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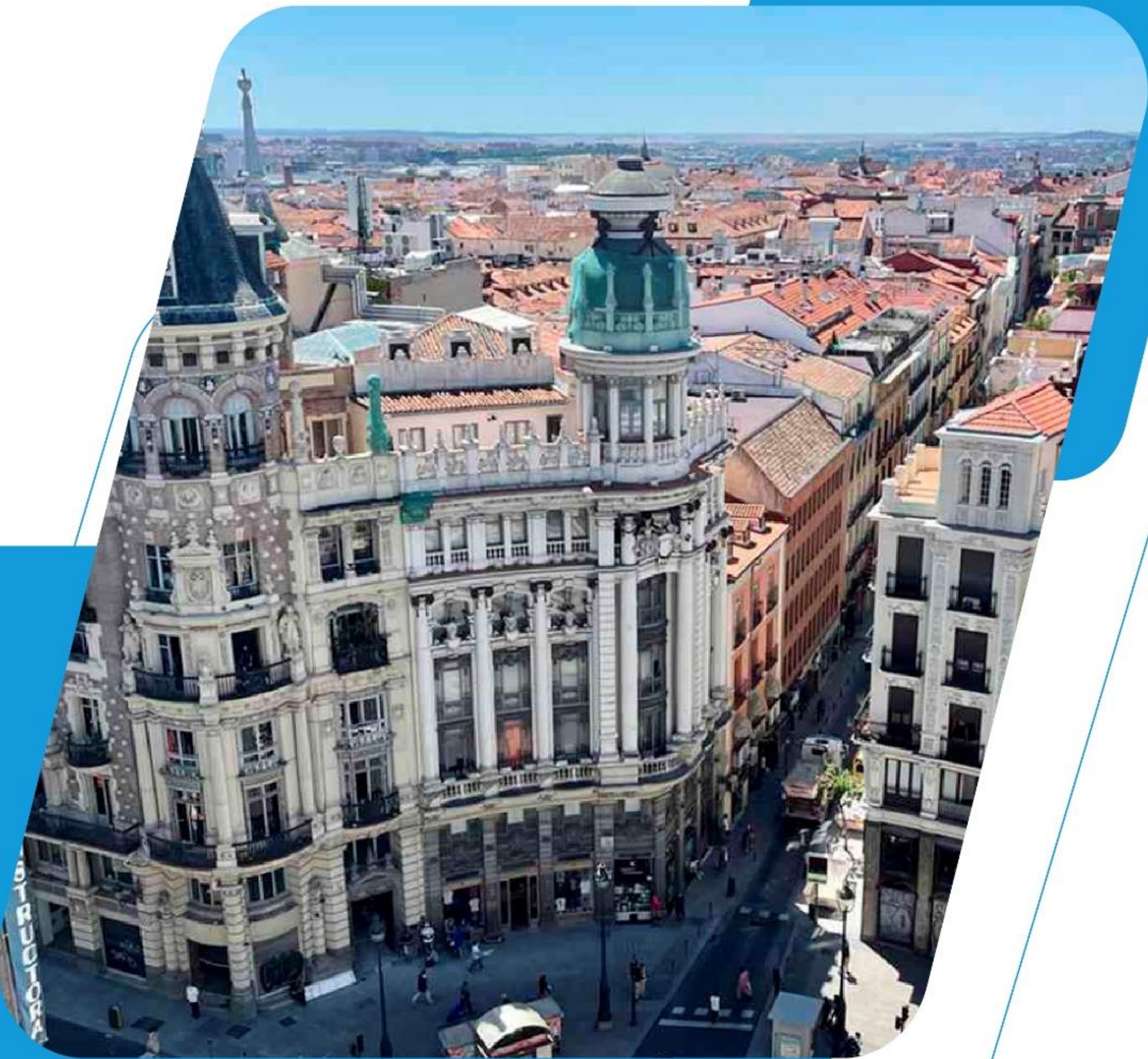

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PRATOLOGICAL ASSESSMENT OF CULTIVATED MEADOWS BASED ON GRAMINEOUS, LEGUMES AND THEIR MIXTURE -PARTIAL RESULTS-

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Abstract

The aim of the study was to analyse the pratologycal reliability of cultivated meadows with G, legumes, gramineous and its mixtures. The analysis was carried out regarding 3 fodder structures: V1 alfalfa (aa), V2 mixture of gramineous (G), respectively V3 mixture of gramineous and alfalfa. (Ga) The germination capacity and the share of spontaneous flora were analysed. Also, based on Braun Blanchet scales (BB), the abundance (A) and dominance (D) of botanical structures in the culture were determined. Alfalfa showed a good emergence (87%) with a 13% share of spontaneous flora. This characteristic was maintained in the dominant form also in the Ga ($p \leq 0.05$). The G proved to be uniform in germination, with no dominance abilities between species ($p > 0.05$). The BB analysis highlighted a good A but an initially average D of aa. The G had a reduced A ($p \leq 0.05$) while D was comparable to aa ($p > 0.05$). The presence of aa in G increases D ($p \leq 0.05$) compared to that associated with pure G. In conclusion, we can say that the meadows cultivated with G show an initially good agro technical dynamic on BB scale, which can be accentuated by including aa in the mixture. Thus, the production of biomass could be increased, the quality of the soil could be improved, the soil reserves could be used judiciously and, last but not least, the carbon footprint of crops could be reduced.

Keywords: gramineous, legumes, meadows, mixture, pratologic assessment

Introduction

The diversity of fodder plants significantly decreased due to the general decline of processing industries in Romania. The plant biodiversity study found that each species plays a role in maintaining a productive ecosystem, favouring the increase of soil fertility, biomass production, as well as a determining role in defining the carbon footprint of agricultural activity. Using different complex fodder structures in animal nutrition, without being well known from a scientific point of view, generates a certain reluctance from the farmers. Agro technically, gramineous and legumes are suitable for a wide range of soil, even in conditions of prolonged drought, proving a high productive potential, with superior nutritional value, suitable for mixed crops, with a good regeneration capacity and a high degree of palatability for cattle. They lend themselves to the different forms of conservation (hay, semi-hay) or use (grazing, mowing) preserving their chemical qualities over time (1;2). The concentrations of lactones are also relatively low, but during the period of intense plant growth, these components can have a higher *level (3). They are part of the plant's natural defence system against insect attack. On the other hand, these components are involved in the reduction of gastrointestinal parasitism in young ruminants (4). The main goal of the study was to improve the current fodder system by diversifying and testing, at the productive level, the fodder structures and new improved cultivars. The second aim of the study was to create improved autochthonous varieties mixtures of gramineous and legumes, which generate high biomass productions, with high energy and protein value, high content of nutrients, increased resistance to drought and low impact on the carbon footprint.*

Materials and method

All tests related to the current research were observational and non-invasive. Ethical issues of this study were evaluated according to the European Union's Directive for animal experimentation (Directive 2010/63/EU) (5). The study was approved by the Scientific Council at the Research and Development Station for Bovine Arad through the Decision no. 51 issued on November 11, 2015.

The pratological analysis included 3 experimental botanical structures:

Option 1 - 100% pure alfalfa

Option 2 – mixture of gramineous (100%) consisting of Dactilys glomerata 60%+Festuca arundinacea (30%)+Perennial ryegrass (10%)

Option 3 – mixture of alfalfa (50%) + gramineous (50%)

The experimental complex was located in the plant bio base field of research station from Arad, Romania. The technical dimensions of the experimental complex were as follows: the total experimental area allocated to the study was 12 ha. The effective surface of an experimental plot was set at 4 ha/variant, 3 plots being sown in this sense.

Before sowing, the value of the seeds (energy and germination capacity) was tested for both gramineous species and alfalfa. Thus, the average germinates faculty of the seeds of the sown species was on average 97%.

The experimental variants included in the present study are argued on scientific, economic, nutritional and ecological bases. The most prevalence species in the mixtures were gramineous. In mixtures with legumes they can reach 70% out of 100%. The efficiency of using gramineous resides from their higher capacity for twinning, having a developed root system, located especially in the superficial soil layer. After consumption (through grazing or mowing) it shows a good regeneration capacity as well as an increased plasticity, being adaptable to various general environmental conditions. Not at least, gramineous lend themselves to various technologies of use, and the mechanical harvesting applied in the present case representing a variant with a minimum invasive level for crops. In dairy cows feeding, it presents itself as a fodder variety with special nutritional qualities, good abilities in terms of consumability, economy, digestibility and palatability. In the case of gramineous, and especially in the case of gramineous mixtures, an important role is played by their rate of development and vivacity, parameters that prove to be strongly correlated. The mixtures proposed in the present study proved to be mixtures with medium growth rate and vivacity. According to the precocity within the vegetal carpet, the proposed gramineous mixture belong to the class of intermediate (semi-early) ones, with emergence 60 days after the start of vegetation. The prevalence of legumes in the vegetal mixture was 30%, share which was facilitated by the good quality of the soil. The mixtures of legumes and gramineous well coexist in the vegetal carpet, the legumes helping significantly with the supply of nitrogen. Alfalfa showed good characteristics, both in terms of vivacity and precocity in vegetation. In feeding of dairy cows, it shows good palatability, consumption and digestibility skills, with obvious positive effects on the productive parameters and the biological value of milk. The identification of the vegetal composition of the meadows required the use of a pratological evaluation method. In this case, the geo-botanical method was chosen. The phytocoenoses were individualized at the time of starting the preparation of the germinal bed, establishing exact and known dimensions. A grid of 1 x 1 m was established and a number of 5 sample surfaces associated with each experimental variant were analysed. The results were expressed as their mean values. As descriptive parameters, the following were considered:

- abundance - which expressed the number of individuals that make up a certain species in the phytocenosis and was established by directly counting them, being assessed in 5 repetitions on an average surface of 1 m^2 and expressed according to a scale with notes from 1 to 5;

- dominance - representing the degree of soil coverage by the aerial mass of plants. The general dominance was concretely used, the results of the observations being expressed in the grade scale from 1 to 5.

Through the perspective of the share of the species in the experimental botanically mixtures, the results were expressed specifically for each one. However, a strong correlation was established between *these two parameters, which allowed the observations to be expressed together (Abundance+Dominance) using Braun-Blanchet's scale, taking more into account coverage:*

+ = species represented by rare individuals, with coverage below 1%;
1 = more numerous individuals, but with low coverage, of 1-10%;
2 = abundant individuals, with 11-25% coverage;
3 = abundant individuals, with 26-50% coverage;
4 = abundant individuals, with a high degree of coverage, 51-75%;
5 = very abundant individuals, with degree of coverage of 76-100%.

The effects of forage structure were assessed using a one-way ANOVA protocol. Differences between means were tested with the posthoc qi square test and were defined as being statistically significant at $p<0.05$. The analysed data were expressed as least square means and standard errors of the mean. All the statistical inferences were carried out using the software package Statistica (StatSoft Inc., Tulsa, OK USA) (6).

Results and discussion

The data set recorded in the field were synthetically presented in Table 1.

Table 1

Pratological analyses of the botanical structures

Botanical variant	The proportion of sprouted plants according to the species (%)	Spontaneous species (%)	Abundance (scale 1-5)	Dominance (scale 1-5)	Braun – Blanchet scale
V1	87	13	4	2	3
V2	23/23/23/20	12	3	2	2
V3	18/17/11/12/24	18	3	4	4

V1 = Medicago sativa 100%
V2 = Dactylis glomerata 60%+Festuca arundinacea 30%+Loliun perenne 10%
V3 = Medicago sativa 30% Dactylis glomerata 20%+Festuca arundinacea 20%+Loliun perenne 30%

V1 – Medicago sativa 100%

The data analysis highlights a high emergence of the aa (87%) with a low presence of spontaneous flora (13%). The number of individuals present favours a good density in terms of the abundance of this plant in the sample area (4 on BB scale). The short interval of time from the entry into vegetation combined with the severe drought did not allow an excessive morphological development of the plants, which led to the recording of a low degree of ground cover (BB 2). Interlinked, the two values allow an average rating of 3 on the Braun-Blanchet scale.

V2 - Dactylis Glomerata 60%+Festuca arundinacea 30%+Loliun perenne 10%

The pure G mixture shows a higher germination capacity (89%) which led to a reduced share of spontaneous species (11%) in the phytocenosis. The entry into the vegetation in higher share allowed the award of a medium qualification (BB 3) in terms of overall abundance, especially due to the relatively uniform weights of the species involved. With a low degree of soil coverage (BB 2), mainly due to the short time interval since the entry into vegetation as well as the severe drought that did not allow the optimal twining of the plants, the crop is considered medium-low on the Braun-Blanchet scale (BB), being appreciated with grade BB 2.

V3 = Medicago sativa 30% Dactylis glomerata 20%+Festuca arundinacea 20%+Loliun perenne 30%

The presence of aa in G mixtures, considerably reduced its prevalence in the vegetal carpet. Competitive with the G, the aa proved to be the most prevalent specie (24% out of 30% participation in the mixture) compared to the G species analysed individually. The emergence of the plants proved to be good, on average 82%) which allowed an average qualification (BB 3) according to the abundance. The precocity and morphological vigour of the aa led to a high degree of soil coverage (BB 4) and implicitly a positive evaluation on the Braun-Blanchet scale (BB 4).

Conclusions

The aa showed a good emergence (87%) with a relatively lower spontaneous flora content of 13%. This characteristic was maintained in the dominant form also in the GL mixture ($p\leq0.05$). The G mixture proved to be uniform in germination, with no dominance abilities between species being recorded ($p>0.05$). The BB scale analysis highlighted a good A but an initially average D in pure aa. The pure G had a reduced A ($p\leq0.05$) while D was comparable to aa ($p>0.05$). The presence of GL mixtures increases D

($p \leq 0.05$) compared to that associated with pure G. We can conclude that the cultivated meadows with G highlight an initially good agro technical dynamic according to the BB scale, which can be accentuated by including aa in the mixture. Thus, the production of biomass can be increased, the quality of the soil can be improved, the soil reserves can be judiciously used and, last but not least, the carbon footprint of crops can be reduced.

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Arts

VERBAL-PLASTIC IMAGE IN CHOREOGRAPHIC ART

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СЛОВЕСНО-ПЛАСТИЧНИЙ ОБРАЗ У ХОРЕОГРАФІЧНОМУ МИСТЕЦТВІ

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Abstract
The article deals with the issue of existence, embodiment and aesthetic content of the artistic image at the current stage of the development of art, which opens new horizons and forces one to dive into an unrecognizable world of semantic diversity. The author proves that in choreographic art, the artistic image calls the artist to freely express transformations, when ordinary reality is embodied in the desire to maximally convey the inner world, dreams, ideas, etc.

Анотація
У статті йдеться про питання екзистенції, втілення та естетичного наповнення художнього образу на сучасному етапі розвитку мистецтва, що відкриває нові горизонти, змушує зануритися в непізнаваний світ смислового різноманіття. Автор доводить, що в хореографічному мистецтві художній образ закликає митця до вільного вираження трансформацій, коли звичайна реальність втілюється в прагненні максимально передати внутрішній світ, мрії, уявлення тощо.

***Keywords**: image, choreographic art, dance vocabulary, aesthetics, ideal, fantasies.*
***Ключові слова:** образ, хореографічне мистецтво, танцювальна лексика, естетика, ідеал, фантазії.*

***Вступ.** Хореографічне мистецтво у сучасних умовах становить собою для глядача перехід між фізичним та духовним наповненням тілесно-духовного, що найкращим чином відображає художньо-творчі джерела людського буття. У останні десятиліття сфера балету відзначається зростанням уваги до створення повноцінних, високохудожніх образів, що стають відображенням індивідуальності хореографів. Цей тренд спостерігається у всіх сферах хореографії – від сучасних стилів до народно-сценічного танцю. Зростання вимог до танцюристів різних напрямів пояснюється необхідністю видовищності. Хореографія як синтетичний вид мистецтва базується на зоровому сприйнятті та музичній драматургії, що створює передумови для розвитку музично-хореографічної образності.*

***Мета статті** – розкрити засоби втілення словесно-пластичного образу в хореографічному мистецтві.*

***Виклад основного матеріалу.** На центральному місці в балетній сцені підкреслює Л. Яременко, «танець народжується там, де рух створює образ, що переносить емоції і думки, танцювальна лексика не просто створює оболонку образу, вона є його формою існування, тому питання образності лексики та хореографічного образу перехолять у питання про роль лексики у його створенні» (Yaremenko, 2022, p. 120).*

І. Цебрій підкреслює, що художній образ у балеті є формою мислення, відображенням ставлення митця до світу. Він виражається у вигляді парадоксів, символів, об'єднуючи об'єктивне й суб'єктивне, матеріальне й духовне. Художній образ є не лише відтворенням реальності, а й її трансформацією, містять значення та символіку. Це відображення внутрішніх станів та переживань, яке «заряджає» глядача почуттями (Tsebriy, 2016, p, 155).

