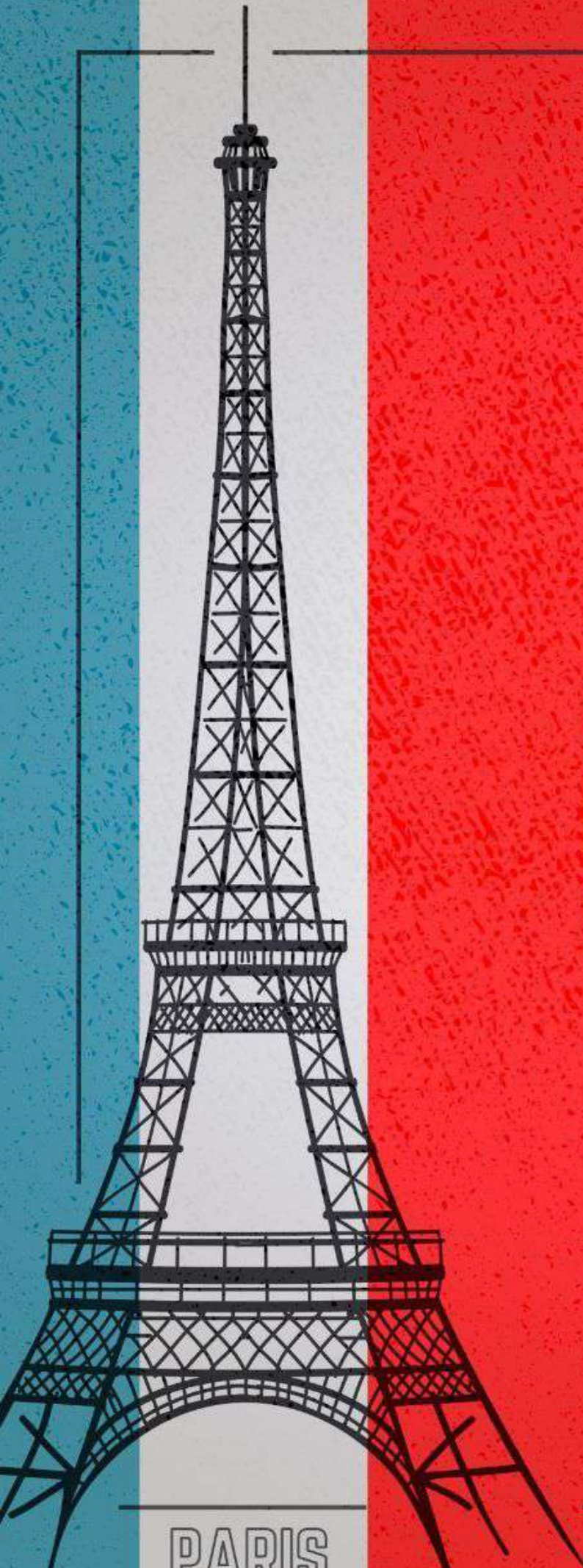




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**INTERNATIONAL SCIENTIFIC
INNOVATION RESEARCH CONFERENCE**
Volume 01, Issue 06, 2024 (15-SEPTEMBER)

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MORPHOLOGY OF THE HEART IN PATIENTS WITH TUBERCULOSIS.

**Kuryazov Akbar Quranbaevich¹, Palvanov Mavlonbek Ma'murovich²,
Radjapov Adilbek Anvarbekovich³, Karimov Rasulbek Khasanovich⁴.**

Head of the "Dentistry" department of the Urganch branch of the Tashkent Medical Academy, associate professor 1.

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Assistant professor of the "Pathomorphology" department of the Urganch branch of the Tashkent Medical Academy⁴.

Relevance of the topic: In the past, a person suffering from tuberculosis died regardless of his financial status and age. Today, this disease is not as scary as it was in the past. Despite all the advances in medicine, it can be overlooked, lost, and forgotten.

According to the World Health Organization, approximately 2.1 billion people worldwide are infected with tuberculosis. In 10% of them, tuberculosis may occur during their lifetime, in which AIDS is of great importance. The world's mass media say that the fight against tuberculosis is of global importance. It should also be said that the disease knows no borders. There is no way to stop the influx of tuberculosis patients, along with healthy people, into developed countries due to the development of relations between the populations of countries, migrations, and poverty.

The purpose of the work: as the purpose of the work, the aim of the work was to determine the morphological changes in the heart of the patients who died with various forms of tuberculosis at the Khorezm branch of the Scientific and Practical Medical Center of the Republic of Phthisiatry and Pulmonology.

The results obtained: within the framework of scientific research, the majority of patients suffering from various forms of tuberculosis were women, 70-80% of whom were examined by gender, and it was found that the disease was heart disease compared to other chronic diseases.

It was found that the patients brought to the Bureau of Pathological Anatomy of Khorezm Region who died of heart disease as a result of various types of tuberculosis had acute respiratory-cardiac failure.

CONCLUSIONS:

in conclusion, it can be said that among the diseases more common in women compared to men, tuberculosis is caused by morphological changes in the heart as a complication in various forms.

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WORKING WITH IMAGES AND BACKGROUNDS IN WORDPRESS

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ABSTRACT:

This research paper explores the intricate functionalities and best practices of working with images and backgrounds in WordPress, one of the most popular content management systems (CMS). As visual content becomes increasingly vital in web design, understanding how to effectively use images and backgrounds is crucial for creating engaging and aesthetically pleasing websites. This paper covers the technical aspects of image manipulation, optimization techniques, and background customization in WordPress. Additionally, it delves into the use of plugins and themes to enhance image-related functionalities, ensuring that web pages not only look professional but also perform efficiently.

Keywords: WordPress, images, backgrounds, web design, image optimization, plugins, themes, content management systems (CMS).

INTRODUCTION

In the digital age, where visual content plays a pivotal role in capturing audience attention, the effective use of images and backgrounds is critical for the success of any website. WordPress, as a leading content management system, offers a wide range of tools and features that allow users to manage and customize visual elements on their sites. This paper aims to provide an in-depth analysis of the methods and techniques available in WordPress for working with images and backgrounds. It also discusses the importance of image optimization for web performance, the selection of appropriate themes and plugins, and the application of CSS for advanced customization.

1. The Role of Images and Backgrounds in Web Design

- **1.1 Importance of Visual Content:** Discuss the psychological impact of images and backgrounds on user engagement.
- **1.2 Aesthetic and Functional Considerations:** Explore how images and backgrounds contribute to the overall user experience (UX) and user interface (UI) design.

2. Managing Images in WordPress

- **2.1 Image Uploading and Management:** Explain the process of uploading, organizing, and managing images in the WordPress Media Library.
- **2.2 Image Optimization Techniques:** Discuss the importance of image optimization, including file formats, compression methods, and the use of plugins like Smush or ShortPixel.
- **2.3 Responsive Images:** Highlight the significance of using responsive images and the 'srcset' attribute to ensure images look good on all devices.

3. Customizing Backgrounds in WordPress

- **3.1 Theme-Based Background Customization:** Discuss how different WordPress themes offer various options for background customization, including colors, patterns, and images.
- **3.2 Using CSS for Advanced Backgrounds:** Explain how to use custom CSS to achieve advanced background effects, such as gradients, parallax scrolling, and video backgrounds.
- **3.3 Background Plugins:** Review popular plugins that provide enhanced background customization options, such as Background Manager and Simple Full-Screen Background Image.

4. Integrating Images and Backgrounds with Plugins and Themes

- **4.1 Best Plugins for Image Management:** Provide an overview of essential WordPress plugins for enhancing image management, such as NextGEN Gallery and Envira Gallery.
- **4.2 Theme Compatibility:** Discuss how to ensure that selected themes are compatible with the desired image and background features.
- **4.3 Case Studies:** Present examples of websites that effectively use images and backgrounds, analyzing the themes and plugins employed.

Conclusion

- **5.1 Summary of Key Points:** Recap the importance of proper image and background management in WordPress.
- **5.2 Future Trends:** Speculate on emerging trends in WordPress image and background management, such as AI-driven image optimization and dynamic background customization.

