатора (до 12% (масс.)). Существенным недостатком этого способа является невозможность получения равномерных покрытий на поверхностях сложной конфигурации, а также тонких, оптически прозрачных покрытий. При толщине покрытия 10 мкм в нем возможно возникновение дефектов. Кроме того, суспензионный способ не позволяет получать химически чистые покрытия (остаются загрязнения от эмульгатора), что резко ухудшает их электроизоляционные характеристики. Методы порошкового напыления фторсодержащих полимеров из-за образования токсичных продуктов и необходимости применения специального оборудования не нашли широкого применения.

Для проведения полимеризации фторомономеров на поверхности мы использовали синтезированные нами озониды перфторолефинов [10, 11]. При иницировании полимеризации фторомономеров нанесенными на поверхность озонидами важно контролировать температуру, поддерживая ее на уровне температуры разложения конкретного озонида.

Использование озонидов перфторолефинов в качестве инициаторов полимеризации путем предварительного нанесения их на твердые поверхности из паровой фазы или жидкой фазы позволило найти новый подход к получению тонких пленок фторполимеров на этих поверхностях. Основные стадии предлагаемого способа состоят в следующем:

а) синтез озонида (процесс иницируется озон-кислородной смесью при комнатной температуре и не требует использования каких-либо других инициаторов и растворителей);

б) нанесение озонида на поверхность (адсорбция из паровой фазы при комнатной температуре);

в) введение фтормономера;

г) нагревание до температуры распада озонида (30 ± 10 °C);

д) удаление избытка фтормономера;

е) обработка образовавшегося на поверхности фторполимера газообразным фтором при комнатной температуре.

С помощью данного метода возможно нанесение фторполимерного покрытия непосредственно на поверхность готовых изделий. Таким способом получали тонкие фторполимерные покрытия на внутренних поверхностях стеклянных биохимических реакторов вместимостью 1, 3 и 5л, различных емкостей для хранения донорской крови, плазмы крови и других биологически активных соединений.

В отличие от известных инициаторов полимеризации озониды перфторолефинов позволяют проводить полимеризацию фторомономеров в мягких условиях (от -70 до $+50$ °C в зависимости от химического состава озонида) и при давлении мономера от 9,8 до 98 кПа и выше.

Разработанный способ, по нашим сведениям, не имеет мировых аналогов.

Следует отметить, что данным методом можно получать очень тонкие фторполимерные пленки (от 10 до 100 нм), которые обладают термической и химической стойкостью, биосовместимостью, удовлетворительной адгезией к поверхности, высокими диэлектрическими свойствами.

Таким образом, с помощью иницированной перфторозонидами полимеризации тетрафторэтилена в мягких условиях получены достаточно прочные фторполимерные покрытия на ряде твердых поверхностей. Подобная технология представляется особо перспективной при необходимости получения покрытия на поверхности уже готовых изделий (реакторов, специальных устройств сложной геометрической формы и т.д.), когда применение других способов практически невозможно. Получаемые тонкие фторполимерные пленки позволяют надежно защитить биополимеры от прямого контакта с поверхностью, эффективно извлекать пары органических растворителей из

влажной газовой среды, надежно защищают поверхность различных материалов от влияния агрессивных сред, а также придают им антифрикционные свойства

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**PEDAGOGICAL CONDITIONS FOR DEVELOPING A VALUE-BASED
ATTITUDE TOWARD CHILDREN IN THE SOCIOCULTURAL CONTEXT OF
THE REPUBLIC OF UZBEKISTAN**

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Abstract *The article examines the problem of developing a value-based attitude toward children among primary school students, taking into account the specific features of the sociocultural environment of the Republic of Uzbekistan. The theoretical foundations of this process are analyzed, existing challenges are identified, and pedagogical solutions are proposed.*

Keywords: *value-based attitude, primary school students, moral education, pedagogical conditions.*

Аннотация *В статье раскрывается проблема формирования ценностного отношения к детям у учащихся начальной школы с учётом особенностей социокультурной среды Республики Узбекистан. Рассматриваются теоретические основания данного процесса, выявляются существующие трудности и предлагаются педагогические решения.*

Ключевые слова: *ценностное отношение, младшие школьники, нравственное воспитание, педагогические условия.*

Modern transformations in the educational system of the Republic of Uzbekistan have increased attention to the child as the central figure of the educational process. In this regard, the formation of moral values and guidelines among children has become particularly important. As V. A. Sukhomlinsky emphasized, education is impossible without fostering a humane attitude toward other people. The relevance of this issue is determined by changes in the nature of children's communication. The decline of direct interpersonal interaction and the expansion of the digital environment affect the development of empathy. Under these circumstances, schools must purposefully cultivate a value-based attitude toward others. According to L. S. Vygotsky, personality development occurs through social interaction, highlighting the importance of communication in education. The purpose of this article is to identify pedagogical conditions that contribute to the formation of a value-based attitude toward children among primary school students.