Нова європейська класична естетика розглядає художній образ як результат духовно-пізнавальної діяльності творчого суб'єкта, де відчуття, думка, ідеал і фантазія виражають суб'єктивність художника або колективну суб'єктивність людства.

І. Цебрій розглядає естетичне наповнення художнього образу як співпереживання, що дозволяє включити його в систему особистих цінностей та орієнтирів, створюючи мистецьку самоідентифікацію. Цей процес супроводжується використанням досвіду інших суб'єктів як моделі для власної реалізації та сподіванням на вищу гармонію і співпричетність до мистецтва як прояву людського розвитку (Tsebriy, 2019, p, 206).

Таким чином, художній образ у танці стає не лише засобом вираження естетичних ідеалів, але й індивідуальною психограмою, яка захоплює та «заряджає» глядача, розкриваючи йому внутрішні світи творців. Цей метод знову підтверджує відому ще з давніх часів здатність мистецтва захоплювати, сповільнювати внутрішні почуття через втілені в ньому емоції.

Нова класична європейська естетика визначає художній образ як результат духовно-пізнавальної праці творчого суб'єкта. У художньому образі відображається продуктивний, творчий момент, в якому виражаються почуття, думки, ідеали, фантазії – це те, що підкреслює індивідуальність художника або загальну суб'єктивність людства.

Л. Яременко словами Антоніо Сальєрі розглядає естетичне наповнення художнього образу як співпереживання, що дозволяє людині включити предмет художнього сприйняття в систему власних цінностей і орієнтирів, створюючи почуттєву атмосферу. Цей процес супроводжується ідентифікацією із досвідом інших людей та сподіванням на вищу гармонію, яка є основою мистецтва в процесі соціокультурного розвитку (Yaremenko, 2023, p. 831).

Художній образ представляє собою специфічну форму відображення дійсності та вираження думок і почуттів художника. Він виникає в уяві творця, матеріалізується у певній формі і сприймається глядачем, читачем або слухачем, який сприймає мистецтво.

У художньому образі думка виражається через емоцію, а почуття несуть у собі думку. Емоційна складова мистецтва є не просто додатковим елементом, але необхідною частиною його сутності, яка виражає думку, що міститься в ньому. Художній образ поєднує в собі раціональне та інтуїтивне, погляд та настрій, переконання та відчуття, що робить його точною моделлю психологічної цілісності (Chepalov, 2014, p. 48).

Характер і роль художнього образу в хореографічному творі можна проаналізувати на прикладі українського народного-сценічного танцю, який завдячує своєму сучасному розвитку творчій діяльності П. Вірського. Його роботи, такі як «Рукодільниці», «Запорожці», «Ляльки», «Чумацькі радощі», «Подоляночка» тощо, відзначаються різноманітністю сюжетів, тем, жанрів і драматургією. Кожен образ, створений П. Вірським, мав на меті не лише вираження емоцій та загального настрою твору, а й перенесення глядача у світ фантазії та природи, розповідь про красу людських почуттів. Наповнені символікою, глибоким змістом і виразними образами, твори П. Вірського додають танцю не лише чарівності, але й драматизму, відтворюючи в ньому відблиск минулого та красу національної культури. Вимагаючи від виконавців повної ідентифікації з образом, визнаний хореограф настоював на тому, щоб виконавці не лише відчували себе у відповідній ролі, а й повністю злитися з образом всередині себе, здати його життя.

Балетмейстер, подібно до режисера, повинен мати акторський талант. Його емоційний потенціал допомагає переживати музику та постановочні репетиції з танцюристом, передаючи кожне емоційне переживання персонажу через рухи. Він має мати підготовлене тіло та акторську психіку, щоб передати свою енергію та вимогливість до виконання.

У хореографічному творі всі чинники творення образу знаходяться в одному тілі, яке одночасно є і творцем, і творінням. Танець перетворює тіло, створюючи «образ» в кінцевому результаті (Tsebriy, 2019, p, 205).

Для створення повноцінного хореографічного образу балетний виконавець повинен розуміти характер та емоції свого героя і працювати над танцювальними комбінаціями ролі, вже відчуваючи образ. Крім того, створення хореографічних образів потребує значного фізичного зусилля, вимагаючи від виконавця точності у часі, ритмі та просторі, а також передачі емоцій та образності через рухи, що відрізняє танець від інших видів мистецтва.

У багатьох мистецтвах твір, коли він створений, відокремлюється від творчого початку і набуває самостійного існування. Він несе на собі відбиток автора з усіма його унікальними якостями, відтінками матеріалу, форм і дій. Проте в хореографічному мистецтві всі ці компоненти зливаються в одному тілі, яке одночасно творить і втілює твір. У танці саме тіло перетворюється і стає образом, який ми сприймаємо (Yaremenko, 2023, p. 832).

Для створення повноцінного хореографічного образу балетний артист повинен відчути характер, проникнутися емоціями і мотивами свого персонажа. Він починає працювати над *танцювальними поєднаннями ролі, занурившись в образ. Крім цього, створення хореографічних образів потребує значних фізичних зусиль. Виконавець має дотримуватись точних часових, ритмічних та просторових обмежень, одночасно надаючи танцю силу виразності та образність. Такий танець відрізняється від драматичного твору.*

Художній образ не обов'язково передбачає персоніфікацію людини: він може бути втілений у гнучкому живленні квітки, у музичному акорді, у вишуканому орнаменті чи в мовчанні архітектури. І навіть коли творці сучасних експериментальних арт-практик віддаляються від традицій мистецтва, вони все одно відчувають його вплив на свою творчість. Мистецтво завжди реагує на духовні потреби людини й відображає її духовний стан, актуалізуючи рівень її людськості.

Висновки. *Таким чином, аналізуючи вищезазначене, зрозуміло, що хореографічне мистецтво відтворює та перетворює існуючий світ через мову танцю. Присутність художнього образу є ключовою складовою хореографічної картини, оскільки вона формує розуміння цілісності художнього освоєння світу людиною. Також зрозуміло, що створення сценічного образу в хореографічному творі потребує ідейно-художньої цілісності та синтезу всіх його елементів: мови, музики, акторської гри, декору, драматургії тощо. Балетмейстер виражає своє ставлення до світу через створення хореографічних образів, відповідно до власних естетичних, духовних та моральних ідеалів, базуючись на власному досвіді та сприйнятті світу. Професіоналізм, компетентність та постійний розвиток допомагають балетмейстеру знайти свій індивідуальний стиль у творчості.*

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Biological sciences

TESTING COSMTECIS ON ANIMALS: THE SIGNIFICANT OF ALTERNATIVE METHODS

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Abstract

The article "testing Cosmetics on Animals: The Significant of Alternative Methods." aims to study the replacement of testing cosmetics on animals with safe and alternative methods in order to inform modern society about this problem, give a clear understanding of alternative testing methods and increase confidence in them. The relevance lies in protecting the rights of animals from toxicological cruelty and their welfare, as well as raising public awareness through alternative methods.

It is important to remember that the transition to safe and alternative methods of testing cosmetics requires a collaborative effort from industry, society and legislators to create effective and ethical solutions in this area.Cosmetics testing is important to ensure the safety and effectiveness of products, ensuring they are safe for consumers to use and meet quality standards. Therefore, the study of alternative methods of testing cosmetics on animals is relevant today.

The purpose of the project was Introduce the concept of "cosmetic testing without animals" to the public and inform them about alternative methods. By raising awareness about animal testing practices and the availability of ethical alternatives in the 21st century, individuals will have the freedom to choose whether to support such testing or advocate for the preservation of animal lives.

1) Introduce the concept of testing cosmetics on animals.
2) Identifying hazards to animals.
3) Providing alternative methods of toxicological testing.
4) Identification of problems with the introduction of alternative methods in Kazakhstan.
5) Familiarization with the difficulties of testing cosmetics on animals on a global scale.

Keywords: Animal testing, Alternative methods, cruelty-free, cosmetic, verified, non-verified, programms, implement, toxicology.

Introduction. *The research project is devoted to studying the replacement of testing cosmetics on animals with safe and alternative methods in order to inform modern society about this problem, give a clear understanding of alternative testing methods and increase confidence in them. The relevance lies in protecting the rights of animals from toxicological cruelty and their welfare, as well as raising public awareness through alternative methods.*

Using cosmetics has already become a daily routine for many people. Every year, 70%-80% of the entire human population buys cosmetic products. Nowadays, most people are unaware of the methods global brands use to test their products for toxicity. For them, this remains behind the screen of beautiful bottles, bright packaging, and attention-grabbing product advertisements. In fact, since ancient times, people have tested almost all new inventions first on animals to avoid harming humans. These methods are outdated. There are now many proven ways to test cosmetics without animals. These programs help advance technology and reduce the number of animals exploited.

In our opinion, people can safely transition from rigorous research to more ethically assured methods.

Additionally, such innovations will not only help from a moral standpoint but also increase demand for "cruelty-free" products.

Research pupose *"The question is not, can they reason? nor, can they talk? but, can they suffer?" Jeremy Bentham wanted to convey the meaning of his phrase that "Each living being is entitled to pursue its own happiness". Testing cosmetics on animals inflicts a great deal of pain upon them. In the 21st century, it is imperative that people have access to alternative methods for cosmetic research. While time of ignorance remains far back in the roots of Greece and Rome, many individuals are umfamiliar or choose to neglect the reality of what happens to animals during cosmetic testing. They are remain* *unaware of the existence of research and alternative cosmetic brands that spare the lives of countless small animals. The aim of my project is to raise awareness and provide individuals with information and options regarding animal testing in the cosmetics industry.*

Research aims *The purpose of the project was Introduce the concept of "cosmetic testing without animals" to the public and inform them about alternative methods. By raising awareness about animal testing practices and the availability of ethical alternatives in the 21st century, individuals will have the freedom to choose whether to support such testing or advocate for the preservation of animal lives.*

Therefore in this research the main research questions were:

- *To what extent are people aware that cosmetics are tested on animals?*
- *Will individuals opt for safer cosmetics upon learning about animal testing?*
- *What actions can society take to enhance this situation?*
- *How can alternative testing methods be practically implemented?*

The outcomes Raise awareness about cosmetic testing on animals and promote the use of cruelty-free cosmetics by educating people about alternative testing methods.

Context *The history of testing cosmetics on animals goes back to ancient Greece and Rome, where vivisection, the dissection of living animals, was practiced with scientists using animals as a way to understand behaviour and biological systems.*

Animal testing for cosmetics gained prominence with the implementation of the Food, Drug and Cosmetic Act in 1938, requiring safety testing before sale. The "Lash Lure" incident necessitated safety testing due to severe harm caused by untested chemicals. The Draize irritancy test became the "gold standard" in 1944, involving harsh chemical application to assess safety, small rodents were chosen for practicality and cost-effectiveness.

Kazakhstan is undergoing transformative shift in toxicological research, moving away from animal testing toward modern alternatives.

This country encounters significant challenges (kaznmu.kz 2016) when employing alternate approaches in toxicology, including:

1) the inability to calculate uncertainties

2) the absence of a standardized approach to interpreting results across different countries

3) the lack of educational institutions within the country for advanced training of toxicologists

Today Kazakhstan's policy cannot completely change its laws and ban testing of cosmetics on animals, however it requires (Article 19 of the Kazakhstan law) minimizing animal suffering, allowing their use in scientific research, education and medicine only if alternative methods are not available. It also provides for the use of analgesia or anesthesia for procedures that cause acute pain, confirming the country's commitment to ethical standards in scientific activity. In comparison of Kazakhstan with Korea, they can already introduce (HSI South Korea 2021) organ-on-a-chip technologies, organoids and computer-based approaches such as in silico. They have proven to be successful alternatives to animal models and have received attention from global pharmaceutical industries and regulators.

People often fail to see the underlying problem: millions of animals are suffering and dying in research laboratories. They endure being burned, scalded, poisoned, and starved and subjected to electric shocks. Additionally, they are exposed to low temperatures close to freezing and kept in complete darkness from birth. These animals are induced with diseases such as arthritis, cancer, diabetes, oral infections, stomach ulcers, syphilis, herpes, and AIDS. Some even have their eyes surgically removed, resulting in brain damage and broken bones.

The world still cannot come to a unified agreement on banning testing cosmetics on animals. Global animal testing data faces challenges due to inconsistent reporting practices across nations. While the EU requires standardized recording and publication of animal use statistics according to directive 2010/63/EU (Lush Prize 2014), many countries globally lack consistent data reporting, impeding comprehensive global assessments.

Countries must act as a united bloc. Currently they are divided into three types. (Lush Prize 2018 | Berlin)

- *Bans Implemented (Across 37 Nations)*
- *Enactment of Regulatory Measures (Canada , Unated States, Mexico, Brazil, Chile, South Africa, Australia, Sri Lanka)*
- *Government-Mandated or Permissible Animal Testing (China)*

Every year, more and more countries are passing legislation banning animal testing of cosmetics. To illustrate, TURKEY enacts ban on cosmetic animal testing and sales (where a validated alternative *exists) (2016), UNITED STATES reintroduces legislation to ban cosmetic animal testing and sales (2017), SRI LANKA introduces general animal welfare bill including ban on cosmetic animal testing (2018).*

NGOs and international committees like UNESCO pushed countries to adopt regulations promoting alternatives to animal testing. This led to the development of various alternatives. By 2024, numerous alternative methods to animal testing have been developed by scientists. Their development consists of 6 main steps. (Anna Oborska 2009)

1. *Development of the method in one laboratory scale*
2. *Optimization of the method in many laboratories*
3. *Pre-validationsmall-scale interlabolatory study; preliminary assessment of the reliability and relevance of the particular method.*
4. *Validation interlaboratory study; definitive assessment of the reliability and relevance of the particular method*
5. *Scientific approval by the ECVAM Scientific Advisory Committee (ESAC)*
6. *Regulatory acceptance*

There are now verified and non-verified alternative methods (Anna Oborska 2009)

Verified include:

1) Replacement methods:.skin irritation/corrosion, percutaneous penetration, .mutagenicity and genotoxicity, .phototoxicity

2) Refinement/reduction methods:

.skin sensitization

Non-verified include:

1) Replacement methods: eye irritation, repeated-dose toxicity, .toxicokinetics, reproductive toxicity .carcinogenicity

2) Refinement/reduction methods:

.acute toxicity

Global Brands support "cruelty-free", while people learn about their use of alternative methods through special symbols and programms. For instance, "Leaping Bunny Program", PETA with its "Beauty Without Bunnies Program" and Choose Cruelty-Free programm, such organizations has been developed with the aim of assisting customers in making purchases that are free from animal cruelty.

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Cultural sciences

THE ROLE OF THE FAMILY IN BUILDING CURRENT FAMILY CULTURE: CASE STUDY OF NGHI HOP COMMUNE, NGHI LOC DISTRICT, NGHE AN PROVINCE, VIET NAM.