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MAHMUD SHABUSTARIYNING ADABIY MEROSI

Mulloqulova Shohista

ToshDO'TAU 1-kurs tayanch doktoranti

***Annotatsiya.** Maqolada islom olamida “Gulshani roz” asari bilan tanilgan Shayx Mahmud Shabustariy ijodiga xos bo‘lgan irfoniy-tasavvufiy asarlar tanishtiriladi. Har bir asarning ma’no hamda mazmuniy tomonlari xususida so‘z boradi.*

***Kalit so‘zlar:** Shabustariy, tasavvuf, tafakkur, tavhid, risolalar.*

Qadimgi Sharq insoniyat sivilizatsiyasi, ilm-fan va madaniyat beshigi ham uning eng qimmatli manbasidir. O‘rta asrlar islom olami o‘zining boy ilmiy-falsafiy, diniy-g‘oyaviy, axloqiy-ma’naviy va adabiy-estetik merosi, yozma yodgorlik namunalari bilan ajralib turadi. Tasavvuf va irfon bobida katta shuhrat qozongan mutafakkir va alloma Shayx Sadiddin Mahmud Aminiddin Abdulkarim ibn Yahyo Shabustariy ham ayni shu davrning yetuk vakili edi.

Shabustariy XIII asrning 2-yarmida hozirgi Eron va Ozarbayjon oralig‘idagi Urmiya ko‘li yaqinidagi Tabriz viloyatining Shabistar degan kichik qishlog‘ida tug‘ilgan. Shoirning tavallud va vafoti bo‘yicha tarixchi hamda tadqiqotchilar o‘rtasida bir qator ixtiloflar mavjud. Shu sabab ham uning yashagan yillari manbalarda turlicha keltirilgan. Jumladan, Rizoqulixon Hidoyat “Majma al-fusaxa” kitobida shunday yozadi: “Shabustariy o‘z davrining Oljeytu(1304-1315) boshqaruvida mashhur olim va ma’naviyat peshvosi edi”. Lutalibek Ozar “Otashkadai Ozar”da bu haqda shunday deydi: “ U Gayxatu (1291-1295) davrida tug‘ilgan”[3:15]. Samad Muvahhidning yozishicha, Shabustariy 1320/21-yillarda vafot etgan, 33 yil umr ko‘rgan [1:204]. Biroq bir qator tadqiqotchilar shoir uzoq umr ko‘rganini va bu haqda o‘zining “Saodatnoma” asarida ham aytib o‘tganini bildirishadi.

Ilm va dinni o‘rganing, sunnat yo‘lini tuting,

Bu dunyoda ko‘p yashagan mendan ko‘rsatma ol! [3:15]

Yuqoridagi fikrlar asosida Shayx Mahmud Shabustariy 1288–1340-yillarda yashagan deb aytish o‘rinli.

Tarix zarvaraqlariga nomi bitilgan insonlarning shon-shuhrati ularning ilmiy-madaniy faoliyati, jamiyat ma’naviyatini yuksaltirishga qo‘shgan hissasi bilan chambarchas bog‘liq. Shabustariy nazmda tasavvufiy va falsafiy masalalarga bag‘ishlangan ikki buyuk asar yaratdi. Rumiylar “Masnaviy”si, Xayyom “Ruboiylari”,

Sa'diy "Guliston" va "Bo'ston" bilan mashhur bo'lgani kabi Shabustariy ham "Gulshani roz" masnaviyisi orqali tasavvuf olamida shuhrat topdi.

Shabustariyning 1006 baytdan iborat "Gulshani roz" masnaviyisi asli hirotlik mashhur alloma Amir Husayn Haraviyning savollariga javob tariqasida yaratilgan. Asar 1317-yilda yozilgan bo'lib, buni muallifning o'zi ham qayd etgan. Amir Husaynning 15 savoliga javob tariqasida yozilgan bu asarda irfon va tasavvufning nazariy asoslari, vahdat hamda botiniy idrok ta'limoti atamallari va ramzlarning mazmuni ochiqqlangan.

"Saodatnoma" Shabustariyning nazmdagi ikkinchi asari bo'lib, Sanoyi G'aznaviyning "Hadiqat ul-haqiqat" ("Haqiqat bog'i") nomli didaktik asari namunasida yaratilgan. 1985-yilda S.Muvohhid muharrirligida nashr etilgan 4 bobdan iborat masnaviyning hajmi 1571 baytga yetadi. An'anaviy hamd qismidan so'ng muqaddima qismida asarning yozilish sababini va undagi boblar tartibini tushuntiradi. Asarning 1-bobi "vojib al-vujud", ya'ni Haq taoloning mohiyatini idrok etish, uning mavjud va muqarrar ekanligini anglashga qaratilgan. Keyingi boblarda Yaratuvchining sifatleri, iymonning darajalariga asoslanib, "Ilm al-yaqin", "ayn al-yaqin" va "Haqqul-yakin" nomlari izohlanadi [2:11-12].

"Saodatnoma" diniy masalalarga bag'ishlangan asar. Undagi har bir fikr oyat va suralar bilan dalillangan. Qur'on va Muhammad payg'ambarning hadislaridan iborat bo'lgan bu she'riy asarning har bir bobidan hikoyalar, masallar o'rin olgan. Shabustariy 8 bobdan iborat she'riy asar yozishga bel bog'lagan, ammo 4 bobdan so'ng fikrlarini muxtasar qilib hozirgi shaklda qoldirgan. Yana bir muhim jihat shundaki, tadqiqotchilar orasida Shabustariy bu asarini Imom Muhammad G'azzoliyning mashhur "Kimyoi saodat" asaridan ilhomlanib yaratgan va shu ta'sir tufayli "Saodatnoma" deb nomlagan degan qarashlar mavjud.

Shabustariyning ilk nasriy asari "Haqq ul-yakin fi mag'rifat-i Rabb al-olamin", ikkinchisi "Mir'ot al-muhakkikin" risolalaridir. Bu risolalar ham tasavvufiy asar bo'lib, muallifning tafakkuri va bevosita ruhiy tajribasi asosida yozilgan. Mazkur risolalaning bugungi kunda nashr ettirgan muharriri Rizo Ashrafzoda uning muqaddimasida shunday deydi: "Ushbu asar, shubhasiz, Shabustariy qalamiga mansub. "Gulshani roz" Shabustariyning eng yaxshi tasavvufiy she'riy asari bo'lgani kabi "Haqq ul-yaqin" kitobi ham uning eng yaxshi nasriy asari sifatida e'tirof etilgan. Nasr tili nisbatan murakkab bo'lib, undagi nozik fikrlar so'fiylik, falsafiy va ilohiyot atamallari bilan chambarchas bog'langan bo'lib, uning to'g'riligini ko'plab Qur'on oyatlari va hadislar ko'rsatib turibdi [3:39]. Asar kirish hamda 8 bobdan iborat. Aynan sakkiz bobligi jannat eshiklarini ifodalovchi semantik bog'liqlikka ega. Muallif har bir bobda haqiqatning tafsiloti, ilm nozikliklari va kamolot

bosqichlari haqida so‘z yuritgan. Ushbu risola haqida L.Lyuson shunday yozadi: “Haq ul-yaqin”ni Ahmad G‘azzoliyning “Savonih ul-ushshoq” asari bilan qiyoslash mumkin. G‘azzoliyning ilohiy ishqning mohiyati haqida yozilgan ushbu risolasi tasavvufiy asoslar va nazariy tasavvufning durdona asari deb bilsak, Shabustariyning “Haq ul-yaqin”ini amaliy tasavvufning eng ishonchli manbasi deya olamiz” [3:40-41]. Bundan xulosa qilish mumkinki, bu asar musulmon tasavvuf ruknlarining amaliy malakalarini egallashda muhim o‘rin tutadi.

Shabustariyning qalamiga mansub yana bir asar “Mir’ot al-muhakkikin” nomli kichik risolada ham islom tasavvufining eng muhim masalalari sodda tilda bayon etilgan. Haq va dinni anglash, uning buyukligi, qudrati, unga yaqinlashish mohiyati ochiqdangan. Bu dunyoning mohiyatini, inson qalbini ochib beruvchi misralar borligi uchun ham asarni “Mir’ot al-muhakkikin” deya nomlangan [4:92]. Xulosa qilib aytganda, Shayx Mahmud Shabustariy mumtoz tasavvuf olamining forsiy an’anasi doirasida tasavvuf va irfon bobida insoniyatning ruhiy va ma’naviy kamoloti uchun durdona asarlar yaratib qoldirgan. Asrlar oshsa ham bu asarlar o‘z qiymatini yo‘qotmay, avlodlarning eng sevimli mutolaa manbai bo‘lib kelmoqda.