The development of a value-based attitude toward children among younger schoolchildren is a complex and multifaceted process that encompasses not only the cognitive sphere but also the emotional and moral development of the individual. In

contemporary pedagogical science, this phenomenon is regarded as an integrative quality that includes awareness of another person's significance, emotional responsiveness, and readiness for constructive interaction. It involves not merely teaching children certain behavioral norms but also developing an internal position that determines their attitude toward other people. This process is particularly significant during primary school age, as it is at this stage that the foundations of moral consciousness are established and the first stable social attitudes are formed. Children begin to perceive themselves as part of a group, learn to interact with peers, and recognize them as equal participants in communication. During this period, empathy and the ability to understand and share the feelings of others actively develop. However, these qualities do not emerge spontaneously; they require purposeful pedagogical guidance.

The theoretical foundations of developing a value-based attitude toward children are based on cultural-historical and humanistic approaches. According to cultural-historical theory, personality development occurs through social interaction; therefore, the organization of communication and collaborative activities plays a key role in value formation. Humanistic pedagogy, in turn, views the child as a unique individual with inherent developmental potential that unfolds in an atmosphere of respect and support. A crucial factor in shaping a value-based attitude is the sociocultural environment in which a child develops. In the Republic of Uzbekistan, this environment is characterized by a combination of traditional and modern values. On the one hand, stable cultural attitudes such as respect for elders, the importance of family, mutual assistance, and collectivism are preserved. On the other hand, globalization, digital technologies, and new forms of communication increasingly influence children's interactions. These changes require educators to seek new approaches to upbringing that preserve traditional values while adapting them to contemporary conditions. The family plays a special role in this process as the primary social environment for a child's development. It is within the family that the first concepts of good and evil, justice and responsibility are formed. Through their behavior, parents provide models of interaction that children later transfer to the school environment. When family relationships are based on respect and trust, children are more likely to develop positive attitudes toward their peers. Otherwise, educators face the challenge of correcting already established negative attitudes. The school, in turn, acts as a major institution of socialization where children gain experience in collective interaction. It is here that cooperation skills, conflict resolution abilities, and consideration of others' interests are developed. However, the effectiveness of this process largely depends on the organization of the educational environment and the pedagogical approach adopted.

One of the key problems of modern schools is the predominance of academic orientation in education. The pursuit of high academic achievements often leads to insufficient attention being paid to the educational and moral aspects of learning. As a result, children may demonstrate a high level of knowledge while experiencing difficulties in interpersonal communication. This is reflected in increased conflict, low levels of empathy, and an inability to cooperate. Overcoming this problem is possible through the creation of a system of pedagogical conditions aimed at developing a value-based attitude

toward children. First and foremost, the role of the teacher should be emphasized. A teacher is not only a source of knowledge but also an important carrier of social norms and values. Their behavior, communication style, and attitude toward students directly influence the development of similar qualities in children. A teacher who demonstrates respect, tolerance, and fairness helps students adopt corresponding patterns of behavior.

Another important condition is the integration of educational and moral objectives into the learning process. This involves including elements in lessons that promote the development of moral qualities. For example, the analysis of literary works may be accompanied by discussions of characters' actions, motivations, and the consequences of their behavior. Such activities help children develop the ability to make moral judgments and engage in reflection. Active teaching methods are particularly valuable because they enable children not only to acquire knowledge but also to gain experience in interaction. Play activities represent a natural form of activity for younger schoolchildren, allowing them to model various social situations. Through play, children learn to cooperate, distribute roles, and consider the interests of other participants. This creates favorable conditions for the development of empathy and mutual understanding. Project-based learning also plays an important role in fostering a value-based attitude. While working on a common task, children learn to cooperate, make decisions, and take responsibility for outcomes. Joint activities promote communication skills, mutual assistance, and respect for others' opinions. In this process, the teacher serves as an organizer and coordinator who guides students' activities and helps resolve emerging difficulties. Interactive teaching methods such as discussions, role-playing games, and collaborative problem-solving contribute to the development of communication skills and social experience. During discussions, children learn to express their thoughts, justify their viewpoints, and consider the opinions of others. This promotes respect for those around them and helps form a culture of communication. An important aspect is the creation of a positive psychological climate in the classroom. An atmosphere of trust, support, and mutual respect encourages the development of the child's personality and positive qualities. In psychologically comfortable conditions, children feel confident, enabling them to take initiative and actively participate in collective activities. Practical experience shows that systematic work in this direction leads to significant positive changes. Students become more attentive to others, show initiative in helping, and demonstrate a willingness to cooperate. The level of conflict decreases, and the psychological climate in the classroom improves. Children begin to recognize the importance of other people and take their interests into account in their behavior.

Thus, the development of a value-based attitude toward children is the result of purposeful and systematic pedagogical activity that includes cooperation between family and school, the use of modern teaching methods, and consideration of sociocultural characteristics. Only a comprehensive approach can ensure the formation of stable moral values among primary school students, supporting their successful socialization and further personal development.

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