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Abstract

The article focuses on researching the role of the family in building family culture today: Case study of Nghi Hop Commune, Nghi Loc District, Nghe An Province, Vietnam. In this article, the author uses the main method in qualitative research, which is in-depth interviews. The interviewees were clan heads, reputable people, and knowledgeable about the clan. This method helps the author point out the role of the family line in building family culture at the research site in the most objective way. The article was completed on the basis of local fieldwork documents: family genealogies, ordinations, family council documents of clans, reports on the economic - cultural - social situation in the locality, survey table and research results of the authors. From there, the article will clarify the following issues: The First, raise the research issue of the importance of the family in building family culture in Vietnam; The Second, overview of the formation history and development process of the family lines in the research area; The Third, based on research on the current status of the family's role, author point out the values that the family brings, the family with the role of education; Family lineage creates a network of social connections and lineage creates equality in family relationships. The research results of the article are a necessary reference for the field of family culture research, or cultural science.

Keywords: *Family; Family culture; Generation culture, Viet Nam.*

1. Problem

Currently, open exchange and integration have created conditions for families to inherit the advanced and civilized culture of other countries in the region. However, besides the opportunities achieved, the downside of the market mechanism has caused family culture to deal with many difficulties and challenges. Social evils such as drugs, gambling, and prostitution have penetrated deeply into families; moral qualities are eroded in some groups of young people, namely, living together without marriage, school violence, divorce, domestic violence, etc. is on an increasing trend. These problems are widespread everywhere, leaving serious consequences for families and society. Therefore, implementing the Communist Party and Government's policies, we continue to carry out the movement to build a family culture in depth, actively contributing to perfecting the set of criteria that families achieve. Base on the spirit of the 13th Congress of our Party, we continue to determine: "Forming a prosperous, progressive, happy and civilized Vietnamese family; building a national value system, cultural value system and human standards which are associated with preserving and developing the Vietnamese family value system in the new era." This viewpoint is not only considered a national development strategy, but also contributes to stabilizing political and social security, society and national development. Therefore, building a family culture is a very important task, both theoretical and practical. However, if we want to build a solid foundation for family culture, it first originates from the role of the family-lines. The family is always regulated according to the principle of "family etiquette" from hierarchy to all activities of the family - clan, all must be approved through written or unwritten regulations in the clan convention. Therefore, today the family-lines plays a main role in building family culture.

With an approach from the perspective of family culture, this is the main approach used in the topic to reflect, evaluate, analyze and identify the role of the family-lines in building family culture today. Based on an interdisciplinary approach, placing the research problem in the general context of development to research, analyze and evaluate the role of the family-lines in influencing family culture in Nghi Hop commune.

The article uses secondary documents on the theory and practical family research and family culture by previous researchers in order to research and reflect on the current theoretical framework of family culture. At the same time, based on local secondary reports; report of the Family Council of the *clans; Report of the Nguyen Dinh family's study promotion committee. By using qualitative research methods, combining description, analysis and synthesis, comparison and contrast between family lines, to clarify the role of the family-lines in building family culture in the locality.*

2. Overview of family lineages in Nghi Hop commune: history of formation and development

Nghi Hop is one of 30 communes and towns in Nghi Loc district, Nghe An province. Nowadays, Nghi Hop commune has 11 hamlets in total, with a total area of 371.52 hectares and a population of 3,485 people.[1] "The village's convention" records that: In the early 14th century, the population was still sparse. Among the first people to reclaim land and establish hamlets in the land of Thuong Xa (Nghi Hop today) was Mr. Nguyen Hop (the founder of the village) - Nguyen Dinh family-lines. Mr. Nguyen Hop is from Cuong Gian village, Hoan Chau district, Duc Quang district (Cuong Gian commune, Nghi Xuan district, Ha Tinh). Mr. Nguyen Hop brought his second son named Nguyen Hoi to live here. At Thuong Xa, Mr. Nguyen Hoi and his wife, Ms. Vu Thi Hach, gave birth to two sons (Nguyen Bien and Nguyen Xi). At that time, Mr. Nguyen Hoi's family's salt making profession was very developed. During his salt trading trips in the upper reaches of Thanh Hoa, Mr. Nguyen Hoi got to know Le Loi's family and asked for his eldest son, Nguyen Bien, to work on Lam Son farm (Thanh Hoa). When Nguyen Xi was 9 years old, he lost both parents, so he followed his older brother to live at Lam Son camp. When Le Loi rose up against the invading Ming invaders, Nguyen Bien and Nguyen Xi joined the insurgency. Nguyen Bien sacrificed his life, while Nguyen Xi, during his life serving the four generations of Le kings, made many great contributions in fighting foreign invaders. Therefore, Nguyen Xi was given a lot of land by the Le kings, and he gave the land to his descendants for use. Legend has it that Nguyen Xi had 16 sons and 8 daughters. Up to now, after more than 600 years, the descendants of Nguyen Xi (Nguyen Dinh family) have been present and developed widely in every province and city across the country (including 15 major branches), including at the point research, mostly concentrated on descendants of major branches 2, 3, 5, 6 and major branches 14, accounting for the majority of the population of Nghi Hop commune. In addition to the Nguyen Dinh family, in Nghi Hop there are also 8 other Nguyen family lines from other lands. The Nguyen Ke family is originally from Ha Tinh, the Nguyen Van family is originally from the Mac family from Cao Bang, the Nguyen Gia family is from Ninh Binh, the Nguyen Canh family is from Nghi Thuy - Cua Lo, the Le Van family is from Thanh Hoa. As it turns out, the Tran Van family originated from Dien Chau (Nghe An) etc. Thus, Thuong Xa originally existed with only one family-line, and now there are more than 50 family-lines. Family-lines from many different regions and regions all quickly integrated to become indigenous people.

3. The role of the family-lines in forming family culture

3.1. The family-line as an educator

First, the family educates a sense of origin. In the minds of Vietnamese people, they always consider the family line as a bloodline. No matter where they live, what they do, what their economic conditions and social status are, everyone always has in common the direction of their origin "birthplace". Every year, on the occasion of the death anniversary of the ancestor or any important family activity, the Nguyen Dinh family council sends notices to the liaison committees of major branches and middle branches everywhere to call for descendants to return to gratitude and remembrance of their ancestral homeland. During the survey, the research team had the opportunity to meet and discuss with members of many different ages. The patriarch, members of the family council, farmers, traders, young people were all very happy to share about this. That joy not only shows the warmth on the face, but also the rather thorough understanding each person has about his or her family whenever asked: "Our descendants of the Nguyen Dinh family in particular and the families in Nghi Hop in general, every Tet holiday or every year on the occasion of family death anniversaries, spring offerings, grave sweeping, and festivals take place at Nguyen Xi temple. All descendants of major branches, middle branches, small branches and all over the country return to lineage hall to express gratitude to their ancestors, towards their roots, honor and worship their ancestors, and make merits at the altar to show their sincerity to respect and gratitude to our ancestors. Therefore, every year the organization is very crowded and receives the participation and response of all children and grandchildren in all families and lineages." (interview: Man, 65 years old, Nguyen Dinh family). Having that sense of origin and pride, because most of them are people who usually connect to and are constantly involved in family activities, and those who start a business far away from home, return to fully participate in the family on every occasion. Whenever family-line's activities take place, first, the family head and the elders often review the origin and formation of the family and remind descendants to always remember the merits of the "pioneers,

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[2] History of Party Committee of Nghi Hop commune, Nghi Loc district, Nghe An province.

ancestors" in the family. It is the awareness of the roots that the family creates that helps each generation in the family, especially the younger generation, always be aware of pride in the family's roots, from which they always respect the values that ancestors built it.

Second, the family educates about solidarity within the family and clan. The Nghi Hop family-line is considered a spiritual support for all members, the "mutual love" is always emphasized. In the past, "mutual love" manifested itself in the way that families helped and supported each other in reclaiming land and establishing villages. Today, continuing that tradition, in almost every activity of daily life, there is always the presence of the family-line. First, in daily life, there is a wedding. If the family has a wedding, all brothers and relatives come to attend and help. Unlike in the city, in the countryside today, a family's wedding is considered the wedding of the entire family-line, from the betrothal, the wedding, to preparing the tray, to serving, all are taken care of by the descendants of the family-line. Not only does it participate and help with weddings, but the family-line is also a place to share sadness and loss with the family when a loved one passes away. In the Nghi Hop area (Nguyen Dinh, Nguyen Gia, Le Van and Phan Van families), each family-line has established a sacrifice team and has a ceremony committee. Whenever a family member in the family-line dies, the team holds a ceremony. Together with the family's descendants, they came to share their sadness. In addition to words of encouragement and greetings, ceremonial team also took turns supporting the family. In addition, for those who are sick, representatives of the family visiting committee come to inquire on their behalf, often encouraging each situation from 100,000 to 200,000 VND. for unfortunate cases, the head of the lineage committee stands out and calls for volunteers to donate and support. From the family's work, on the one hand, it has comforted and encouraged the families' spirit, and on the other hand, it has enabled the families to always receive sharing and love from relatives.

Cohesion within the family is also regulated by the Nguyen Dinh family into a criteria table to evaluate and classify and recognize the cultural family every year. For family members, for spouses, children and for clans, each subject has a different criterion, each criterion will have a specific number of points. The above criteria are approved by the patriarch and the family council. After approval, they are disseminated to the major branches, middle branches, small branches/sects and to the families. Based on this result, every year the family council presents a form of commendation in front of the entire family, for members with excellent examples, and awards certificates of merit to families with good achievements in the movement. building a cultural family; Besides the clan, we also review and remind families that have not fulfilled the criteria set by the clan. The purpose of the family line is to train the personality and qualities of each member of the family and clan. That training helps each family have a peaceful, peaceful life. Create conditions to promote the good values of family culture, in the work of building a family cultural lifestyle in the locality.

Third, the family teaches the moral "when drinking water, remember the source. This is a humanistic principle from ancient times of the traditional agricultural culture of the Vietnamese people. Through ancestor worship rituals, they always express gratitude to their ancestors. Ancestor worship is not only a traditional cultural beauty, but also strengthens blood relationships in each family. The belief in ancestor worship during its formation and existence has contributed to creating traditional moral values such as filial piety, kindness, and community. In that spirit, almost all clans in Nghi Hop area, each clan has an ancestral lineage hall of central branches, small branches, and branches. On important days of the year such as: death anniversaries, graves, Lunar New Year, full moon day, first day of every month. Products made from agriculture: rice, chicken sticky rice, flower incense, betel wine, fruit cakes... are offered by descendants to the ancestral altar. "Families today all practice ancestor worship. When we were children, we saw our parents and grandparents practicing this ritual, and this ritual is maintained from generation to generation." (Source: Fieldwork documents). In addition to paying respect to ancestors, every year the deceased's remembrance is also taken care of by all descendants, such as building, embellishing, and repairing the graves of grandparents and ancestors. The act of worshiping ancestors not only prays for the soul's salvation, but also remembers the ancestors' gratitude for their birth. Therefore, in every family, the belief in ancestor worship with the moral principle "when drinking water, remember the source" gradually becomes "filial piety". Filial piety is the root of every human being. As Dang Phuong wrote: "In ancestor worship, the awareness of lineage, clan and family continuity reaches a very high moral level, even becoming a fundamental morality of life" (Dang Phuong Kiet, 2006, p19).

3.2. Family lines create social networks

According to cultural researcher Ngo Duc Thinh: "Society is understood as the relationship between individuals and different social groups in a certain entity" (Ngo Duc Thinh, 2010). From this perspective, *we consider a family as a network of social connections between members, between families living in a social community, this is the connection between people of the same bloodline.*

First, it is manifested in the meeting. Almost before the important day of the family's activities, the patriarch and members of the family council held a family meeting, in addition to the presence of the family council, there was also the voluntary participation of descendants. The usual meeting place is at the lineage hall or the patriarch's house. Usually, the content of the meeting discussed the upcoming work of the family such as the form of organizing the family's death anniversary, the amount of money to contribute to the fund, worshiping time, form of the feast and assigning those who are responsible, etc. Besides the main temple, lineage's quarterly family meetings also take place at the lineage hall of the major branches, middle branches and small branches. Clan meetings are to discuss specific family matters. At the same time, clan meetings are also the link from top to bottom, from the great lord to the big branches, middle branches, small branches and then to the families.

Second, the work of compiling and recording genealogy. Genealogy is understood as recording the origin and history of human life through each generation of a family (family-line). Currently in Nghi Hop, the Tran Dinh, Hoang Duy, Nguyen Canh and Ba families due to objective historical conditions have been lost and their genealogies have been lost, so genealogical recording has been interrupted for a long time. For the Hoang Van, Ho Van, Dinh Van and Chu Van families who have just settled in this land for a short time (about 3 to 4 generations), there is no genealogy. Meanwhile, the Nguyen Dinh, Nguyen Gia and Le families, in addition to annual genealogical records, have established a genealogical chart. The content of a genealogy usually records the history of the formation of the family, information about the career and status of each individual in the family, names, surnames, nicknames, clearly stating the year of birth and death, taboo days, burial locations, etc. Patriarch Nguyen Dinh said: "Genealogy helps us remember the death anniversaries of our ancestors, great-grandparents, and grandparents. Then pass it on to the descendants to know where the family comes from, how close and far the relatives are. Thanks to the genealogy, future descendants can thoroughly understand their ancestral roots" (Source: Fieldwork).

Moreover, at the beginning of every new year, the family with a newborn grandchild is brought to the family temple to hold the first thanksgiving ceremony, receive the family name and write it into the family tree. So, to answer the question, what role does the family-line that writes the genealogy play in building family culture? Actually, it is difficult to answer fully and in detail. However, reality has proven that in modern society, most of the nuclear families exist, and very few families of the Three and Four Great Families exist like before. The bloodline is only limited to a certain range, and after each member gets married, they will disperse into many different branches and sects. The number of people in the family is increasing, it is impossible to know all the previous and next generations. Therefore, genealogy is the invisible, but most effective line of communication to try our best to bring descendants of all generations in the family together. Just copying it into your family will help your children and grandchildren remember all people in the lineage. Not only is it concerned with origins, death anniversaries or burial locations, but genealogy also contains many profound meanings, that is, promoting the role of origin and blood relationships. Therefore, the family tree must be an invaluable spiritual asset of the family, compiled very carefully, in detail and kept very carefully.

Third, through study promotion work. Since ancient times, families in Nghi Hop have always paid attention to and promoted learning promotion and talent promotion. In the past, people encouraged studying by providing fields, and learning encouragement was honored and encouraged by the family with many material and spiritual factors. Today, the family-lines here continue to maintain this form. Many family-lines build study promotion funds and operate in-depth and effectively. The person who is in charge of promoting education in the Nguyen Gia family said: We encourage family members to contribute to the fund, and annually organize awards for children and grandchildren with good academic achievements. Even though it's just a pen and notebook, it really has the meaning of encouraging children and grandchildren to try to study better (interview: Man, 60 years old, Nguyen Gia family). In order to promote the family's study promotion movement, every year the Nguyen Dinh family organizes an honoring ceremony at the lineage hall, with the participation of the study promotion association of local organizations (Education Promotion Associations of communes, districts and Nghe An province). Currently, in order to connect with the family study promotion committee in their hometown in each province and city, the Nguyen Dinh family has established a liaison committee, each liaison committee has three to five people, to operate and connect with all of descendants through social networking sites. Connecting and establishing a social network, on the one hand, creates conditions for people living far from home to always feel protected, close, and mentally encouraged and comforted. Thus, connecting networks from individuals, families, to local organizations and provinces and cities throughout the *country has invisibly built a large social learning network. That doesn't only create conditions for a vibrant learning and competition movement among pupils and students, but also create conditions for all family members, outside of the clan, to meet and exchange, especially, unite each other in activities of study and talent promotion.*

From family meetings, genealogy compilation to study and talent promotion work. These are seemingly simple activities that take place every year in family-lines in Nghi Hop area. In terms of deep meaning, the family-line creates certain roles that create a bond between family members, between families and families, between families and clans and villages. Also, through these activities, on the one hand, that is an opportunity for all children and grandchildren to meet and review family and clan traditions; on the other hand, it is the basis for all members to maintain solidarity to form a society. This is also the power of solidarity and community cohesion within the family and beyond.