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**СОВРЕМЕННЫЕ ПРЕДСТАВЛЕНИЯ О ЭТИОПАТОГЕНЕЗЕ
ОСТРЫХ НАРУШЕНИЙ МОЗГОВОГО КРОВООБРАЩЕНИЯ И ИХ
ВЛИЯНИИ НА ФУНКЦИИ ПЕЧЕНИ.**

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Аннотация: В данной статье рассматриваются современные представления о этиопатогенезе острых нарушений мозгового кровообращения (ОНМК), включая ишемический и геморрагический инсульты. Также исследуется влияние этих состояний на функциональное состояние печени. Проведенный анализ литературных данных указывает на наличие сложных взаимодействий между мозгом и печенью в условиях инсульта, что приводит к системным воспалительным реакциям, оксидативному стрессу и гепатоцеллюлярным повреждениям.

Ключевые слова: ишемический инсульт, геморрагический инсульт, этиопатогенез, печень, системное воспаление, оксидативный стресс

Острые нарушения мозгового кровообращения (ОНМК) представляют собой одну из ведущих причин смертности и инвалидизации населения во всем мире. Основные формы ОНМК включают ишемический инсульт, который составляет около 80% всех случаев, и геморрагический инсульт. Патогенез данных состояний сложен и многокомпонентен, включающий в себя как сосудистые, так и метаболические нарушения. В последние годы все большее внимание уделяется изучению системных эффектов инсульта, в том числе влиянию на печень, которая является ключевым органом метаболизма и детоксикации.

Этиопатогенез ОНМК. Этиопатогенез ОНМК включает ряд факторов, таких как атеросклероз, артериальная гипертензия, сердечные аритмии и тромбоэмболия, которые приводят к острому нарушению кровоснабжения головного мозга.

1. Ишемический инсульт: Развивается в результате окклюзии мозговых артерий, чаще всего из-за тромбоза или эмболии. Это вызывает дефицит кислорода и питательных веществ в тканях мозга, что запускает каскад повреждающих процессов. На клеточном уровне наблюдаются

энергетический дефицит, нарушение ионного гомеостаза, активация протеаз и образование свободных радикалов, что приводит к гибели клеток.

2. Геморрагический инсульт: Связан с разрывом сосудов и кровоизлиянием в мозг. Это состояние вызывает повышение внутричерепного давления, что приводит к вторичной ишемии и гибели клеток. Кроме того, геморрагический инсульт провоцирует интенсивный воспалительный ответ, который усиливает повреждение мозговой ткани.

В наиболее часто используемой классификации подтипов инсульта ТОАСТ термин «лакунарный инсульт» используется для обозначения инсульта, который связан с окклюзией мелкого сосуда. Однако небольшая эмболия, атерома в средней мозговой артерии могут блокировать перфорирующую артериолу, и любая из них может вызвать лакунарный ишемический инсульт. Данная классификация ограничивает определение БМС ишемическими поражениями и не отражает сложных механизмов других повреждений, поэтому в 2013 г. экспертная рабочая группа по БМС стандартизировала термины для клинического использования. В последние годы определены стандартизированные подходы к диагностике и интерпретации маркеров БМС: множественные лакунарные инфаркты в глубинных отделах мозга, видимые расширения периваскулярных пространств (криблурсы), диффузное поражение белого вещества мозга (лейкоареоз), микроинфаркты, церебральные микрокровоизлияния, церебральная атрофия. Критерии нейрорадиологических находок при БМС достаточно хорошо описаны

Влияние ОНМК на функции печени. Исследования показывают, что ОНМК оказывает значительное влияние на функции печени, которое реализуется через несколько механизмов.

1. Системный воспалительный ответ: Инсульт, особенно ишемический, приводит к высвобождению провоспалительных цитокинов, таких как интерлейкин-1 β , интерлейкин-6 и фактор некроза опухоли- α . Эти молекулы активируют клетки Купфера в печени, что может вызвать воспаление и повреждение гепатоцитов.

2. Оксидативный стресс: Нарушение кровоснабжения мозга ведет к повышенному образованию свободных радикалов, что усиливает оксидативный стресс. Повышенный уровень оксидативного стресса может способствовать повреждению клеточных мембран и органелл в гепатоцитах, приводя к их гибели.

3. Гепатоцеллюлярное повреждение: В результате системных изменений после ОНМК возможно развитие гипоксии и ишемии печени. Это приводит к

развитию некроза гепатоцитов, что проявляется в повышении уровней печеночных ферментов в крови (АЛТ, АСТ) и нарушении функциональных показателей печени.

4. Нарушение синтетической функции печени: Печень участвует в синтезе важных белков, таких как альбумин и коагуляционные факторы. ОНМК может нарушить эти процессы, что проявляется в снижении уровня альбумина и других белков плазмы, что ухудшает клиническое состояние пациентов.

Современные данные показывают, что ОНМК оказывают значительное системное воздействие на организм, включая печень. Ишемический инсульт, в частности, приводит к активации системного воспаления и оксидативного стресса, которые способствуют повреждению гепатоцитов и нарушению функций печени. Эти изменения могут усиливать тяжесть инсульта и влиять на исход заболевания. Кроме того, повреждение печени может усугублять системные воспалительные реакции, создавая порочный круг, который затрудняет восстановление после инсульта. Важно учитывать эти механизмы при разработке стратегий лечения пациентов с инсультом, чтобы предотвратить и минимизировать сопутствующие осложнения со стороны печени. В реальной клинической практике это означает, что у пациента при поражении мелких сосудов может превалировать та или иная клиническая картина, не всегда соответствующая выявленным на МРТ поражениям. Современная нейровизуализация коренным образом изменила понимание последствий заболеваний мелких сосудов для паренхимы головного мозга. Применение методик МРвизуализации дает возможность увидеть повреждения *in vivo*, создавая множество клинических дилемм в диагностике инсульта и ранней деменции у пациентов разных возрастных групп, особенно у молодых, когда трудно выявить типичные факторы риска цереброваскулярных заболеваний. Клинические проявления БМС выходят за рамки явных острых синдромов и могут проявляться депрессией, нарушениями равновесия, падениями у пожилых, кратковременной потерей памяти, изменениями настроения, вегетативной дисфункцией, кроме этого, БМС — самая распространенная причина «немых» инфарктов. Заболеваемость этой формой сосудистой патологии в популяционных исследованиях составляет приблизительно 2—3% в год у пожилых людей.

Заключение

Этиопатогенез ОНМК включает сложные взаимодействия между центральной нервной системой и периферическими органами, такими как печень. Ишемический и геморрагический инсульты могут оказывать значительное

негативное влияние на функции печени, что проявляется в виде воспалительных реакций, оксидативного стресса и повреждения гепатоцитов. Понимание этих механизмов важно для разработки комплексного подхода к лечению и реабилитации пациентов с инсультом.

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KASALLIKLARNI DAVOLASHDA TIBBIY DIAGNOSTIK TEKSHIRUVLARNING AHAMIYATI

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Anotatsiya: Ushbu maqola tibbiy diagnostik tekshiruvlar, ularning bir-biridan farqli va afzallik tomonlari haqida batafsil ma'lumot beradi. Shuningdek, maqola bemordagi kasalliklarni aniqlash va uni davolash maqsadida o'tkazish lozim bo'lgan tekshiruvlarni organizmdagi sistemalar bo'yicha tavsiflashga yordam beradi.

Kalit so'zlar: Rentgenografiya, veloergometriya, spirometriya, sistoskopiya, urografiya, EKG, UTT, exokardiografiya.