3.3. Family lines create equality in family-clan relationships

First of all, equality in family relations, in the area with a total of more than 50 family lines, the family with the largest population and the largest number of men is the Nguyen Dinh family. Meanwhile, there are families with only 50 to 100 households such as the Le family, Hoang family and Tran Van family. There are even families that only exist in 10 to 20 households (Mac family, Chu family, Truong family and Dau family). But there is no distinction between many-headed families or few-headed families, native families or resident families. This is evidenced in the activities of local lineages, which are festivals, with the full participation of descendants in the lineage, without discrimination or jealousy between lineages.

Second, the family-line creates equality in family relationships. That is expressed in common activities of the family-line such as: death anniversary, grave sweeping, spring festival, church building and other common activities... Every family- line has the right to participate in all these activities, there is no distinction between rich or poor families, between people with social status or those who work in agriculture or trade, between families with fewer or more men. All families are equal here, that means each family having the right to participate and the obligation to contribute equally. Thus, equality in family relationships is also the result of equality in kinship family-line.

Furthermore, family lines create equality among members. Nowadays, this is clearly demonstrated in family relationships with clans. If in the past, the organization of the clan was based on the principle of "patriarchy", according to this principle, men had a special role in the organization as well as in the activities of the clan. In terms of family organization, the patriarchal nature is clearly shown in the distinction between elders and subordinates. The head of the clan is the patriarch, followed by the branch heads, sect heads, and male branch heads - only sons (man) have the right to participate. But now all members, regardless of daughters, daughters-in-law, and sons-in-law, have the right to contribute and voluntarily participate in all common activities of the family, even the great affairs of the family. That equality is not only expressed at the boundary between men and women, meaning that the family-line has gradually erased the boundaries of the principle of "patriarchy", instead the family has created equality in relationships between people (old people, young children, sons, daughters, daughters-in-law, grandchildren, great-grandchildren, etc.). Thus, achieving that result is a process in which the family-lines in Nghi Hop commune have adapted to the conditions, new socio-historical circumstances, to create appropriate values to respond to changes in social life, as well as the country's development process.

4. Conclusion

All in all, the family-line plays a great role in building family culture in Nghi Hop commune. Through the process of formation, existence and development, it has now been more than 600 years. The families here have created profound values and moral values through the principle "when drinking water, remember the source"; Spiritual values are expressed in daily life with the beliefs of worshiping ancestors, visiting and helping each other in times of trouble; Educational values clearly demonstrate the sense of origin and solidarity and cohesion in the family-line community. These values are the result of the process of building and accumulating, nurtured and passed on by the family from generation to generation, creating a close bond through annual lineages' activities. Therefore, since ancient times, family cultural values have been formed and built on the principles and standards of lineage culture. Hence, the family line - family culture has many good traditional values, which need to be preserved and promoted in each period of social history, especially in the current social context.

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Economic sciences

INNOVATIVE ACTIVITY OF THE HIGHER EDUCATIONAL INSTITUTION: MODERN EDUCATION, MODERN APPROACH.

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ИННОВАЦИОННАЯ ДЕЯТЕЛЬНОСТЬ ВЫСШЕГО УЧЕБНОГО ЗАВЕДЕНИЯ: СОВРЕМЕННОЕ ОБРАЗОВАНИЕ, СОВРЕМЕННЫЙ ПОДХОД.

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Abstract

In my article, the innovative activity of the higher education institution, modern science, modern education and the formation of human capital were extensively investigated.

One of the important priorities of the state policy of the Republic of Azerbaijan in the modern era is to direct the economy to an innovative economy. The basis of this is the development of fields based on high knowledge and science-intensive technologies. Thus, it has a small positive effect on the identification of prospective development directions that use the results of innovation activities and innovative processes in public, economic and social life, as well as on the development of intellectual potential, improvement of the management system, the establishment of an innovative economy and the provision of competitive, high-quality product production. shows. The innovation policy carried out by our state envisages the creation of necessary conditions for the production, dissemination and application of new knowledge and technologies. This policy is aimed at realizing all the possibilities of the country's social innovation potential, as well as establishing the sustainable development of science and education, science-oriented society and culture.

In our modern times, higher education is an important stage in the formation and development of human capital. Personnel trained in higher education institutions of our country actively participate in state and company management, economic growth and increase of labor productivity. Reforms are being accelerated in the field of improving the quality of higher education, integration into the world educational space, adaptation of higher education to the modern requirements of society and economy. The essence of the innovation potential of the scientific school in the educational process of higher educational institutions is constantly increasing in modern market relations. New scientific knowledge, highly qualified specialists are the object of special attention of the state as the main component of innovation economy. Higher education institutions today are not only an organization that fulfills the function of maintaining the cultural, educated national potential, but also a producer of intellectual products and educational services.

Leading universities today try to actively engage in both research and innovation activities. Highly qualified scientists and teaching staff should work in them, and relations should be established with other organizations working both inside and outside the country.

Today, the labor market requires innovatively active specialists who are able to direct their country to an innovative path of development. For this reason, it is necessary to choose the universities that will train such personnel. Therefore, it is important to connect leading universities and research universities. For this, you need to do the following:

- choose the leading directions of the development of the national economy;
- to clarify the rating indicators of higher schools;
- to identify the leading universities and the leaders among them;

- but after that, to put the task of economic development of the country in front of the selected university.

It is important to implement these measures for the implementation of innovation activities in higher schools:

- ✓ *increasing the role of the higher school as a regional center for the development of innovation activity;*
- ✓ *creation of a single information space in higher schools;*
- ✓ *creating a commercialization system of scientific knowledge, methodical base, searching for a potential investor;*
- ✓ *formation of a new financial and economic mechanism of innovation activity on the basis of higher schools;*
- ✓ *achieving integration of higher education science with industry for effective interaction of higher education institutions with regional enterprises;*
- ✓ *supporting innovation projects of young people and students, formation of innovation research topics within the course and diploma project;*
- ✓ *provision of innovation activity, activation of innovative thinking of students, graduate students, young scientists, teachers;*
- ✓ *development of scientific innovation centers and technological parks;*
- ✓ *supporting innovation activities within educational institutions, creating a new financial and economic mechanism; (lending, insurance, attraction of funds from international organizations)*

Today, Nakhchivan State University, which is developing with increasing potential, is signing firsts one after another. Thus, in the field of education, the establishment and development of international cooperation, the implementation of dual diploma projects and the organization of personnel training in this field, and the creation of potential consisting of the unity of theory and practice are among the long-term priorities of the higher education institution.

Currently, the construction of a 2-hectare Technology Park on the territory of Nakhchivan State University from 2020 is the beginning of a new era in the field of international cooperation.

The establishment of the IELTS registration and examination center established at Nakhchivan State University will ensure that young scientists and researchers are more accessible to the goal in their steps towards specialization and professional non-specialization. If we take into account that universities are essentially institutions that train highly qualified personnel in accordance with the requirements of modern production, science, and technology and conduct scientific research, then the creation of a STEAM education mechanism at Nakhchivan State University is also relevant due to its socio-economic nature, because in the university on December 14, 2020 The Technology Park, which was created by the Chairman of the Supreme Assembly in 2011 and is being successfully built, will increase the possibilities of STEAM specialization, research and application. Related mobility will be provided for quality activities of scientific research, technology, engineering, art and mathematics in the faculties of the university. All these processes strengthen stability, reliability and perspective.

Nakhchivan State University will have already taken important steps in the field of development of search, research, approach and mastery, approach and specialization qualities by accelerating the processes of integration into world education at a new stage, will further increase the creative activities of students as authors of new projects, ideas and initiatives, as well as experience with theory. which can ensure the proper management of mutual regulation mechanisms, will have a driving effect on the expansion of perspectives on each of the socio-economic areas separately, and on the national economy in general, and will strengthen the foundations of higher quality, more reliable and innovative education.

Now we can confidently say that Nakhchivan State University-Galib is a developing higher education institution of the country.

Аннотация

В моей статье широко исследована инновационная деятельность высшего учебного заведения, современная наука, современное образование, формирование человеческого капитала.

Одним из важных приоритетов государственной политики Азербайджанской Республики в современную эпоху является направление экономики на инновационную экономику. Основой этого является развитие отраслей, основанных на высоких знаниях и наукоемких технологиях. Таким образом, это оказывает небольшой положительный эффект на выявление перспективных направлений развития, использующих результаты инновационной деятельности и инновационных процессов в общественной, экономической и социальной жизни, а также на развитие интеллектуального потенциала, совершенствование системы управления, создание инновационной экономики и обеспечение производства конкурентоспособной, качественной продукции. Инновационная политика, проводимая нашим государством, предусматривает создание необходимых условий для производства, распространения и применения новых знаний и технологий. Эта политика направлена на реализацию всех возможностей социального инновационного потенциала страны, а также на создание устойчивого развития науки и образования, наукоориентированного общества и культуры.

В наше время высшее образование является важным этапом формирования и развития человеческого капитала. Кадры, подготовленные в высших учебных заведениях нашей страны, активно участвуют в управлении государством и компаниями, экономическом росте и повышении производительности труда. Ускоряются реформы в сфере повышения качества высшего образования, интеграции в мировое образовательное пространство, адаптации высшего образования к современным требованиям общества и экономики. Сущность инновационного потенциала научной школы в образовательном процессе высших учебных заведений постоянно возрастает в современных рыночных отношениях. Новые научные знания, высококвалифицированные специалисты являются объектом особого внимания государства как основная составляющая инновационной экономики. Высшие учебные заведения сегодня являются не только организацией, выполняющей функцию поддержания культурного, образовательного национального потенциала, но и производителем интеллектуальной продукции и образовательных услуг.

Ведущие университеты сегодня стараются активно заниматься как исследовательской, так и инновационной деятельностью. В них должны работать высококвалифицированные ученые и профессорско-преподавательский состав, должны быть установлены связи с другими организациями, работающими как внутри страны, так и за ее пределами.

Сегодня рынок труда требует инновационно активных специалистов, способных направить свою страну на инновационный путь развития. По этой причине необходимо выбирать вузы, которые будут готовить такие кадры. Поэтому важно подключать ведущие университеты и исследовательские университеты. Для этого вам необходимо сделать следующее:

- выбирать ведущие направления развития национальной экономики;

- уточнить рейтинговые показатели высших учебных заведений;

- выявить ведущие вузы и лидера среди них;

- но после этого поставить перед выбранным вузом задачу экономического развития страны.

Для реализации инновационной деятельности в высшей школе важно реализовать следующие меры:

✓ повышение роли высшей школы как регионального центра развития инновационной деятельности;

✓ создание единого информационного пространства в вузах;

✓ создание системы коммерциализации научных знаний, методической базы, поиск потенциального инвестора;

✓ формирование нового финансово-экономического механизма инновационной деятельности на базе высшей школы;

✓ достижение интеграции высшей образовательной науки с промышленностью для эффективного взаимодействия вузов с региональными предприятиями;

✓ *поддержка инновационных проектов молодежи и студентов, формирование тем инновационных исследований в рамках курсового и дипломного проекта;*

✓ *обеспечение инновационной активности, активизация инновационного мышления студентов, аспирантов, молодых ученых, преподавателей;*

✓ *развитие научно-инновационных центров и технологических парков;*

✓ *поддержка инновационной деятельности в образовательных учреждениях, создание нового финансово-экономического механизма; (кредитование, страхование, привлечение средств международных организаций)*

В целях обеспечения целенаправленного развития науки и инноваций в автономной республике необходимо провести технологическую модернизацию экономики, превратить научный потенциал в один из основных ресурсов устойчивого экономического развития, сформировать структуру научных исследований. и эффективная инновационная система ставит перед учеными и специалистами новые задачи. В рамках проекта «Создание сети электронного образования и цифровой мультимедийной инфраструктуры» в Нахчыванском государственном университете запланировано электронное образование, онлайн-документооборот, академический менеджмент и т.д. Сформирован «Электронный университет», объединяющий модели управления образованием. В университете созданы «Инновационный центр» и «Инновационная лаборатория» для поддержки проектов и идей молодежи в связи с инновационным развитием. В этом центре и лаборатории проводятся образовательные тренинги в вузе для формирования знаний студентов о стартапах, построении бизнес-проектов и планов, а также презентации этих проектов, что очень важно с точки зрения привлечения молодых кадров. в нашу будущую науку.

В настоящее время строительство Технологического парка площадью 2 га на территории Нахчыванского государственного университета с 2020 года является началом новой эры в сфере международного сотрудничества.

Создание регистрационно-экзаменационного центра IELTS, созданного в Нахчыванском государственном университете, обеспечит большую доступность молодых ученых и исследователей к цели на пути к специализации и профессиональной неспециализации. Если принять во внимание, что университеты по своей сути являются учреждениями, которые готовят высококвалифицированные кадры в соответствии с требованиями современного производства, науки и техники и проводят научные исследования, то создание механизма образования STEAM в Нахчыванском государственном университете также актуально в связи с его социально-экономический характер, ведь в университете 14 декабря 2020 года созданный Председателем Верховного Собрания в 2011 году и успешно строящийся Технологический парк увеличит возможности специализации, исследований и применения STEAM. Сопутствующая мобильность будет обеспечиваться для качественной деятельности научных исследований, технологий, инженерии, искусства и математики на факультетах университета. Все эти процессы укрепляют стабильность, надежность и перспективу.

✓ *Сегодня деятельность, осуществляемая в Нахчыванском государственном университете, представляет собой формирование специализации и научно-исследовательских навыков, а также подготовку кадров для национальной экономики, а также целенаправленные процессы в направлении обеспечения непрерывности производства и сферы услуг. Таким образом, осуществляя подготовку кадров на основе современных вызовов, она движется к опережающему образованию, основанному на модернизированной науке, модернизированных процессах и глобализированных вызовах.*

Одним словом, Нахчыванский государственный университет уже предпринял важные шаги в области развития качеств поиска, исследования, подхода и ассимиляции, подхода и специализации, ускорив процессы интеграции в мировое образование на новом этапе, еще больше повысит творческий потенциал. деятельность студентов как авторов новых проектов, идей и инициатив, а также способная обеспечить правильное управление механизмами взаимного регулирования теории и практики, окажет движущее воздействие на расширение кругозора по каждой из социально-экономических сфер. областях в отдельности и на национальную экономику в целом, а также укрепит основу более качественного, более надежного и инновационного образования.

Сейчас мы можем с уверенностью сказать, что Нахчыванский государственный университет- является развивающимся высшим учебным заведением страны.

Ключевые слова: *инновационная экономика, современное образование, современный подход, человеческий капитал, инновационная деятельность, технопарк.*
Keywords: *innovation economy, modern education, modern approach, human capital, innovation activity, Technology Park*

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ANALYSIS OF PRODUCTION COSTS IN INDUSTRIAL ENTERPRISES FOR CERTAIN BUSINESSES

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Abstract

In this paper, the problems that industrial companies pursue in the pursuit of stable market competition are highlighted. Explaining the distinguished role of the accounting functions process in maintaining its visibility and the problems of implementing accounting functions. The aim of the paper is to give the idea of working on transferring some individual works. Use methods that provide realistic evidence of changes in accounts for manufacturing companies' data when transferring some work to outsourcing in accordance with accounting rules.

The results of the paper indicate that the application of the recommended system will help improve the mechanism for using accounting information in making financial management decisions.

Keywords: *outsourcing, operating costs, transaction costs.*

Introduction

Choosing the best accounting methods that are appropriate to the capabilities of companies with manufactured materials that are important to their manufacture according to the strategy that companies follow for carrying out their work according to the distinction between administrative costs and operating costs (Imad, 2009; Amer, 2012).

Industrial companies should use third-party transportation, primarily in the field of high private costs. Important in the decisive factor in favor of outsourcing is cost savings (Amir, 2013; Mashkour, 2016).