KIRISH

Diagnostika (yun. diagnostikos — aniqlashga qodir) — klinik tibbiyot va veterinariyaning kasallikni aniqlash, uni davolash va oldini olish tadbirlarini ishlab chiqish maqsadida organizmni tekshirish usullarini o'rganadigan bo'limi. Diagnostika fan sifatida uch asosiy qismga bo'linadi: 1) bemorning shikoyatlarini yig'ish va o'rganish metodikasi, kasallanish va hayot tarixi, shuningdek, diagnostik texnika, ya'ni bemorni tekshirish usullari; 2) kasalliklarda kuzatiladigan har xil belgilar (simptomlar) haqidagi ta'limot (semiotika); 3) bemorni tekshirib, olingan ma'lumotlarni tanqidiy nuqtai nazardan baholab, tashqis qo'yish uchun vrachning muhokama yuritish metodikasi, ya'ni tashxis metodikasi.

Funksional kasalliklar diagnostikasida tashhis qo'yishda asosiy va yo'ldosh kasalliklar hamda asoratlar sabablari aniklanadi, sistema va a'zolar faoliyatining buzilish darajasi belgilanadi, tekshirilayotgan bemorning shunday kasallik bilan og'rigan boshqa bemordan farq kiladigan fiziologik xususiyatlari hisobga olinadi. Patologo-anatomik diagnostikada bemor vafot etganidan keyin uni yorib olingan ma'lumotlar va to'qimalar biontatini taxlil qilish asosida tashhis qo'yiladi. Diagnostikani takomillashtirishda telekommunikatsiya, internet va elektron aloqalardan foydalanish mumkin.

Qon va boshqa tekshirilgan materiallarning miqdoriy va sifat tarkibini nozik tarzda aks ettiradigan eng muhim diagnostika usullar.

- Umumiy qon tahlili
- Suxarevga ko'ra qon ivish vaqti
- O'n ikki barmoqli ichak tarkibini o'rganish

- Umumiy siydik tahlili
- Nechiporenko testi (siydik)
- Zimnitskiy testi (siydik)
- Reberg-Tareev testi (qon va siydik)
- Kundalik siydik miqdoridagi protein)
- Mahalliyashtirish testi (Meyers-Stamey)
- Prostata massajidan so'ng siydikni tahlil qilish
- Prostata bezining sekretsiyasini tahlil qilish
- Ejakulyatsiya tahlili (sperma tahlili)
- Uretradan materialni o'rganish (qin, bachadon bo'yni kanali)
- Siydikdagi afyun va kannabinoidlarni aniqlash
- Skatologiya
- Tahlil yashirin qon uchun qilingan
- PAP smear (Bethesda tasnifi tavsifi)

NAFAS A`ZOLARINING NUR DIAGNOSTIKASI

Rentgen va boshqa nurlarning diagnostikada qo'llanilishi ko'krak qafasi a`zolarini funksional va morfologik jihatdan o'rganishda, kasalliklarini o'z vaqtida aniqlashda zamonaviy pulmonologiyaning rivojlanishiga katta xissa qo'shdi. Hozir klinikada nafas a`zolarini rentgenologik va nur qo'llanadigan boshqa usullar bilan tekshirish katta ahamiyatga ega, chunki ular ko'p hollarda, tashhisni aniqlashda hal qiluvchi rol o'ynaydi. Kasallikning umumiy rentgen diagnostikasi turli intensivlikka ega bo'lgan soya yoki yorug'likni o'pka va ko'ks oralig'ida aniqlashga asoslanib, bir patologik jarayonni ikkinchisidan farq qilishga imkon beradi.

Rentgenoskopiya va rentgenografiya juda keng tarqalgan klassik tekshirish usullariga kiradi. Rentgenoskopiya bemor shtativ oldida, ekran orqasida, unga qarab turadi. Rentgen apparatining elektr sxemasidagi katta kuchga ega tokni ulaganda ko'krak qafasidagi a`zolar ekranda ko'rinadi. Tekshirish vaqtida ko'krak qafasining shakli, qovurg'alarning turishi, qovurg'aaro masofa holati va ko'ks oralig'i a`zolariga e'tibor beriladi. Ekranda tasvirning koptrastligi hamda keskinligini oshirish uchun diafragma qisqartirilib, chegaralangan maydoncha kichik nur tutami bilan yoritiladi va o'pkaning hamma qismlari birin-ketin, o'ng tomonini chan tomoniga solishtirib, sinchiklab o'rganiladi. Rentgenoskopiya vaqtida bemorni turli proeksiyalarda (old, yon, qiya va b.q.), turli holatda (turg'azib, yotqizib, yonboshlatib) yoki ko'p proektsiyalarda tekshirish mumkin.

Bronxografiya (bronx va yun. Grapho — yozaman) — hiqildoq (traxeya) va bronx yo'llariga kontrast modda



yuborib, rentgenologik tekshirish usuli. Birinchi marta 1918-yil o'tkazilgan. Bronx, o'pka, qorin bo'shlig'i a'zolari kasalliklari va boshqa ga tashhis qo'yishda qo'llaniladi. B. qilish lozimligi yoki mumkin emasligini vrach belgilaydi, bunda albatta bemorning umumiy ahvoli va kasalligi hisobga olinadi.

OVQAT HAZM QILISH A`ZOLARINING NUR DIAGNOSTIKASI

Ovqat hazm qilish a'zolarini rentgenologik tekshirish uchun atom og'irligi past havo, kislorod, karbonat angidrid gazi, og'ir metallar tuzlari va yod saqlovchi moddalar - yodlipol, sulfayodol va b.q. qo'llaniladi.

Standart bariy sulfat aralashmasi S.A. Kopelman usulida tayyorlanadi. Buning uchun bariy sulfat elakdsa elanadi. So'ngra 100 g bariyni 80 ml suvda aralashtirib qaynatiladi, natijada bir xil emulsiya hosil bo'ladi, u me'da-ichak yo'lini rentgenda ko'rish uchun ichirishga tayyor hisoblanadi. Yo'gon ichak kontrast hukna (klizma) yordamida kontrastlanadi (irrigoskopiya), buning uchun yuqoridagi bariy sulfat aralashmasi tayyorlanadi, lekin bunda 400 - 600 g bariy sulfat kukuni 1000 ml suvda eritib qaynatiladi. Bariy sulfat konsentrasiyasi qancha yuqori bo'lsa, tasvirning intensivligi va kontrastligi shuncha yuqori va yaxshi bo'ladi.

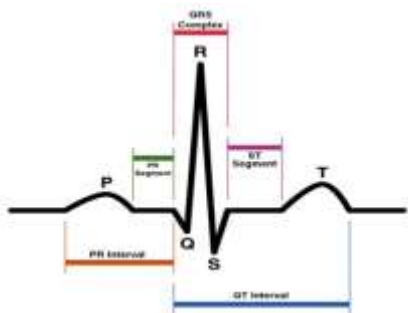
YURAK VA YIRIK TOMIRLARNING NUR DIAGNOSTIKASI

Yurak-tomir sistemasini ultratovush va rentgenologik usullar bilan tekshirmasdan zamonaviy klinikada bu a'zo kasalliklarini aniqlash va tez yordam ko'rsatish mumkin emas. Nur usullari bilan tekshirganda yurak va yirik tomirlarning morfologik tuzilishi, ko'krak qafasida joylashishi, konfiguratsiya va o'lchamining o'zgarganini birmuncha oldinroq aniqlash va tomirning urishi (kuchi, ritmi va uning tezligi) to'g'risida ma'lumot olish mumkin

Yurak va yirik tomirlarni UTT usullari keng tarqalgan. Bu usullar orasida exokardiografiya yetakchi o'rinni egallaydi. Yurak va yirik tomirni tekshirishii UTT dan boshlash kerak. Hozirgi vaqtda yurak-tomir sistemasini radionuklid usullari bilan (radiokardiografiya, skanerlash va ssintigrafiya) tekshirish rivojlangan. Kasallikni aniqlashda KT va MRT keng tarqalmoqda.

Elektrokardiografiya (elektro., kardio... va gramma) (EKG) — yurak muskuli ishlayotganda hosil bo'lgan elektr impulslari yozib olingan egri chiziq. Elektrokardiografiya elektrokardiograf yordamida qog'ozga yoki fotoplyonkaga tushiriladi. Butun gavdaga tarqaluvchi yurak toklari (harakat toklari) EKG si gavdaning turli qismlari (ko'krak qafasi, qo'l va oyoqlar)ga o'rnatilgan va elektrokardiografga ulangan elektrodlar bilan yozib olinadi. Hozirgi zamon tibbiy texnika yutuqlari tekshirilayotgan odam ancha uzoq masofada bo'lsa ham tele yoki radiouzatkichlar yordamida EKGni yozib olish imkoniyatiga ega. Bunday usullar og'ir jismoniy sinovlarda, sportchilar, kosmonavtlar va boshqalarning yurak faoliyatini

kuzatish imkoniyatini beradi.