One of the important goals of outsourcing is the process of providing savings in satisfactory sizes (Nidal, 2012). Accounting from the point of view of management accounting is effective when it reflects the activities of enterprises through a balanced system that is important to them according to the cost center (Zahra and Muhammad, 2016). The cost accounting system, the information used for financial accounting purposes and for administrative accounting purposes to make various applied and specific decisions within the unified accounting system in Iraq, faces many problems, in addition to not addressing the aspects of attribution operations, so this system must be improved (Saad, & Khalil, 2017).

The process followed in many countries around the world is to improve their accounting system, and we seek to apply global experiences and the suggestions of our researchers to fill the gap of defects that the accounting system suffers from in our country (Alkarawy, 2016). Accounting treatments for industrial business costs in the accounting system's accounts must lead to covering the cost areas and tasks related to transfer to a third party (Sabah, 2015).

According to this, information must be provided in this regard, which accounting information requires improving the accounting reality in industrial companies.

Materials and methods

According to scientists, it is necessary to determine the operating costs that are transaction costs, but also transaction costs, namely, management coordination costs and organizational costs for pre-contractual work and the conclusion of the contract itself (Sakkar, 2011; Alkarawy, 2016) of particular importance, while seeking to reduce them. Given the multiplicity of processes through which the product reaches full readiness and designed for implementation at the production stage, the accounting system should provide for a special account of outsourcing costs for all products (Saad, & Khalil 2017).

One of the main goals of outsourcing is to save costs in satisfactory sizes (Alkarawy, 2013). Current conditions and projected future economic conditions, available at the reporting date without undue cost and effort (Kaverina, 2003).

Classification (from Latin classis dump and facers do) is referred to as production costs in academic papers: "Classification - the division of several objects into subgroups according to their similarity or difference according to accepted methods of classification" (Nassif, and Hassanein, 2016; Onchar, 2019).

The accounting reality is that cost and responsibility centers perform important functions such as planning, accounting, preparing reports, auditing, and others. The process of establishing responsibility centers plays an important role in controlling decision-making (productivity and financial). Reliable and objective assessment of the results of the work of responsibility centers is a broad task in the formation and preparation of management accounting topics, as well as a clearly defined role in distributing this information about the costs of moving to another party, i.e. startup in companies.

Results

The accounting model, i.e. cost accounting in industrial companies operating in the Iraqi market according to the special distribution according to the centers of responsibility, depends on the process of using the accounts specific to this regard and other sub-accounts only in this accounting framework in the context of cost elements. In their literature, accountants suggest a wide and important use of a set of features and characteristics of the classification that pertains to centers of responsibility (levels of management of the organization, authorities of responsibility, degree of compatibility with the cost center, etc.). In addition, describes Laikin as the manager who controls the center's costs and is responsible for them (Leikin, 2006).

One of the important pillars of the company is a separate and independent supervisory body, specialized in this regard for the purpose of following up on the account and controlling its activities (Roller, 2013; Mashkour, 2016).

Mahdi and Jassim consider the establishment of a (department) in the company headed by an experienced leader who is delegating authority and also responsible for the process and results of this sector and department (Asalem, 2001).

A unit in an organization whose manager is personally responsible for the performance indicators of that unit. A business sector whose manager is responsible for a specific activity (Ali, 2002).

For the purpose of the process of preparing decisions related to the transfer of accounting for outsourcing costs, it is proposed to introduce an additional responsibility center "the outsourcing center" into the accounting system as in Table (1).

Table 1

Types of responsibility centers

№	Name of responsibility centers
1	Cost center
2	Revenue center
3	Profit center
4	Outsourcing Center

Source: Prepared by the researcher

Differences in the nature of managerial responsibility make it possible to identify the main types of responsibility centers (Table 1):

- *the cost center is where their managers are responsible for the costs that arise in them;*
- *the center of income is the union of responsibility for the expenses incurred and income received by the structural unit of the enterprise or a technologically related group of production units.*
- *the profit center can be represented in this status if the structural unit of the enterprise or a technologically related group of production units reflects in the internal reporting the difference between income and expenses;*
- *outsourcing Center - a structural unit or a group of organizational units, the leaders of which are responsible for the effectiveness of decisions made to use the benefits of outsourcing.*

Practice shows that outsourcing allows companies to gain a significant advantage in a competitive environment. In general, the administrative decision in its various aspects is based on information. In the framework of this task and in accordance with the provision on the recognition of financial statements and clarification of financial statements for usage in the accounting system (Nassif, J. and H. Hassanein, 2016), which in turn considers questions of methods of calculating the cost, which are used are attributed to the cost of production.

Discussion

According to accounting work, the functional role of the production cost process is divided into costs of maintaining the quality of industrial works; to improve quality; Industrial quality control; Monitor compliance with engineering processes; Warehouse maintenance and storage of production materials. This division of costs is based on the principle of dividing activities into areas. Moreover, activity types can be considered independent and separate in accounting if they have different cost behavior with *changes in production volume, which affects price differentiation and company value (Ruhanita, and Daing, 2017).*

According to the basis of the classification under consideration as the methodology of important information for management, the established classification process aims to help and support the creation of a special situation for reserves in order to reduce the costs involved in the manufacturing process in the event that accounting is organized in accordance with the standards established in this regard that are acceptable and that the standards are met for the following important matters:

1. Consistency principle: the application of which ensures compliance with the methodological unity of the formation of economic indicators on subaccounts and analytical accounts throughout the vertical of the chart of accounts, and the allocation of accounts for settlements with external contractors;

2. Principle of analysis: compliance with it allows you to improve information in accordance with the needs of management at different levels of management and the available capabilities of the information system.

According to the classification of costs for different important matters is necessary for forming an information base whose data are used in making management decisions in a certain direction. However, a single classification is not enough to obtain a complete description of the accounting object; it is necessary to identify the object according to the characteristics of its assignment to any classification group. This becomes possible when another element of management accounting control accounts is used. The following is an excerpt from the current chart of accounts for the unified budget accounting systems in the Republic of Iraq, as shown in Table (2).

Table 2

Cost accounting accounts for responsibility centers (production accounting accounts)

Unified budget accounting systems Iraq				Russian interpretation
№ code accounts	Account name	№ code sub-account	Subaccount Name	Name of accounts and sub-accounts
5	Production accounts	31	Wages	Production cost accounting
				Wage
		32	Administrative services	Administrative expenses
		33	Service Requirements	Material Costs
		34	Contracting and Services	Third-party company services
		36	Benefits of Debt and Land Lease	Debt and rent
		37	Waste	Waste
		38	Production Costs	Costs of auxiliary production
6	Production Service Accounts	31	Salaries	Wage
		32	Product Requirements	Material Costs
		33	Service Requirements	Third-party company services
		37	Waste	Waste

Source: Iraqi Financial Control Council

Since the information currently generated is based on accounting manual accounts, the unified accounting system in Iraq is not sufficient to identify the risks of outsourcing operations in industrial enterprises and calculate the efficiency of transferring assets, administrative functions, and control information from a third-party organization. Therefore, the current chart of accounts of the unified budget accounting systems in the Republic of Iraq should be reformed in the direction of expanding the analysis of information on decisions made regarding outsourcing, as one of the factors of increasing the efficiency of industrial companies.

Conclusion

In order to improve the efficiency of cost management, create the necessary information base for carrying out economic analysis and control in terms of the use of outsourcing as a form of accounting organization, I proposed additional analytical calculations, which are based on the division of costs according to their substantive area and functional basis by forming information about accounts, sales and results. Finance On this account, you can get analytical reports in different segments and periods.

It requires features that focus on creating and realizing the capabilities of institutions that ensure their development and survival within an accounting framework that suits their work. The mechanism for dividing costs according to the subject area and functional basis is presented through the formation *of information about the accounts of industrial companies and the financial results in which their components are reflected, each according to its accounts according to its followed accounting system.*

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Historical sciences

POLICY OF PEACE AND IMPLEMENTATION OF THE GENEVA AGREEMENTS IN HOI AN-QUANG NAM, VIET NAM (1954-1960)

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Abstract
The article focuses on researching the political struggle movement in Hoi An (Quang Nam) - Vietnam in the period 1954-1960. In this article, the author uses two main research methods of historical science (historical method combined with logical method). In particular, the historical method will help the author present the historical picture of the research problem. At the same time, using the historical method helps the author present the historical picture of the research problem. With the historical method, the author will give the most objective comments and assessments. The completed article is based on many published sources such as documents, summary works of the Party and State, works written about the resistance war against the US (1954-1975) that mention political struggles. Especially secret documents of the Sai Gon regime are stored at National Archives Center II (Ho Chi Minh City); National Archives Center IV (Da Lat). Thereby, the article clarifies the following main issues: Firstly, on the basis of presenting and analyzing the policies of the US and the Saigon government towards Hoi An; guidelines for political struggle of the Party Central Committee, The Inter-Regional Party Committee of Zone V, Quang Nam Provincial Party Committee, and Hoi An City Party Committee in the period 1954-1960. Second, objectively and systematically recreate the evolution of the political struggle in Hoi An in the period 1954-1969, clearly showing the goals, forces, components, forms, results, etc… of each movement. Third, give some comments and meanings of the political struggle movement in Hoi An in the period 1954-1960. The results of this research will be a useful reference on the Vietnam War, which highlights the political struggle movement of a locality in the South, Vietnam (Hoi An), against the US and the Sai Gon regime itself.

Keywords: *Geneva Accords, Hoi An 1960, struggle for peace, General Election, Quang Nam - Viet Nam.*

1. Introduction

On July 21, 1954, the Geneva Agreements on the Termination of the War and the Restoration of Indochina Peace was signed. Accordingly, Vietnam would be divided into two regions, with the Hien Luong River at the 17th parallel as a line of demarcation between the North and the South. A nationawide election should be held to establish a national asembley in two years. In the first years after the Geneva Agreements, under the Sai Gon regime, the geographic zoning of Hoi An remained unchanged.

However, as a result of their long-term conspiracy for keeping South Vietnam under the US. In August 1954, the Sai Gon regime took over Quang Nam - Da Nang, focusing on terrorist attacks in Quang Nam province to the south of Thu Bon River. In order to strengthen the military force as a tool to suppress the revolutionary movement, on April 8, 1955, the Sai Gon regime promulgated Act No. 26 to establish the Security Corps by merging the units of the Union Security and the Viet Cong soldiers belonging to the French Army.

Hoi An is in Quang Nam province, Souther of Viet Nam, located on the northern bank of the lower Thu Bon River, geographical coordinates from $15^0$15'26" to $15^0$55'15" North latitude and from $108^0$17'08" to $108^0$23'10" East longitude; about 9 km east of National Highway 1A, 25 km southeast of Da Nang city, 50 km northeast of Tam Ky city. The East borders the East Sea, the West and North border Dien Ban district, the South borders Duy Xuyen district. The mainland part of the city has an area of 46.22km2 (accounting for 74.9% of the total natural area of the city), about 18 km from the mainland is Cham island cluster with an area of 15.49 km2 (accounting for 25.1% of the total natural area of the city) located at coordinates: $15^0$52'30'' to $16^0$00'00'' longitude degrees North and $108^0$24'30'' to 108 ^{0}34'30'' East longitude.

In Hoi An, Ngo Dinh Diem tried to strengthen the local government and reform the army. In October 1954, the provincial government and headquarters of the Sai Gon regime in Quang Nam were established and strengthened in Hoi An (Quang Nam – Viet Nam). To strengthen the government in the villages and communes, the Sai Gon regime chose local people to form a "Council of Incense", combining administration and security and dismissing the planned general election [2, p. 110].

In August 1954, the Sai Gon regime came to Quang Nam - Da Nang (Viet Nam) and, in September, brutally massacred inhabitants of Duoc Market, Chien Dan, Cay Coc and elsewhere. By October, the Sai Gon regime were established headquarters in Hoi An, and, in early 1955, they implemented economic land - use sanctions, essentially eliminating ownership of land that had been divided among the people of the Resistance, and transferring it to the landlords who stand in the Sai Gon regime side.

In Hoi An, the Sai Gon regime terminated the development of commerce and services and started transforming the marketplace to develop their own artificial urban economy. Business activities in Hoi An were generally poor, backward and developing slowly, with only a few small industrial facilities. In culture and education, the Sai Gon regime began focusing on training servants to serve them. The education system did not change for 10 years and primary, secondary, high schools, as well as the middle schools and colleges. In the Report of three months of the Sai Gon regime wrote "Public school system: High school - Tran Quy Cap (Hoi An) High School: increasing Third-class and 3 class of second classes with 202 students, 2 teachers as Supervisors, 9 Professors. 7 Professors and 3 office staff reduction [11, p. 2].

2. Materials

Faced with the difficulties of the revolution, in accordance with the direction of the Party Committee Zone V, the Quang Nam Provincial Party Committee and Hoi An Town Committee were required to maintain and consolidate the mass organization of officials and members, secretly leading the people into a political struggle of various forms for holding the nationwide general election and demanding the implementation of the Geneva Agreements. The Party Committee pointed out that each member of the Communist Party had to raise the awareness of protecting the Party and the organization to the end.

The party members were composed of highly experienced cadres, party members and soldiers whose political bravery and loyalty had been forged in extremely harsh years of previous nine years of the anti-French resistance war. This was the core force who then organized and mobilized the masses to fight for the implementation of the Geneva Agreements [10, p. 148].

The Inter-Regional Party Committee of Zone V directed their forces to assemble in the North within 30 days, in the provinces of Quang Ngai and Binh Dinh and all the other provinces of Inter-Zone V transferred their troops and handed over their territories to the enemy by August 31, 1954 [4, p. 26].

On the January 10, 1955 we (the people on ship - Author noted) boarded a large Polish ship. Looking at the mainland we saw a looming island, shaped like the tip of a cone, and found out that it was Cham Island – Hoi An, rejoicing and feeling emotional [9, p. 60].

On May 16, 1955, the last armed units of Inter-Zone 5 left Quy Nhon port, heading to the North. At the same time, Hoi An's armed forces rushed to Tam Ky to take part in the provincial parade and then quickly withdrew to Quang Ngai also [5, p. 28].

Following the guidance of the Quang Nam Party Committee, the Hoi An town commission was secretly established, with Khanh Nguyen Kim as Party Secretary, Tien Dang as Deputy Secretary, and But Truong, Chi Le Viet, Thanh Le Ngoc as members. The party committees of the anti-French resistance were dissolved and their delegations assigned to the provincial Party Committees in charge of each area. Village committees were dissolved and secret committees of 3–5 members were set up. Members were selected for their loyalty, capacity for hard work and understanding of the law, employing the motto "Dexterity and the Skillful Concealment of Force". The Party was fully committed to these secret committees for their creativity and flexibility in combining legal and illegal ways of organizing and leading the movement. But it had to be mainly a secret, illegal operation [1, p. 212].

The vast majority of the party members were dispersed to join legitimate mass organizations to select and gather leaders and their forces for the political struggle movement. To work closely together and focus on one area, party members worked methodically in the form of a "Triple Group" or a Unicorn. The citizens, now as party members, turned to legal pursuits, such as boat races, theatrical performances, drama teams, small business groups and popular classes, unrecognized in the early stages as a revolutionary force, enabling the masses to unknowingly participate in a new political movement, preparing them for the mental, ideological and physical conditions involved in their upcoming fight with the United States and the Sai Gon regime [3, p. 132].

According to the guidelines of Quang Nam Party Committee, most of cadres and party members *of the Duy Xuyen, Thang Binh, Dai Loc, Que Son and Tien Phuoc districts had temporarilyleft Hoi An to gather in the free zone. The Party Committee of Hoi An urgently assigned members every day in each locality to organize and mobilize dozens of boats, together with a large number of volunteers, to transport forces to Quang Ngai, Binh Dinh. Many boat-workers in Hoi An participated in the concealment, nourishment and transportation of forces to the North, also conveying support materials.*

On June 6, 1955, the Democratic Republic of Viet Nam requested the the Sai Gon regime for a meeting to talk about the general election. In support of this request, the Communist Party of Hoi An launched a large political campaign in the town. Everywhere the people held meetings, rallies and signed petitions the Sai Gon regime for talks. Activities took place in all neighborhoods, especially in rural areas, where 95% of the population participated. Many slogans, banners, and pamphlets promoting propaganda appeared with pseudonyms, in the streets, at the market or wherever people talked to each other about the general election [1, p. 217].

On July 20, 1955, a large demonstration broke out in Hoi An. According to plan, from 9am in the morning, groups of people were mobilized in the suburbs to convene at the Hoi An Market. Thousands of people were led by the Farmers' Association and the Women's Union. The protesters walked from the market along the inner city streets, shouting the slogans "Let's Strictly Implement the Geneva Agreement", and "General Election Law Will Unify our Country" [1, p. 218].

The army and officials of the Sai Gon regime encouraged people to find ways to get organized and distributed for the meeting in the Pagoda, schoolto affirm their belief in the legality of the Geneva Agreements. However, on July 20, 1955, a large demonstration broke out in Hoi An. According to plan, from 9am in the morning, groups of people were mobilized in the suburbs to convene at the Hoi An market. Thousands of people were led by the Farmers' Association and the Women's Union. The protesters walked from the market along the inner city streets, shouting the slogans "Let's Strictly Implement the Geneva Agreement", and "General Election Law Will Unify our Country" [1, p. 218].

The protesters proceeded directly to the Quang Nam provincial office. Diem's forces had to mobilize extra police and army forces to block the crowd. However, organizations such as public-private partnerships, leading trade unions and core members led the people to the Quang Nam Provincial Road Authority, carrying hundreds of petitions calling for a general election. A report published in Quang Nam name "Quyet Tien" by Quang Nam Party Committee newspaper on October 1, 1955, stated: "The people of Quang Nam - Da Nang continue to fight for consultation. The resounding events after the August 21, 1955 strikes in Danang have had a huge impact. Workers, businessmen, intellectuals, civil servants and soldiers are very agitated. But we have done a great job and will not negotiate with terrorists who will not negotiate for unification. We want to fight to the death and oppose everything.

The struggle was strengthened, with appeals for ongoing consultations going to the Southern authorities and the International Commission. Hundredsmore people in Hoi An responded to the strikes in Danang and, on August 23, 1955, the masses took their petitions for negotiation to the International Commission, denouncing the undermining of the Geneva Agreement by the United States and the Sai Gon regime. They traveled to Danang to deliver the petitions and join the protest. On August28, strikes broke out in Hoi An, Vinh Dien, Phu Bong and elsewhere continued. In Hoi An, on the road, on the river, on trees, on floats, on cars and so on, there were signs, banners, leaflets and slogans. The roads were now empty and very few customers were at the market before 9 am" [6, p. 1].

The Sai Gon regime did not respond to the legitimate aspirations of the people. On contrary, they continued to oppress and terrorize the political struggle of the masses. Many officials and revolutionary members were arrested and abducted by the Saigon Army. Nhac Nguyen, a legal party member from Ngoc Thanh was arrested. He was then tortured with cuts to the stomach and dumped into the river in a sack. The party then planned to turn his funeral into a demonstration of the brutality and cruelty of the Diem Ngo Dinh regime. Hundreds of people and their families carried Nhac Nguyen's death body along the main streets of the town, as a proof of the crimes committed by the Saigon government. The Party Committee also arranged for Nhac Nguyen's family to denounce and sue the International Commission in Danang. At the hearing, the Hoi An Town Commissioner sent Gom Dinh, a legal party member who was chairing the "Council of Incense" in Tam Chau, as a witness, to confront the police criminals and force them to plead guilty [1, p. 219].

Gom Dinh after that was secretly killed on arriving in Hoi An by the Saigon Army and also abandoned his body in a sack in the river, which caused much resentment among the people of Hoi An. On September 29, 1955, the Diem government sent a platoon to destroy a monument in Vinh Thanh. Hundreds of people from the South were mobilized to fight fiercely against the enemy. Fearful of interrogation, the Saigon army repressed, arrested and tortured 46 people in Hoi An to control the party *organization, but the people did not respond. From the dawn of October 23, 1955, Diem sent security guards to each house to urge the people to vote, choosing voting locations, such as schools, communal houses, temples and churches. At each location he arranged to closely monitor each voter and force them to follow the instructions: "green cards leavein the basket, red cardsin the box"[2] [1, p. 221].*

The Hoi An voters ignored him and, when the Diem government forced them to go to the polling place, they resolutely struggled to avoid it, under the leadership of the core members, who said "Focus on our objectives, don't let your people become disorganized". In general, when they vote, the people must be organized into teams, with clear core leadership,going from one team to another in turn. "It was necessary to investigate the attitude of the enemy and also determine the attitude of the masses and the strategy of teams fighting together to unite the leadership. If they sign their names on the ballot sheets, they will be questioned individually about the election, on the grounds of preventing a war or questioning the rules, questioning the candidate's name and history, prolonging a complicated withdrawal" [7, p. 3].

In the polling booths, the people pretended to cause trouble, quarrels caused disorder, and they hid the Diem Ngo Dinh ballot slips in their pockets to bring back the revolutionary government. They also placed ant-government propaganda on the ballot boxes.

Many polling stations fought fiercely, tearing up photos of Diem. A woman pretended to be working in front of a ballot box, so voters crushed against the ballot box, surrounded by employees of the National League for Democracy, forcing them to run away. The Saigon administration explained the tactics of the revolutionary government in the "parliamentary" election as follows: "Politics is the focus of their struggle, a characteristic that we must pay particular attention to. During the day, many elderly men, women and middle-aged people are sent in, but at night more and more younger men and women arrive, holding sticks, proving that they are not just coming for political reasons but have also come partly to be violent" [12, p. 2].

Many leaflets calling for people to fight for peace, demanding the implementation of the Geneva Agreement, were widely distributed in Hoi An: "In Hoi An, on the night of December 12, 1955, police officers discovered some Viet Cong lithography, calling for a struggle for peace and unity" [8, p. 1].

In Ha Gia Village, Ha My[3], the Saigon army shot and killed several people at the polling place and then ran away. People carried their bodies from Thanh Ha and An Bang to the inner city, where over 1,000 demonstrated, shouting the slogan "Civilians strictly enforce the Geneva Agreement". The Saigon army deployed over 300 security guards and police officers, who were fully equipped with barbed wire, blocked the road at the Long Tuyen Temple[4] and Truong Le[5] and suppressed the rally. The Saigon army flew L.19 aircraft to launch grenades at the protesters, killing at least four people in Hoi An and injuring another 470 [1, p. 222].

Winning control, Diem Ngo Dinh organized the "Election of the National Assembly", in order to cover up dictatorship and nepotism. Meanwhile, the Communist Party continued to lead the people resolutely to boycott the election, and sabotage the propaganda of Diem government in various ways, by authoring their own anti-election slogans, nominated by the entire country. Diem's administration pointed out, In some areas of Dien Ban, the Viet Cong have conspired with the people to disrupt our referendum. Their objective is to:

1. Cause an echo around Vietnam and worldwide to undermine the political meaning of the referendum, making it appear to be illegal and undemocratic.

2. Use violence to create the momentum to sabotage the upcoming National Assembly elections.

3. Take advantage of the situation of uncertainty and propaganda to create hatred towards the regime.

4. In general, the enemy conspired against the political backers of the people, causing sufficient pressure to force the National Government to accept a deal with the Viet Cong [13, p. 2].

On July 20, 1955, while the National Assembly celebrated the one-year anniversary of "Annihilation", the struggle of the people of Hoi An began. On March 4, 1956, security forces and police of the National Guard cracked down on each village and stormed each house to arrest the people and force them to vote to set up a "puppet parliament". In Hoi An, laborers mixed with suburbanites at the market. Thousands of demonstrators formed at the Nguyen Hue, Tran Hung Dao and Hoang Dieu

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[2] Green cards had Ngo Dinh Diem imagine
Red cards had Bao Dai imagine
[3] Dien Duong - Dien Ban – Hoi An- Viet Nam
[4] Cam Chau village - Hoi An – Viet Nam
[5] Cam Chau village - Hoi An – Viet Nam

crossroads with slogans demanding: "A Geneva Agreemens and a General Election to Unify our Country." After marching past police headquarters, the masses headed straight to Quang Nam Province. The core organizations delivered hundreds of petitions directly to the enemy and the military forces of Diem, who were frightened and rushed police and the army to protect the Quang Nam provincial road and suppress the people. In addition, in Hoi An, the People's Committee issued a petition to all levels of government as well as the International Commission to monitor the implementation of the Geneva Accord, in order to put pressure on the National Assembly to conduct a general election [1, p. 236-237].

It can be said that the US - backed Diem administration and its sponsors had implemented a policy that contrasts strongly with the ceasefire agreement and Final Declaration of the Geneva Conventions, the US and the Diem government. Diem Ngo Dinh completely rejected consultation between the two sides to discuss a general election, while receiving a large number of weapons, equipment and American military advisers to build a puppet army. He enforced a brutal policy towards those who had participated in the resistance war against France and endorsed the implementation of the Geneva Agreements, also extending his propaganda to the north of Vietnam. It was clear from their brutal behavior against the people of Hoi An, that the United States and the Diem Ngo Dinh administration had failed to implement the terms of consultation and general elections to unite the country.

3. Conclusion

Hoi An's situation after the Geneva Accord was very complicated. Hoi An was the headquarters of the French colonialists and many other active parties, such as Dai Viet and the Vietnam Nationalist Party. So, soon after the Geneva Agreement came into force, the United States and the Sai Gon regime heavily attacked the revolutionary movement, hunting down and killing cadres, members of both public and party organizations and the old resistance participants.Therefore, struggle for the implementation of the Geneva Accords is so different such as: Form of struggle is so plentiful, Participants who joined the politic struggle come from many class like farmers, workers, students.

Even so, due to the complex conditions at that time and somewhat subjective illusions about the goodwill of American imperialism, the revolutionary power of the masses was underestimated. However, they contributed to slowing down the process of the US and the Saigon government to establish the government here, which is the basis for fiery political struggles later.

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Journalism

REFLECTION OF THE LINGUISTIC PICTURE OF THE WORLD IN ADVERTISING DISCOURSE

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Abstract

The scientific project "Reflection of the linguistic picture of the world in advertising discourse" is devoted to the study and description of the language of advertising texts identified from newspapers and outdoor advertising billboards, social networks in order to reflect the processes that form the linguistic picture of modern society.

The relevance of the study lies in the identification and description of linguistic techniques that will indicate the functional significance of advertising texts in modern society.

Advertising is one of the important sources of information about the structure of society. It is important to note that it regulates the system of human values, helps to navigate and forces one to obey new ideals; it reflects the "linguistic taste" of the period when it is functionally represented in society. Therefore, the study of advertising is important for modern times.

The goal of the scientific project is to identify and describe the linguistic features of advertising texts that influence the formation of the linguistic picture of modern Kazakhstan.

To implement and achieve the goal of the project, the following tasks are set:

1) describe and identify the special features of advertising as a type of social communication in modern society;

2) characterize advertising as a linguistic phenomenon, give the concept of advertising discourse;

3) present the types of advertising, characterize the structure of the advertising text;

4) characterize the linguistic means used in the advertising text;

5) show the reflection of national and cultural values in the language of advertising in Kazakhstan.

The object of the study is advertising text used in newspapers and outdoor advertising billboards, as well as in social networks of the Kazakhstan Internet space.

The subject of analysis is the use of language techniques and means in advertising discourse.

The research material is advertisements in newspapers of the Akmola region and the city of Kokshetau, billboards and billboards, advertising Internet banners on social networks.

Sources of advertising: during the work on the project, we analyzed the newspapers "Akmola Pravda", "RISK-Business" in recent years and outdoor advertising in Kokshetau, social networks. In total, more than one hundred advertising texts were collected and analyzed.

The scientific novelty of the project lies in the fact that, using the example of advertising texts, we identified linguistic means that influence society, showed the nature of advertising texts that help to see the features of modern society, feel the national flavor, and presented recommendations aimed at creating advertising texts.

Keywords: linguistic picture, advertise, language techniques, national and cultural values, influence modern society, social networks, Internet space, perception and impact

Introduction. The research project is devoted to the study and description of the language of advertising texts identified from newspapers and outdoor advertising billboards, social networks in order to reflect the processes that form the language picture of modern society.

The relevance of the study lies in the identification and description of language techniques that will testify to the functional significance of advertising texts in modern society [1-5].

Many people believe that advertising is a special trick that forces gullible consumers to buy things, products, appliances that they do not even need. For the most part, modern shoppers prefer to believe that every thing, every brand, every service they chose to buy is their own choice based on some personal calculation. And the other part of the population believes that the role of advertising is very much exaggerated and has an imposing effect [6].

In our opinion, advertising is one of the communication tools that summarizes the various characteristics of the advertised product and has a great impact on the life of the consumer in society. It is not only a commercial product, and advertising is a social resource that reflects linguistic facts.

In addition, advertising is one of the important sources of information about the structure of society. It is important to note that it regulates the system of human values, helps to orient and forces to obey new ideals. Consequently, we can note that advertising influences the society to a great extent. The best opportunities, services, goods demonstrated by advertising are new cultural concepts of modern society. Scientists note that advertising forms values, traditions, performs and educational function.

Advertising is a social product, which is designed for a wide consumer, it reflects the "linguistic taste" of the period when it is functionally presented in society. It is advertising that conveys information addressed to an indefinite circle of persons and aimed at achieving socially useful goals and non-commercial nature and reflects the interests of the state.

Advertising is studied by professionals not only from a social and psychological point of view, but also as a linguistic phenomenon that skillfully reflects the linguistic picture of the world of society. Thus, advertisers creating a linguistic space to persuade their target audience use all linguistic and extra-linguistic factors.

Given the above, it is possible to establish the facts that are reflected in the advertising text, advertising discourse. Advertising for the buyer appears already in the form of a finished product - text, and this determines the possibility and necessity of its study in the framework of research work.

***Purpose**. The purpose of the research project is to identify and describe the linguistic features of advertising texts that influence the formation of the language picture of modern Kazakhstan.*

In order to realize and solve the goal of the project the following tasks are set:

1) to describe and identify the special features of advertising as a type of social communication in modern society;

2) to characterize advertising as a linguistic phenomenon, to give the concept of advertising discourse;

3) to present the types of advertising, characterize the structure of the advertising text;

4) characterize the linguistic means used in the advertising text;

5) to show the reflection of national and cultural values in the language of advertising of Kazakhstan.

***The object of the study** is the advertising text used in newspapers and outdoor advertising billboards, as well as in social networks of Kazakhstan's Internet space.*

***The subject of analysis** - the use of language techniques and means in advertising discourse.*

The material of the study - advertisements in newspapers of Akmola region and Kokshetau city, billboards and billboards, advertising Internet banners in social networks.

***Sources of advertising:** during the work on the project we analyzed the newspapers "Akmolinskaya Pravda", "RISK-Business" for the last years and outdoor advertising of Kokshetau city, social networks. In total, more than one hundred advertising texts were collected and analyzed.*

***Research results. Reflection of national-cultural values in the language of advertising of Kazakhstan.** Characterizing the language of an advertising text, it should be noted that it should not be neutral. Without lexico-grammatical and stylistic means of language, which affect our consciousness, influence behavior, cause various emotions, the effectiveness of the advertising message will be equal to zero.*

It is important to note that linguistics and advertising marketing are two completely different sciences, which are interrelated. With the help of linguistic means, linguistics enriches advertising. In turn, advertising is constantly developing, as a result of which the linguistic science is replenished with new, lively examples.

In the Russian language there is a huge variety of expressive means that are possible to use for advertising texts. The advertising text, in which there is a metaphor, allusion or some other turn of phrase, will be emotionally expressive, and, therefore, can make advertising more successful and effective. That is why it is very important at the stage of development of the advertising text to analyze each word, how much it emphasizes the main purpose of advertising, whether it is correctly selected, what language means will improve the main idea of the advertising project to get the best result. This is painstaking, difficult, but very interesting work.

In the course of our research on the project, we are convinced by actual examples that with the help of various language means the authors of advertising messages attract the attention of buyers and persuade them to purchase this or that product.