Xulosa

Xulosa qilib shuni aytish mumkinki, har bir tibbiy diagnostik teshiruv usuli o'zining afzallik va kamchilik tomonlariga ega. Nur tashxislash usullari organizmning nurlanishiga ko'ra kamchiliklarga ega, ammo, boshqa tibbiy diagnostic tekshiruv usullardan ko'ra ko'proq ma'lumot beradi. Har bir sistema uchun alohida tibbiy tekshiruv buyuriladi. Bemorda kasallikni, uning keltirib chiqaruvchi sababni aniqlashda diagnostik tekshiruvning ahamiyati katta, shu sababli ham bemorga qaysi tibbiy tekshiruvni buyurish shifokorning mahorati bog'liq hisoblanadi. Nafas olish sistemasi kasalliklarida ko'proq rentgenografiya, spirometriya, veloergometriya tekshiruv usullari, yurak qon-tomir sistemasini baholashda EKG, veloergometriyada yuklama berish, exokardiografiya usullaridan, siydik ajratish sistemasini funksiyani baholashda bo'lsa sistoskopiya, uroografiya, siydik tahlili, UTT tekshiruvlari buyuriladi.

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COVARYING COLLEXEME ANALYSIS AS A TYPE OF COLLOSTRUCTIONAL ANALYSIS

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Abstract: This article introduces the concept of Covarying Collexeme Analysis (CCA), a novel approach for examining the relationships between linguistic forms and their contextual usages. CCA enhances traditional collexeme analysis by considering contextual variability, allowing for the identification of co-occurrence patterns between specific lexical items and their grammatical constructions. Through empirical studies, we illustrate how CCA can reveal underlying semantic and syntactic trends that enhance our understanding of language use. By applying this method to various corpora, we emphasize its effectiveness in identifying both common collocations and the subtle interactions that influence meaning in discourse. Our findings indicate that CCA provides a valuable framework for linguists to explore the dynamic relationship between language form and function, ultimately enriching our understanding of linguistic structures and their cognitive foundations.

Keywords: Covarying Collexeme Analysis, collostruction, construction, Fisher Test, repelled collexemes, attracted collexemes.

Covarying Collexeme Analysis

Recently, A. Goldberg's theoretical constructions, which emphasize the dependencies among the components of a structure and their connection to the overall meaning, have gained strong support from statistical methods that allow for mathematical evaluation of these dependencies. The use of statistics among proponents of construction grammar is rapidly increasing, exemplified by "collostructional analysis," a research field developed by Steph Chris and Anatoly Stefanovich [3], [4].

Collostructional analysis is theoretically grounded in the Grammar of Constructions and involves three primary research methods that bridge linguistics and statistics. One such method, covarying collexeme analysis, measures how frequently a token in one slot cooccurs with specific tokens in other slots. The potential of this method will be explored using specific examples.

This intriguing example of collostructional techniques involves lexemes and constructions where semantic constraints simultaneously impact multiple slots. We

will examine the causative construction with "into" in English, as described by Gries and Stefanovitch [3] and Stefanovitch and Gries [4].

A. Wierzbicka noted that this construction is applicable only in scenarios where the object of causation resists taking action, and the causer overcomes this resistance, often through pressure or deceit [11]. This insight predicts which verbs will fill the construction's slots. The first slot should be occupied by verbs indicating pressure or deception, while the second slot should feature verbs associated with actions that are unpleasant or undesirable from the perspective of the performer.

Indeed, the verbs that fit the first slot include those related to trickery (e.g., trick, fool, mislead) and pressure (e.g., coerce, force, bully). In contrast, the second slot includes verbs that clearly denote unpleasant actions (e.g., misbehave, misrecognize, betray), as well as some that do not imply unpleasantness, such as think, believe, reveal, prove, buy, and purchase.

To understand why certain verbs frequently appear in the second slot of this causative construction, we need to examine the frames they describe. It suggests that it's not necessarily the verbs themselves that imply something undesirable, but rather the overall situation they depict. This indicates that the two slots in the construction are interconnected, and their combinations are not merely random pairings of verbs from the two lists.

To statistically identify the relationship between the verbs in these lists, we need to measure the mutual attraction of tokens to the two slots, referred to as the covarying collexemes by A. Stefanovich and S. Gries. This involves calculating the probability of verb 1 occurring in the first slot and verb 2 in the second slot.

If these events were independent, the probability of both verbs appearing together would be the product of their individual probabilities. By comparing this expected probability with the actual occurrence of verb 1-verb 2 pairs in the construction, we can determine whether the pair is attracted to the construction (if the actual probability is higher than expected) or repelled (if it is lower). The results of this analysis are shown in Table 1.

Table 1. The most significant collexeme combinations in the causative construction with into

Attracted covarying-collexeme pairs in the into-causative		Repelled covarying-collexeme pairs in the into-causative	
fool into thinking	30.06	force into thinking	2.554
mislead into thinking	12.755	coerce into thinking	1.421
mislead into believing	8.355	trick into making	0.945

deceive into thinking	5.651	push into thinking	0.794
trick into parting	5.248	trick into accepting	0.717
encourage into framing	4.652	bully into believing	0.716
dragoon into serving	4.652	talk into believing	0.671
aggravate into producing	4.28	trick into thinking	0.634
panick into seizing	4.078	lead into believing	0.561
seduce into misbehaving	3.966	talk into making	0.536
deluded into believing	3.952	force into giving	0.497
torture into revealing	3.75	tempt into thinking	0.42

The table displays the attraction or repulsion between pairs of tokens concerning the structure, measured using the exact Fisher criterion. For instance, the value of 30.06, representing the attraction of the phrase "fool into thinking," indicates a very small number (E-30), signifying a statistically significant attraction to the structure. Notably, in the list of repulsive phrases, only the first two exhibit statistically significant repulsion.

The results of the colostruational analysis highlight several important frames for this construction. The first four examples demonstrate the connection between trick-related verbs in the first slot and knowledge or belief verbs in the second slot. Interestingly, another category of verbs—pressure verbs—does not fit into this frame, as shown by the repulsion of pairs like "force into thinking," "coerce into thinking," and "bully into believing."

These relationships reflect cultural beliefs about how individuals influence others' thoughts: such influence is more commonly associated with tricks rather than violence.

Another noteworthy frame within this construction is represented by the pair "torture into revealing," which illustrates that physical pressure verbs dominate in the first slot. In this case, physical coercion is employed to extract information that a person wishes to conceal. Consequently, verbs related to the communication of information, such as "admit," "confess," and "prove," frequently appear in this frame.

The study of the covarying collexemes—how words in different slots of a construction interact—reveals that multiple culturally significant frames can exist within a single construction, illustrating situations where one person compels another to take action. Colostruational analysis effectively highlights these mutual preferences, aiding in the identification of important frames for the construction.

The examples presented demonstrate the methods and potential of collostructional analysis, showcasing its benefits for addressing a range of linguistic issues, including understanding the conditions of attraction, repulsion, and the distribution of linguistic units within various constructions.

Another key advantage of this method is its independence from initial theoretical assumptions. The effectiveness of collostructional analysis relies solely on corpus data and statistical information, without being influenced by pre-existing hypotheses. As a result, this method can serve as a powerful tool for linguists to independently verify their assumptions about the structures being studied, while also subtly integrating the principles of Construction Grammar into other linguistic theories.

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METHODS OF TEACHING FOREIGN LANGUAGES

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Abstract. this article gives information about methods of teaching foreign language specifically teaching vocabulary during the process of English.

Keywords: *laws, methodology, objectives, subjects.*

The general methodology deals with the study of patterns and features of the process of learning a foreign language, regardless of which foreign language is in question. But knowledge of the general laws of teaching a foreign language is not enough when a teacher is faced with the specific features of a particular foreign language, for example, mastering English verb forms specific only to the English language, cumbersome models of the English language, ways of forming numerals in the English language, etc. Therefore, a private methodology explores the teaching of those linguistic and speech phenomena that are specific to a particular foreign language. With one on the other hand, the methodology studies real objects: a program, textbooks, textbooks, a foreign language teacher, a student, and organizational forms of the educational process: a foreign language lesson, extracurricular work, independent work, etc. On the other hand, these are abstract objects, namely: learning objectives, learning content, learning principles, teaching methods and techniques. Every independent science has its own object of research, its own subject of research and its own terminology, i.e. a set of categories and concepts.