Metaphor

One of the most popular linguistic means in marketing is metaphor. Its effectiveness is due to the emotional impact on the consciousness and subconsciousness of the buyer.

For example, in the advertising banner of a Kazakhstani construction company, metaphor allows the target audience to get closer to the dream in the right direction for the advertiser:

Figure 1 – Advertisement of the construction company "BAZIS-A"

The expression "Europe in the center of Nur-Sultan" figuratively speaks about the possibility of owning a European-style dwelling in the capital of the Central Asian state - Kazakhstan. The advertiser considered this as the main advantage to attract his clients, the copywriter presented this priority quality in the form of value transfer, causing a positive reaction from the target audience.

Utilizing this trope in the advertising industry is an effective way to create an advertising image.

For example, on the advertising banner below we read the following verbal construction "BROKE YOUR HEAD HOW TO PLAY INSTAGRAM?" (hereinafter we will keep the spelling of the authors of the advertising texts, despite their grammatical and punctuation errors), which includes the phraseological turn of phrase "broke my head".

As we know, a phraseology is a figurative expression. In combination with a picture of a girl with a pumpkin instead of a head, this stable combination begins to influence the will and feelings of the potential consumer, thus calling for action.

Figure 2 – SMM advertising

In this advertising banner, we really observe, firstly, the creation of a complete advertising image, which turns into a metaphor-history in the future. Secondly, this advertisement is anthropocentric: the emphasis on the human factor, on the fact that this situation is close to almost every individual. Thirdly, this banner contains individuality, it is original and its uniqueness, not standard presentation of ordinary, ordinary service interests the target audience, capturing its attention.

In the advertisement of the company "Agromash Holding Kazakhstan" used metaphor "froze the old prices" - with its help created a positive visual image-association that the prices in this institution is quite affordable, at the old level, not as high as others, for example. I would also like to note that the used transfer of word meaning in the advertisement is used in the winter period of publication, which adds relevance to the advertisement and makes it more effective.

For example, the metaphor "Cleanliness and power of fields" of the company "August", selling chemical means of crop protection, in a brief form allowed to create an effective image of the sold *product, favorably emphasizing its advantages ("Akmolinskaya Pravda").*

Figure 3 – Advertising of the firm "August"

Drawing conclusions over the analysis of factual material, it can be argued that linguistic metaphor turns out to be an important element of advertising: firstly, this technique can provide a high intensity of impact on the consumer by creating a certain emotional effect, and secondly, metaphor provides opportunities to manipulate the consciousness of the audience. Metaphor shapes the beliefs of target audiences in the right direction.

Rhetorical questions and exclamations, question-answer constructions

Using various possibilities of language, the advertiser selects indirect, allegorical ways of presenting information in order to impose on society and us, consumers, in particular, a certain idea of reality and secretly but effectively influences our consciousness in the desired direction. As we wrote above, there are a large number of influencing language tactics. Rhetorical questions and exclamations is one of them, which is often used in the advertising industry.

Rhetorical questions are questions whose answers are self implied. It is essentially an exclamation in the form of a question sentence. And very often in advertising there are such questions that do not have a negative answer, they can only be answered in the affirmative.

Rhetorical questions in advertising perform a communicative function, so they have a conversational coloring.

In the social network Instagram very often can be found advertising SMM (social media marketing) - this is one of the new marketing tools to attract customers from social networks.

Here are some examples: "No applications for your team? Learn about auto-funnel!" (Instagram). This advertising appeal is accompanied by a photo of a teacher-coach, who, apparently, will help to understand the problem of promoting some product.

A potential consumer of the service, who answers in the affirmative to the question "No applications for the team?", makes the first step towards the purchase of this service. His second step will be an action - following the link to the direct source of advertised information. The call to this very action is contained in the inductive construction "Learn about the autofunnel!". The authors of advertising texts often turn to the use of verbs of the imperative mood. What properties and features are inherent in such inductive constructions, we will describe in more detail in a separate paragraph.

In Figure 4, the author of the advertising banner uses several techniques - he asks a rhetorical question and immediately offers an answer in the form of an exclamation:

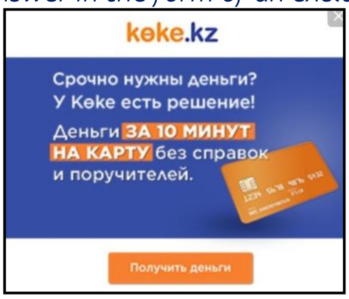

Figure 4 – Advertising of microcredit organization "Kөke.kz"

Question-and-answer constructions are very popular with advertising creators. By posing a problematic situation, which is relevant to many representatives of society, they activate the interest of *the target audience in the advertising message, which, seeing a familiar and, most likely, pressing problem, focus their attention on the advertisement.*

Encouraging constructions.

A call to action is one of the mandatory components of an advertising text, if it is created according to the marketing formula "AIDA", where "A" stands for attention (a fiery headline, a spectacular picture), "I" stands for interest, "D" stands for desire, "A" stands for action (a call to purchase). This is a simple, common model of consumer behavior, and if all the elements of this formula, proven over time, high sales are guaranteed one hundred percent.

Let's consider several examples of print advertising, which reflect the impact of linguistic components of the advertising text using verbs in the imperative mood.

"Japanese perfection." "Make your choice!". This example of outdoor advertising presents a car indicating the country of the manufacturer. This word combination in the linguistic consciousness of native speakers is already presented as a slogan, which is made up of the evaluative adjective Japanese, which indicates the high quality of the car. Then there is a direct call to action: "Make your choice!". This phrase is leading to inducement and has a hidden manipulation.

The use of inductive constructions in the advertising text is justified first of all by the fact that the verb contains action, dynamics. This is due to the specificity of the part of speech itself. And the main task of advertising is to provoke the necessary, planned reaction of the consumer, to get the expected action from him.

Allusion

The use of the device of allusion is common in advertising. Its use in advertising brings additional meanings to the advertised object, and in some cases - even reinterpretation. Allusion to an existing artwork, included in the structure of the advertising message - a frequent technique in marketing, and if it is created at a sufficiently high intellectual level and perceived positively by the target audience, it means that the manufacturer of advertising has achieved the desired result.

Here is an example.

In the social network "OK" was published an advertisement of chairs design firm "IKEA" with the image of a large and small chairs with the advertising slogan "Solved the conflict between fathers and children".

Such an example is very interesting and the subtle use of words helps to think globally.

Thus, the use of language techniques in the text of advertising posters reveals the deep meaning, conveys the emotionality and pragmatic nature of the texts. The most common means are metaphors, rhetorical questions, allusions, etc. This is what shows that the advertising text in the modern world is a transformer of new ideas and solutions.

Reflection of national-cultural values in the language of advertising of Kazakhstan

While studying the practical material consisting of outdoor and print advertising, we relied on Kazakhstani sources of advertising discourse. The conducted analysis showed that Kazakhstani advertising contains the reflection of national-cultural values.

Advertising in Kazakhstan is still a developing industry. Its production largely overlaps with Russian and foreign technologies, we can even talk about the presence of common characteristics in the creation and demonstration of advertising.

Despite the similarity of advertising of different countries, it can be noted that each country has its own characteristics. Let's name three main distinguishing features from the point of view of linguistics.

First, according to the Law "On Advertising" the advertising text must contain information in the state and official languages - Kazakh and Russian respectively. Therefore, most often in the advertising of Kazakhstan is observed either the placement of two language versions of the same advertising text on one platform, or depending on the method of publication of the same advertisement may have a duplicate translated version, but already on another advertising platform.

Secondly, Kazakhstani advertising most often uses Kazakh national names of brands and trademarks or items and objects used in the everyday life of Kazakh people ("Rakhat", "Piala", "Rakhmet", "Halal", "Altyn", "Astana" and others).

Thirdly, some advertising slogans, as well as various keywords and expressions aimed at an emotional, positive response of the target audience, can reflect the national traditions, history and everyday life of the Kazakh people, which further emphasizes the specificity of advertising in Kazakhstan.

The addressees of social and commercial advertising in Kazakhstan are all Kazakhstanis. Our republic is a multinational country. Modern Kazakhstani society is multicultural, all Kazakhstanis have a *similar linguistic picture of the world. All peoples living in our country, as a result of close interaction, honor and adopt each other's culture. Close connection of representatives of different nations in Kazakhstan has allowed to form a peculiar conceptosphere that unites citizens of the country and has its own linguistic forms in realizing the surrounding reality. In the language of advertising we can see the manifestations of the national coloring of the country, which is expressed through the main features of the Kazakh people: freedom, hospitality, friendship, family and others.*

In confirmation, let us give some examples of modern Kazakh advertising.

Figure 5 – Reflection of national-cultural values in the language of advertising of Kazakhstan (theme of family)

Figure 5 shows outdoor advertising that reflects the values of our country. We see that it is aimed at preserving the institution of family. The literal translation of the word family in Kazakh is "otbasy". In this advertising text the word-concept shanyrak is used. We know that shanyrak is the main system-forming part of the yurt, which resembles a celestial dome in shape and is one of the key elements of life management in the traditional culture of Eurasian nomads". The Kazakh people considered the shanyrak as a family relic, a symbol of continuation of the family. Many Kazakhs use the word shanyrak as a synonym for the words home and hearth. That is, we see that the authors of the advertisement apply a communicative strategy, thus reflecting national values.

Figure 6 – Reflection of national-cultural values in the language of advertising of Kazakhstan (themes of Motherland, patriotism).

The theme of love for the Motherland, education of patriotism are important institutions in our country. We can see the reflection of these values in outdoor advertising (Figure 6). We see that when creating the advertisement the authors used key concepts of the national picture of the Kazakhs: golden eagle - symbol of freedom; snow leopard, symbolizing strength; horses - symbol of endurance, forward movement, speed. This advertisement says that Kazakhstan is a young sovereign state, which is able to provide security to every citizen. The image of the main symbols of Kazakhstan and concepts of important form patriotism, love for the motherland, thus forming the values of our country.

The reflection of national-cultural values in advertising discourse is also presented in the representation of food products. Studying advertising texts that represent tea, a traditional drink in Kazakhstan, we can show the following analysis: interesting, in our opinion, is the advertisement of tea "Pearl of the Nile", the slogan of which is the phrase: "Be strong like this tea!".

In this advertisement, the color of the Kazakh people is visually represented: a pial decorated with the famous Kazakh ornament is the national utensil. It is presented in the form of a circle, i.e. it symbolizes the movement of nomadic people. Yurt, shanyrak is a symbol of unity, family well-being, a symbol of family values. Kazakh people drink strong, full of aromatic flavor tea, so tea drinking becomes a tradition. A large Kazakh family gathers over a cup of tea, conversations are held, moods are lifted, and friendly relations are established over a cup of tea. These values are important for modern families, for preservation and continuation of traditions.

Also in the advertising of tea "Pearl of the Nile", "Piala", "Dastarkhan", on the glasses of coffee "Zebra" a video sequence symbolizing the life and way of life of the Kazakh people is presented.

Figure 7 – Beverage advertisements reflecting national colors

The authors of the advertisement convey the spirit and customs of the Kazakh people. The people have preserved long-standing traditions and pass them from generation to generation. In the modern life of Kazakhs some ancestral traditions are traced, which are sacredly kept by descendants. We know that tea is known as the national Kazakh drink: it is drunk strong, with the best milk, brewed according to ancient traditions, that is why it is so tasty: tart, thirst-quenching, mood-raising. But the visual advertising of coffee also began to convey the color of the Kazakh steppe, the beauty of the yurt. This speaks of the connection between history and modernity.

Today we can trace the character of Kazakhs through the advertising text. Thus, the words quality and strength are often used in advertising texts of tea. The taste of tea through these words is compared to the firm, unshakable character of Kazakh nomads.

That is, the slogan "Be strong like this tea" forms the fortress of the spirit, reflects the strength and will of the people.

The slogan on the coffee glass "#gurekterdi biriktiredi" speaks about friendliness, about the heartfelt kindness of the people.

The advertisement of "Dastarkhan" tea focuses on the main custom of Kazakhs - the custom of hospitality: "Beautiful tea "Dastarkhan" is a symbol of Kazakh hospitality and cordiality.

For example, the main purpose of advertising of Rakhmet brand tea is reminiscent. That is why the trademark and the tea itself in a branded package were brought to the foreground, which allowed to increase brand recognition. To make the tea advertising reach even higher effect, the advertiser used the rhyming slogan "Konaqzhay! Welcome guests!" and a cup with an attractive color of the drink. This expression refers us to the mentality of the Kazakh people, where hospitable traditions are highly valued and supported. That is, this particular advertisement is designed for a specific target audience - women of Kazakhstan, hospitable hosts, who at genetic and historical levels have an obligation to greet guests with delicious tea. In this positively created visual image we observe an appeal to the national culture and customs.

The given examples of advertising texts show us the reflection of the national picture of the world of Kazakh people, for whom family values, preservation of culture and traditions are important in the modern period.

All basic structural elements are present in Kazakhstani advertising, in which it is possible to identify the component of the national mentality of the Kazakh people. The advertising industry of the Republic of Kazakhstan clearly traces the appeal to those values, images and associations that are characteristic of a particular target audience. Texts of advertising contain language means with strongly pronounced national-cultural semantics, which is important for the preservation of traditions of the country.

Summarizing, it is important to note that today we all experience a great flow of information. The modern average person is too overwhelmed by it. That is why he expects simple and concise facts from advertising. Our observations have shown that advertising producers should very carefully select words to advertise their product and verify the linguistic component of advertising.

The general principles of advertising are:

1) to interest customers by skillfully using drawings, illustrations and other means of advertising that attract the attention of the customers to whom it is addressed;

2) maintain their interest by emphasizing the benefits of the offer;

3) strictly observe the language policy;

4) observe the norms of modern literary language;

5) to interest customers of the offered product without characterizing negatively another product.

The process of advertising development includes, as a rule, two stages. First, a decision is made about the structure of the advertising message, the central thesis (advertising argument) is developed, informing about the most important properties and distinctive features of the product, and the form of its presentation. Then proceed to the formation of the advertising material itself: the text and style is created, suitable words, color and design solution are selected. It should also be borne in mind that, as a rule, advertising is more effective when the product increases in demand than when it falls.

The above functions are mainly performed by advertising agencies. They work with the firm in developing its advertising plan, including the choice of theme, means of distribution, timing of the advertising campaign, preparation of the advertising product itself, and other aspects.

It is also important to take into account the following:

- the text of the advertising message in conjunction with the graphic image should be brief and memorable;

- the use of artistic expressive and figurative means (metaphor, allusion, language game, comparison) significantly increases the effectiveness of the advertising message;

- in the language of the advertising text can not use words that violate the norms of literary language;

- advertising should quickly react and adjust to what is happening in the modern world;

- for each target audience should create such an advertising text, so that it could capture specifically its interest, to draw its attention.

The peculiarities of the language of modern advertising is informing through impact, which can be achieved by using language means (the most relevant in the language of advertising is metaphor, rhetorical questions and exclamations, allusions, etc.). Also texts of advertising give us the opportunity to get acquainted with the national-cultural values of the country, to see the beauty and importance of customs and traditions. It is advertising, representing a small text, gives us the opportunity to see the reality of modern society, to see the use of language techniques and methods, to plunge into the world of national color. Compliance with the norms of literary language, language policy, peculiarities when composing an advertising text is very important and relevant. Studying the language of advertising, we contribute to the development of the language system, see the nature of changes in linguistic and non-linguistic events

Conclusion. *Advertising is an evolving, constantly progressing process. Therefore, it, being of interest to many sciences, is an object of close attention of linguists as well. The use of linguistic techniques, through which the impact on public consciousness occurs, is one of the linguistic aspects of the study of advertising text.*

The purpose of our study was to identify and describe the linguistic features of advertising texts that influence the formation of the linguistic picture of modern Kazakhstan.

To solve the goal we have fulfilled the set tasks.