The object of research of the methodology is considered to be the learning process foreign language in general. Consequently, all components of the educational process can be attributed here: The quality of the real educational process in a foreign language is determined by the interrelation of all subjective and objective factors of this process that determine its effectiveness.

So, the object of the study of the methodology of teaching foreign languages are specific forms of manifestation of the educational process: lessons, extracurricular activities, independent work of students, as well as specific forms of activity of teachers and students and the entire arsenal of means of teaching foreign languages. The subject of the methodology research is numerous methodological theories that model the process of teaching foreign languages. The subject of the methodology is

also the goals and content of training, principles of training, teaching methods and methodological techniques. The subject of the methodology is also language as a means of communication. The methodology of teaching foreign languages theoretically substantiates, experimentally verifies and practically implements the model (system) of language teaching.

Among the private methods of teaching school subjects, an obvious boundary lies between subjects whose purpose of teaching is the assimilation of knowledge: these are literature, history, physics, biology, etc., and subjects that require the formation of skills and abilities: drawing, physical education, music and work in all its manifestations. The mathematical cycle of disciplines stands apart, in which the transfer of knowledge is aimed at the formation of abstract thinking. In this series, only teaching foreign languages turns out to be an “omnivorous” subject. Its purpose is to acquire knowledge about the language and culture of the people, and the formation of speech skills and abilities, and the development of abstract thinking in the course of combining new language material in unfamiliar communication situations. Hence the long search for a niche for the methodology of teaching foreign languages, the formation of which as a science has been carried out for a number of decades. During this period, the question of the status of this scientific discipline was the most controversial. Thus, L.V. Shcherba noted that the methodology is applied linguistics, and B.V. Belyaev considered the methodology to be applied psychology. I.V. Rakhmanov also questioned the independent scientific status of the methodology [4]. The modern point of view on methodology as a theory of teaching a foreign language boils down to the statement that methodology is an independent science with its own specifics and identity, with its own object of research, subject of research and terminology. Methodics of teaching a foreign language as an independent discipline it begins to take shape only at the turn of the 18th and 19th centuries. Until that time, the issues of foreign language methodology were dealt with exclusively by representatives of general pedagogy. The first attempts to theoretically substantiate the methods of learning new foreign languages are found in the works of the French teacher Jacot (1822), in the works of the Russian teacher K.D. Ushinsky, the Russian methodologist Orbinsky [5], etc. In the second half of the 19th century, the methodology was finally formed into an independent scientific discipline.

In total, it is based on the “image of language” that exists in linguistics at each specific period of its development [6]. So, since the beginning of the 1950s, the idea of consistency has acquired a special influence in linguistics, which for many decades determined a level-based learning model that repeats the structure of the

language and its image. Therefore, until the 1960s, the methodology of teaching foreign languages focused on the issues of mastering language material, despite the fact that students' mastery of a foreign language as a means of oral and written communication was declared as practical learning tasks.

Since the mid-1960s, in linguistics, along with the study of the language system, the research of speech, which is understood as the implementation of the language system in specific acts of communication, has been developing more and more consistently.

Linguists draw a strict distinction between language competence and language use. The methodology, in turn, addresses the problem of not only the assimilation of linguistic means and the rules of their use in speech, but also their automated use in acts of communication, that is, the problem of teaching speech activity.

Since the 1970s, linguistics has turned to the social and functional aspects of language analysis. This means that the sphere of interests of linguists includes the analysis of the mechanism of using language for various purposes arising in the course of social interaction. During this period, linguistic research receives a pronounced pragmatic orientation, while the main task is not to study the structure of language, but its functioning - A new paradigm for analyzing speech communication is formed primarily by the theory of speech activity and the theory of speech acts. The theory of speech activity, which emerged at the turn of the 1970s, allowed us to reveal the essence of speech communication in the context of a social situation in which the communicants interact with each other. The pronounced pragmatic orientation of linguistic research in the 1970s and 1980s manifested itself in the general conceptual position of methodology as a science and in the technology of teaching foreign languages. Methodological approaches have acquired a pronounced communicative character. This led to a radical a turn to natural communication in the process of language learning, which is aimed at the formation of communicative competence taking into account situational and personal factors. By the early 1980s, methodological science had accumulated a rich arsenal of effective teaching methods aimed not only at developing students' skills to practically use the language, but also at the general development and education of students. It should be noted that modern methodological science is showing increasing interest in the extralinguistic conditions and circumstances of foreign language communication, to the personality of the subjects involved in communication, their knowledge of the world. This determines the cultural orientation of the modern methodology. That is why the learning process in a foreign

language should be presented as a process of transferring linguistic and cultural experience.

Knowledge of the methodological patterns of teaching a foreign language forms the basis of the teacher's professional and methodological skills. This means that a teacher can achieve high-quality results in his professional activity if he is methodically literate and well knows how to teach a foreign language in a specific learning environment. Ignorance of the theoretical and applied foundations of teaching a foreign language puts the teacher in conditions when he is forced to go through trial and error and often choose not the shortest and most effective way to the planned result. But it must also be borne in mind that knowledge alone is not enough. It is very important to have the ability and desire to use this knowledge rationally and effectively in teaching practice, to transform the mastered methodological techniques and methods of work on the basis of this knowledge and transfer them to new learning conditions.

The methodology of teaching foreign languages, due to its specificity, is subject to numerous dangers associated with unreasonable hobbies, ignoring important factors that determine the solution of any methodological issue. There is nowhere so easy and unpunished to manifest pseudovatorship as in teaching a foreign language, especially after more than half a century of ignoring the importance of this the subject. In these conditions, such personalities as T.I. Arbekova, A.A. Leontiev, O.V. Afanyaseva, N.V. Beregovaya, G.Y. Bogdanovich, G.V. Rogova and N.D. Galskova acquire special importance for our science.

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SHAXS PSIXOLOGIK BARQARORLIGIGA NISBATAN NAZARIY YONDASHUVLAR

Atajanov Jahongir Baxtiyarovich

Xorazm viloyati Xiva tumani IIB boshlig'ining ma'naviy-ma'rifiy ishlar bo'yicha o'rinbosari

Birinchi marta L.I.Bojovich 1966 yilda XVIII Psixologik Kongressdagi ma'ruzasida psixologiya fanidagi psixologik barqarorlik muammosi haqida fikr yuritdi. Bu muammo shaxs barqarorligining turli jihatlariga bag'ishlangan tadqiqotlarda keyingi rivojlanishga erishdi. Xususan, xulq-atvor shakllarining barqarorligi (L.I. Bojovich), hissiy barqarorlik (P.B. Zilbkrman, V.A.Mariyku, L.V.Mitina), stressli vaziyatlardagi barqarorlik va kosmik parvozlarga tayyorgarlik shartlari. (K.M.Gurevich, A.A.Leonov, V.I.Lebedev, G.T.Beregovaya), axloqiy barqarorlik (V.E.Chudnovskiy) va boshqalar. Shuning bilan birga Ye.P.Krupnik va Ye.N.Lebedevaning asarlarida balog'at yoshidagi shaxs barqarorligining psixologik xususiyatlari bilan bog'liqligi masalalari yoritib o'tilgan.

Ma'lumki, psixologik barqarorlik insonning asosiy xususiyatlarini bildiradi. Muayyan sharoitlar bilan belgilanadigan motivlar shaxsning shakllanishini belgilaydigan barqaror xususiyatlarga aylanadi. A.N.Leontevning fikriga ko'ra, "shaxsning tuzilishi - bu asosiy, ichki ierarxik, motivatsion chiziqlarning nisbatan barqaror konfiguratsiyasidir" [8]. A.N.Leontev shaxsning motivatsion sohasining uchta parametrini aniqladi: insonning makon va vaqtdagi dunyo bilan aloqasi, motivning namoyon bo'lish darajasi, motivatsion sohaning dinamikligi va ko'p qirraliligi. O'zini o'zi anglash tashuvchisi sifatida tushunish va uning rivojlanishi motivatsion sohaning ushbu parametrlari o'rtasidagi munosabatlarga bog'liq.

Ushbu parametrlarning kumulyativ ta'siriga asoslanib, A.N.Leontev quyidagi taklifni ishlab chiqdi: "Ko'p faoliyatlar bir-biri bilan kesishadi va u kiradigan ob'ektiv, ijtimoiy tabiati, munosabatlari bilan tugunlarga bog'langan. Ierarxiyaning bu tugunlari biz "Men" deb ataydigan o'sha sirli "shaxs markazi" ni tashkil qiladi. Boshqacha qilib aytganda, bu markaz shaxsda emas, uning yuz tuzilishida emas, balki uning borlig'ida yotadi" degan g'oyaga asoslaniladi [8]. Bundan kelib chiqadiki, psixologik barqarorlik "Men"ning egotsentrik pozitsiyasiga emas, balki shaxsiy "Men" ni jamiyatdagi insonlarning universal o'zaro bog'liqligi tizimiga kiritish orqali asoslanadi.

Psixologik barqarorlikni shaxsning barqarorligi va o'zgaruvchanligi o'rtasidagi mutanosiblik sifatida tushunish mumkin. Balog'at yoshidagi shaxsiy

konstruksiyalarni o‘rganuvchi Ye.P.Krupnik va Ye.N.Lebedeva, shaxsning psixologik barqarorligini o‘rganish ushbu toifaning “barqarorlik – o‘zgaruvchanlik” paradigmasida ishlab chiqilganligi sababli murakkablashishini aniqladilar.

Keyin “barqarorlik” tushunchasi “chidamlilik” atamasi bilan almashtiriladi. Bu psixologik barqarorlik shaxsning psixik namoyon bo‘lishining asosiy xususiyati sifatida o‘rganish jarayonida noto‘g‘ri nuqtai nazarni yaratadi [7]. Shaxsiy barqarorlik psixikaning xavfsizligini, xulq-atvorlarning tabiatini va qat‘iyligini ta‘minlaydigan doimiylik sifatida tushuniladi. O‘z navbatida o‘zgaruvchanlik shaxsning dinamikasini belgilaydi. Bir tomondan uning rivojlanishi va takomillashishiga yordam beradi, ikkinchi tomondan, uni potensial ravishda tanazzulga olib keladi.

Psixologik barqarorlik E.P.Krupnik va Ye.N. Lebedevalar tomonidan “... ushbu tenglikni buzuvchi tashqi va ichki omillarga qarshi kurashish yo‘li bilan saqlanadigan uning harakatli tenglik holati, inson va muhit o‘rtasidagi munosabati hisoblanadi. Bu vazifalarga kelsak, shaxs tashqi (muammoli) vaziyatning ichki modelini shakllantiradi. Natijada bu uning xulq-atvorini belgilaydi” [7].

Zamonaviy sharoitda insonlarning psixologik barqarorligini o‘rgangan aksariyat tadqiqotlar natijasida inson hayotiga nisbatan munosabatni, harakatdagi harakatni, vaziyatga nisbatan mustahkamlik darajasini shakllantiradigan psixikaning asosiy mexanizmi qadriyatli-ma‘naviy refleksiya ekanligini ko‘rsatadi.

Psixologik barqarorlik fenomenini tushunishda sub‘ektiv ravishda sezilmaydigan ruhiy hodisalar (A.Adler, Z.Freyd, K.G.Yung, E.From) haqidagi asarlar va rus fiziolog va psixofiziologlarning oliy nerv faoliyati jarayonlarining barqarorligi muammosiga oid bo‘lgan tadqiqotlar muhim o‘rin egallaydi (I.M.Sechenov, V.M.Bexterev, I.P.Pavlov). D.N.Unadzening ilmiy maktabi psixologik barqarorlikni shaxsning voqelikka yetakchi munosabatini ko‘taruvchi qadriyatli-sematik munosabatlar bilan bog‘liq holda ko‘rib chiqadi. Bu shaxsning xulq-atvorining nisbiy barqarorligini oldindan belgilab beradi, chunki bu munosabatlar kelajakdagi harakat modelini o‘z ichiga oladi [2].

Mazkur tadqiqot uchun eng katta ahamiyat A.G.Asmolovning ustanovka turlarini tasniflashga qaratiladi. Unga ko‘ra, ustanovkaning uchta operatsion parametrni aniqladi: mazmunli, maqsadli va operatsion, inson faoliyatining uch turiga (faoliyat, harakat va operatsiya) asoslangan.

Operatsion ustanovka – sub‘ektning shunday holatlarda o‘tgan harakatlar tajribasiga asoslangan oldini olishga qaratilgan vazifani hal etish natijasida yuzaga keladigan holatni amalga oshirishga tayyorligi bilan tavsiflanadi. Maqsadni o‘rnatish sifatida ushbu harakatning yo‘nalishini belgilash natijaga erishishga tayyor ekanligi orqali

tushuntiriladi. Maqsadni aniqlashtirish harakatga nisbatan tanlab-boshqarish vazifasini bajaradi.

Asosiy ustanovka - mazmuniy munosabat bo‘lib, u shaxsiy ma‘noni (ongli yoki noma‘lum) juda aniq faoliyatga tayyorlik shaklida ifodalash vositasi sifatida tushuniladi.

Insonning hayotga bo‘lgan haqiqiy munosabatining o‘zgarishi mazmunli aloqalarning o‘zgarishiga olib keladi hamda unga mazmun beradi [1]. Ustanovkaning umumiy psixologik ma‘nodagi vazifasi o‘tgan tajriba asosida vaziyatga javob berish qobiliyatini ta‘minlashdan iborat. Kundalik hayotda munosabat odatlar va ko‘nikmalarni mustahkamlaydi hamda ularning yo‘qligi hayotni imkonsiz qiladi. Munosabatlar shaxsning barqarorligini, uning diaxronik birligini ta‘minlaydi (G.G.Diligenskiy). V.E.Chudnovskiyning tadqiqotlarida barqarorlik axloqiy kategoriya sifatida qaraladi. U shaxsning axloqiy barqarorligini insonning turli sharoitlarda shaxsiy pozitsiyalarini saqlab qolish va amalga oshirish qobiliyati, uning shaxsiy munosabatlari, qarashlari va e‘tiqodlariga zid bo‘lgan ta‘sirlarga nisbatan ma‘lum immunitetga ega bo‘lishi sifatida belgilaydi. Konsepsiyaning bunday talqini psixologik barqarorlik tushunchasi bilan mos keladi. Haqiqatdan ham shaxsiy pozitsiyaning mohiyati uning axloqiy asosi, hukmron axloqiy tamoyillari va munosabatlari bilan chambarchas bog‘liq.

Shu o‘rinda barqarorlik – o‘zaro bog‘liq ikkita faol tashkil etish va hayotiy faoliyat natijasining o‘zaro bog‘liqligini ko‘rsatadi. Shunga muvofiq ravishda barqarorlik o‘zining shaxsiy pozitsiyalarini saqlab qolish va shaxsiy o‘rnatmalarga qarama-qarshi pozitsiyada to‘qnash kelish va shaxsiy pozitsiyalarni amalga oshirish, hamda amaliy ko‘nikma va malakalarini o‘zlashtirishdan iborat.

Ushbu fikrlar shaxsning rivojlanish darajalarining psixologik mohiyatini ta‘kidlashga yordam beradi:

- 1) vaziyatga nisbatan shaxsning faol o‘zgartiruvchi faoliyati;
- 2) sharoitga nisbatan shaxsning passiv-adaptiv faoliyati [11].

Hissiy barqarorlik psixik faoliyatning hissiy, axloqiy, irodaviy, intellektual tarkibiy qismlarining kombinatsiyasi bilan tavsiflangan murakkab, integral shaxs sifati sifatida qaraladi. “...individ tomonidan qo‘lga kiritilgan va jadal faollikda namoyon bo‘ladigan tizimli shaxs xususiyati sifatida, barcha hissiy mexanizmlari o‘zini o‘zi boshqarish tarkibida” degan ta‘rifni ilgari suradi. Shuningdek, “...individning faoliyat jarayoniga salbiy ta‘sir ko‘rsatishi mumkin bo‘lgan hissiy stimullarga qarshi turish qobiliyati (N. A. Aminov, S. A. Izyumova).

Shuningdek, psixologik barqarorlik shaxsning doimiyliigi va o‘zgaruvchanligining mutanosibliigi (muvozanati) sifatida qaraladi. Doimiylik bu yerda asosiy hayotiy

tamoyil va maqsadlar, xulq-atvor uslublari, dominant motivlarning va odatiy vaziyatlarga javob berish usullarining doimiyligini anglatadi. O'z navbatida, o'zgaruvchanlik motivlar dinamikasida, xulq-atvordagi yangi usullarini ishlab chiqishda, faoliyat usullarini o'zgartirishda va vaziyatlarga javob berishning yangi shakllarini ishlab chiqishda namoyon bo'ladi. Shu nuqtai nazardan, shaxsning psixologik barqarorligining asosi bir-birini to'ldiradigan shaxsning doimiyligi va dinamikligining uyg'un birligidir [9].

Shunday qilib, ilmiy adabiyotlarni tahlil qilish bizga psixologik barqarorlikni o'rganish muammosi hozirgi vaqtda o'tgan asrning psixologiya fanidagi fundamental tadqiqotlariga asoslanib, ko'plab olimlarning qiziqishini uyg'otmoqda, degan xulosaga kelishga imkon beradi. Psixologik barqarorlikni o'rganish keng istiqbolga ega. Shu bois, inson turmush darajasining ko'rsatkichlari unga bevosita bog'liq.

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COMPOSITION AND PRINCIPLES OF MARKETING ELEMENTS

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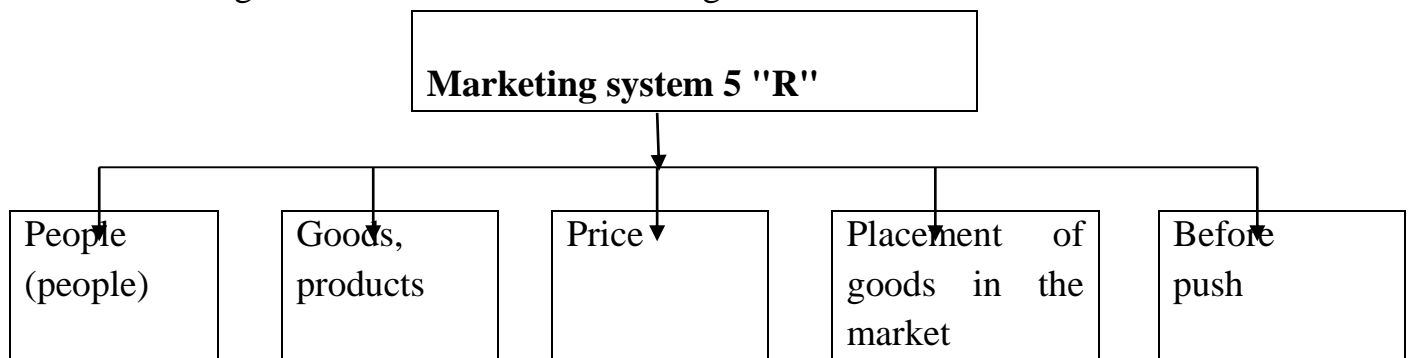
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In order to achieve the goal set in the marketing system, marketing tools, that is, a set of marketing methods and methods, are necessary to influence customers and other subjects. One of such tools is marketing mix, marketing complex. In 1964, Harvard Business School professor Neil Borden was the first to include them in the marketing theory. In this model, the marketing complex in the training system of marketers is called 4 "R" and was proposed by McCarthy in 1960. Four main elements of marketing are distinguished in this model: product, price, place, and promotion.

In the process of satisfaction of needs and wants through exchange in marketing activities, a person is definitely involved. That's why the 5 R's are included in the above-mentioned marketing elements, and it is emphasized that they are people. Marketing mix elements are shown in Figure 1.



1. - figure Marketing - mix elements.

In 1968, F. Kotler added public relations and politics to the marketing mix elements and expanded the previous 4 "R" to 6 "R".

Despite the limited use of the 4 "R" model, it plays a leading role in the development of marketing theory and practice.

Marketing complex is the adaptation of the firm to the market situation as measures of market influence and practical tools. A good marketing mix leads the company to occupy a good position in the market.

The classic marketing complex includes 4 elements and carries the name of the 4 "R" model:

- commodity (product);
- price (price);
- sale or movement of goods (plase);
- promotion or communications.

However, this view of a firm's marketing activities is somewhat limited: it is more product oriented than consumer oriented.

Therefore, in the 1980s, the marketing mix increased by 2 elements and was called the 6 "R" de b.

6 "R" model includes:

- commodity (product);
- price (price);
- sale or movement of goods (plase);
- promotion.
- employees (personnel);
- manner of action.

new model , the main focus is on the strategic aspect of marketing activities. However, after the emergence of the concept of internal and external consumers at the end of the 20th century, there was information about a new extension of the previous model. In 1999, John Baller introduced the 10 "R" model.

John Baller's new expanded marketing mix is called the corporate marketing mix.

10 "R" model includes the following elements:

1. philosophy - organizational philosophy - idea ;
2. personality - an employee who supports the necessary Farming philosophy;
3. people - human;
4. products - goods;
5. prices - prices;
6. place - place of residence ;
7. promotion - promotion;
8. performance - assessment-performance of agricultural activity ;
9. perception - feeling ;
10. positioning - positioning.

In marketing theory, the elements of the marketing complex have been established by scientists based on different approaches. The following table shows the results of the research of various scientists regarding the elements of the modern marketing complex.

Table 1

Elements of modern marketing complex

Model name	Structural structure	Author
5 R	4R + Packaging	DJ. T. Rfssel, URLane
5R	4R+ Preception	N. Hart
6R	4R + Public opinion + Politics	F. Kotler
7R	4R + People + Process + Physical Evidence (conditions, company style)	Y. Ellwood
8R	7R +Pace (time compatibility)	L. Tweed
12R	8R +Permission (freedom in communication)+Paradigm (creating new rules)+Pass along (direct marketing (word of mouth))+Practice (experience)	S. Godin

The marketing mix in its most common form includes 4 marketing submixes. These are: product mix, contract mix, distribution mix, communication mix.

The product mix forms the product policy, includes measures related to the product. These measures are: design, decoration, product quality, packaging, customer service, warranty policy, etc.

In the contract mix, it is envisaged to meet the terms of the act of sale of goods and their formalization in the form of a transaction. These measures include: price policy, markup and discount system, terms of goods delivery and payment, as well as credit policy.

The distribution mix includes the delivery of goods to the final recipient at the place of production. This policy includes sales channel justification and analysis, marketing logistics, sales policy, sales force policy, production force deployment policy, customer and market location policy, delivery policy, finished goods warehousing policy, etc. .

The task of the communicative mix is to organize the interaction of all the objects of the marketing system with the Farmers - the producers of the products in order to satisfy the needs of the customer and to generate the demand and to provide an alternative and effective activity in moving the goods and services.

Marketing objectives are divided into four alternative objectives in terms of social importance:

1. Increasing the level of consumption;

2. Maximize customer satisfaction;
3. Maximizing consumer choice;
4. Improving lifestyle (quality).

An increase in the level of consumption leads to an increase in the profits of producers, to the development of production and the service sector, and also to a decrease in consistency.

Maximizing customer satisfaction aims to achieve full compliance with the properties of the product (service) expected by the consumer.

Maximizing consumer choice shows consumers a variety of such goods (services) and embodies goods that can be searched for goods in a perfectly suitable market for their employees.

In improving the quality of life, marketing does not mean the sale of goods, quality assurance, and product (service) being acceptable in terms of price, but physical and material quality.

Basic principles of marketing:

1. Consumer orientation;
2. Future orientation. The manufacturer should aim at long-term results, not short-term results;
3. Orientation to achieve the last practical results.

The result of marketing activities should be measurable (market share, sales volume, profit growth).

Marketing principles are a condition, a requirement that reveals the basis of marketing and its essence. The essence of marketing is the production of goods and customer service, demand, and the constant targeting of production capabilities to market demand.

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