Identified the special features of advertising as a type of social communication in modern society. Advertising performs the function of influence: to attract the consumer's attention, to convince him to use the call of advertising, to make him remember the main idea of advertising and resort to its recommendations. It is these functions are realized through the text, through the words that are laid in the advertising text, and the meaning of each word is very important and relevant to each country, firm, person.

Considering the types of advertising, highlighted outdoor advertising, advertising on the newspaper page and advertising on the Internet. Each type has its own character of use, but the use of influential language methods in them is obligatory. Represented the structure of the advertising text.

Characterizing the structure of advertising, determined that the composition of the advertising text plays a major role in the perception and impact. The composition of advertising: title, introduction, content, conclusion.

Represented the nature of the use of linguistic means in the text of advertising posters, which reveals the deep meaning, conveys the emotionality and pragmatism of texts. The most common means presented themselves as metaphors, rhetorical questions, allusions, etc. This is what shows that the advertising text in the modern world is a transformer of new ideas and solutions.

Showed the possibility of using national-cultural values of the country, the reflection of the color and traditions of the people in the language of advertising.

Summarizing our research we can say that advertising, representing a small text, gives us the opportunity to see the reality of modern society, to see the use of language techniques and methods, to plunge into the world of national color. Advertising discourse is a certain system with its own rules, norms. Therefore, it is very important to observe the language policy, orthographic, stylistic norms when composing a text. Studying the language of advertising, we contribute to the development of the language system, see the nature of changes in linguistic and non-linguistic events and plan to consider new linguistic phenomena in the future.

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Medical sciences

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TUMORS OF THE CENTRAL NERVOUS SYSTEM: CURRENT REALITIES AND TRENDS

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Abstract

This scientific and analytical work presents modern global and local-regional data on morbidity, mortality, lethality rates and five-year survival rates of such a common oncological pathology as tumors of the central nervous system. The issues of etiology and pathogenesis, features of distribution, clinical manifestations, modern principles of diagnosis and treatment, and prognosis are covered in detail. The features and innovations of the new classification of CNS tumors have been thoroughly studied and reflected. The epidemiological characteristics of this pathology in our republic are presented in the context of regions of the country.

Keywords: *oncology, tumors of the central nervous system, biomarkers, classification, epidemiology, morbidity, mortality, lethality, five-year survival rate, prognosis.*

Primary tumors of the central nervous system (CNS) include a heterogeneous group of benign and malignant neoplasms that develop from cellular elements of the nervous system and other tissues (meninges, blood vessels, connective tissue) located in the cranial cavity and inside the spinal canal [1,2].

Symptoms for CNS tumors are varied. Headache most often comes to the fore. With an increase in intracranial pressure, the pain becomes intense, diffuse, constant, intensifies in attacks and is accompanied by nausea and vomiting. Among supratentorial tumors, early headaches are accompanied by frontal and temporal tumors. Vomiting due to brain tumors is characterized by features typical of so-called "cerebral vomiting." In most cases, vomiting occurs during a severe headache attack. According to the nature of subjective perception, dizziness can be visual and tactile. In the first case, it is perceived by patients as visual rotation or movement of the environment. In the second case, dizziness is perceived as a tactile or proprioceptive sensation of rotation or movement of objects with which the patient is in *contact, and can persist with closed eyes. Tactile dizziness also includes lateropulsion, i.e. feeling of attraction aside. With subtentorial tumors, specific symptoms that may alert a medical professional usually occur after the development of other symptoms of increased intracranial pressure. It is felt in the form of "taking off into the air," rotation of the environment, or the patient himself. With supratentorial neoplasms, objects "dance," which is called "death of the world syndrome." Convulsive seizures in most cases follow a general pattern and, often, as the first sign of the disease, develop long before the development of hypertension syndrome. They are most often observed in slow-growing benign tumors [1].*

General syndromes and specific symptoms for tumors of the CNS include: 1) hypertension syndrome associated with increased intracranial pressure (increased intracranial pressure occurs as a result of an increase in brain volume and impaired hemo- and liquor dynamics; headache, vomiting, dizziness, mental epileptic seizures are observed, congestive optic discs); 2) focal neurological symptoms (epileptic seizures of various types are observed, impaired coordination of movements in the form of frontal ataxia (disorders of standing and walking), isolated disturbance of the innervation of the facial muscles of the central type, impaired sense of smell, impaired function of the optic nerves); 3) occlusive hydrocephalus (closed form of hydrocephalus occurs with occlusion of the foramen of Monroe, the aqueduct of Sylvius, the 4th ventricle, the foramen of Magendie or Luschka; the causes are complete or partial occlusion of the cerebrospinal fluid tract, impaired resorption of cerebrospinal fluid, and in case of tumors of the lateral ventricles - hyperproduction of cerebrospinal fluid) ; 4) dislocation syndrome - caused by compression of the brain by a tumor, hemorrhage or other focal process, which leads to the appearance of secondary symptoms of brain damage at a distance from the pathological focus; with an increase in intracranial pressure, the brain matter is squeezed into various cracks formed by dense processes of the dura mater (large falciform process, cerebellar tentorium), partitioning the cranial cavity into different floors and separating parts of the brain from each other, as well as into the foramen magnum); 5) with tumors of the spinal canal, paresis, paralysis of the upper and lower extremities, paresthesia, hyperesthesia, dysfunction of internal organs, pain along the spinal column or at the site of the tumor, and pathological neurological symptoms occur [1].

Physical examination includes: 1) assessment of neurological status: the presence of complaints of headache, nausea and vomiting, dizziness, seizures, cerebral syndromes and focal neurological symptoms; 2) general somatic status according to the Karnofsky scale and status according to the Glasgow scale. Laboratory tests include: 1) general clinical and specific laboratory tests to assess the somatic status and identify pathologies of internal organs according to indications; 2) histological, immunohistochemical and molecular genetic examination of biopsy and surgical material according to indications; 3) to clarify the prognosis, patients with anaplastic astrocytoma and glioblastoma undergo a molecular genetic study of mutations in the IDH1 and IDH2 genes in biopsy (surgical) material, determination of methylation of the MGMT gene in biopsy (surgical) material, for oligodendroglioma (Grade II-III) and oligoastrocytoma (Grade II-III) – molecular genetic study of 1p/19q translocation in biopsy (surgical) material. When conducting instrumental studies, a clinical diagnosis is made on the basis of magnetic resonance imaging (MRI) data of the brain or spinal cord with contrast enhancement, when a space-occupying formation - a tumor - is detected. In cases where MRI is contraindicated, the diagnosis is made on the basis of computed tomography (CT) with contrast. If necessary, CT or magnetic resonance (MR) angiography, MR tractography, functional MRI, positron emission tomography (PET) - PET/CT can be performed. PET/CT examination of the brain using the radiopharmaceutical drug 11C methionine is used to determine the malignancy of the primary tumor and to differentiate tumor recurrence from radiation necrosis. CT examination of the brain with contrast is also used to diagnose early postoperative complications [1].

Risk factors for CNS tumors include [3,4,5]:

1. Exposure to ionizing radiation. People at risk of developing brain cancer due to radiation include people who work in nuclear energy or radiology, and patients who have undergone radiation therapy. Radiation increases the risk of meningiomas and malignant gliomas.

2. Exposure to chemicals in the workplace for people working in hazardous industries, especially those associated with the production of plastics, as well as in such areas as the oil refining and electrical industries, etc. At the same time, the question of the role of such common forms of radiation as electromagnetic fields, radio emissions from mobile phones and microwave ovens in inducing the growth of brain tumors remains controversial.

3. Genetic causes of brain cancer. About 5-10% of brain tumors are caused by a genetic factor. Risk factors in this group also include some syndromes (congenital conditions) caused by disturbances in the *structure of certain genes: neurofibromatosis types 1 and 2 (disorders of the NF1 and NF2 genes, respectively); Turco syndrome (changes in the APC gene); Gorlin syndrome or basal cell nevus syndrome (PTCH gene disorder); tuberous sclerosis, or Bourneville disease (damage to the TSC1 and TSC2 genes); Li-Fraumeni syndrome (damage to the TP53 gene). Most of the genetic changes that lead to brain tumors are not hereditary. Viruses, hormonal imbalances and toxins negatively affect the structure of DNA and can trigger the development of brain cancer.*

4. Age - the risk of a brain tumor increases with age, especially in people 45 years of age and older; At the same time, some brain tumors, such as medulloblastomas or benign cerebellar astrocytomas, develop mainly only in children.

5. Other risk factors: 1) gender (tumors of the CNS are more common in men than in women; except for meningiomas); 2) general somatic health (in people with a weakened immune system - HIV, AIDS, after organ transplantation, bone marrow transplantation, the risk of developing cancer, including CNS tumors, increases); 3) race - CNS tumors are more often detected in white-skinned people than in dark-skinned people.

As noted by Vienne-Jumeau A. et al. [6], Primary CNS tumors in adults are rare, but the morbidity is increasing in some European countries. Several environmental exposures have been investigated as potential risk factors, but scientific evidence is still lacking for most of them. The authors examined environmental factors potentially involved in brain tumor carcinogenesis: the potential association between primary CNS tumors and ionizing radiation, certain toxic agents (N-nitroso compounds, pesticides), air pollution, and radiofrequency electromagnetic waves. Ionizing radiation to the brain, especially in childhood, is a generally recognized risk factor for the development of brain tumors. Exposure to environmental toxins is poorly understood, and data provide conflicting evidence regarding N-nitroso compounds or pesticides as risk factors for brain tumors, even with prenatal exposure. Results from large prospective studies regarding environmental pollution and brain tumor risk are inconsistent. The effect of mobile phones on brain tumor risk for glioma and meningioma in adults has not been established, but the association with acoustic neuroma is emerging as robust. The effect of mobile phones on children has not yet been studied.

According to American researchers Ostrom Q.T. et al. [7], primary brain tumors account for approximately 1% of new cancer cases and approximately 2% of cancer deaths in the United States; however, they are the most common solid tumors in children. These tumors are highly heterogeneous and can be broadly classified into malignant and benign, and the incidence of specific histologies varies by age, sex, and race/ethnicity. Epidemiological studies have identified numerous potential risk factors, and to date the only confirmed association with CNS tumors is exposure to ionizing radiation (which increases the risk in both adults and children) and a history of allergies (which reduces the risk in adults). Studies of genetic risk factors have identified 32 germline variants associated with an increased risk of developing these tumors in adults (25 in glioma, 2 in meningioma, 3 in pituitary adenoma, and 2 in primary CNS lymphoma). Further studies are currently being conducted in other histological subtypes, as well as in various pediatric brain tumors. Although identifying risk factors for these tumors is difficult due to their rarity, many existing datasets can be used for future discoveries through interinstitutional collaborations. Many institutions continue to develop large clinical databases, including prediagnostic risk factor data, and developments in the molecular characterization of tumor subtypes continue to allow the study of more refined phenotypes.

Alegria-Loyola M.A. et al. [8], in their work, indicate that recent advances in the study of the underlying oncogenic mechanisms of these tumors have led to the creation of new classification systems, which, in turn, can improve the diagnostic approach and therapeutic planning. Most of these neoplasms occur sporadically, and several risk factors have been found to be associated with their development, not only exposure to ionizing radiation or electromagnetic fields, but also the presence of comorbidities such as diabetes, hypertension and Parkinson's disease. A relatively small proportion of primary CNS tumors arise against the background of hereditary syndromes.

In addition, there are publications such as the work of Fallahi P. et al. [9]. In it, the authors note that the scientific literature suggests a connection between military profession and the development of brain tumors; however, no Italian study has examined the impact of this work on the morbidity of CNS tumors. In this study, information was obtained from patients recruited from the neurosurgical department of the University Hospital of Pisa, Italy, from 1990 to 1999. The study was conducted on a case-control basis. 161 newly diagnosed cases of brain tumors (glioma and meningioma, histologically confirmed), as well as 483 control patients (with other non-neoplastic neurological diseases such as trauma, hemorrhagic brain diseases, aneurysm, etc.) were recruited by matching cases and controls (1:3), *by age (±5 years) and gender. Cases and controls were interviewed at the Neurosurgical Department of the University Hospital of Pisa, Italy, and the professional histories of cases and controls were compared. Cases and controls showed a statistically significant difference based on their profession (military vs. non-military). A statistically significant association was observed between brain tumors and military profession among the patients studied (p = 0.013). The researchers say further research is needed in this population to determine the reasons for the increased risk of developing CNS tumors. In addition, subsequent re-evaluation of other patients collected in recent years will be required to assess the trend of this association.*

Ostrom Q.T. et al. presented a "CBTRUS statistical report: Primary brain and other central nervous system tumors diagnosed in the United States in 2013-2017" [10]. The authors note that the Central Brain Tumor Registry of the United States (CBTRUS), created in collaboration with the Centers for Disease Control and the National Cancer Institute (NCI), is the largest population-based registry focused exclusively on the CNS in the United States (US) and represents representing the entire population of the US. This report contains the most recent population-based data on primary brain tumors (malignant and benign) and supersedes all previous CBTRUS reports in terms of completeness and accuracy. All rates (morbidity and mortality) are age-adjusted using the standard US population for 2000 and are presented per 100 thousand population. The age-adjusted annual incidence rate (AAAIR) for all CNS tumors was 23.79 (malignant AAAIR = 7.08, benign AAAIR = 16.71). The rate was higher for women compared to men (26.31 vs. 21.09), blacks compared to whites (23.88 vs. 23.83), and non-Hispanics compared to Hispanics (24.23 vs. from 21.48). The most common malignant tumor of the brain and other CNS tumors was glioblastoma (14.5% of all tumors), and the most common non-malignant tumor was meningioma (38.3% of all tumors). Glioblastoma was more common in men, and meningioma was more common in women. In children and adolescents (ages 0-19 years), the incidence of all primary brain tumors and other CNS tumors was 6.14. Between 2013 and 2017, 81,246 deaths were reported from malignant brain tumors and other CNS tumors. This corresponds to an average annual mortality rate of 4.42. The five-year relative survival rate after diagnosis of malignant brain tumors and other CNS tumors was 23.5%, and for benign brain tumors and other CNS tumors it was 82.4%.

A very interesting and extraordinary work was published by Frandsen C.L.B. et al. [11]. The purpose of the study was to examine the association between fertility drugs and CNS tumors. This cohort study was based on the Danish Infertility Cohort and included 148,016 infertile women living in Denmark (1995-2017). The study cohort was linked to national registries to obtain information on specific fertility medication use, cancer diagnoses, covariates, emigration, and vital status. Cox proportional hazards regression models were used to calculate hazard ratios (HR) and 95% confidence intervals (CI) for all CNS tumors and separately for gliomas, meningiomas, and various benign tumors of the brain and other parts of the CNS. During an average of 11.3 years of follow-up, 328 women were diagnosed with CNS tumors. No significant association was observed between the use of the fertility drugs clomiphene citrate, gonadotropins, gonadotropin-releasing hormone and progesterone receptor modulators and CNS tumors. However, use of human chorionic gonadotropin was associated with a reduced incidence of meningiomas (RR 0.49, 95% CI 0.28-0.87). No clear associations with CNS tumors were observed as a function of time since first use or cumulative dose of any of the fertility drugs. As a result, the authors concluded that no association was observed between the use of most types of fertility drugs and CNS tumors. However, as the researchers point out, the findings only apply to premenopausal women and additional studies with a longer follow-up period are needed.

The new 2021 World Health Organization (WHO) classification of CNS5 tumors has opened up a number of possibilities when interpreting clinical data. Louis D.N. et al. [12] note that the fifth edition of the WHO Classification of CNS Tumors, published in 2021, is the sixth version of the international standard for the classification of tumors of the brain and spinal cord. Building on the updated 2016 fourth edition and the work of the Consortium to Aware Molecular and Practical Approaches to CNS Tumor Taxonomy, the 2021 fifth edition introduces major changes that enhance the role of molecular diagnostics in the classification of CNS tumors. At the same time, it remains faithful to other established approaches to tumor diagnosis, such as histology and immunohistochemistry. In doing so, the fifth edition establishes some different approaches to both the nomenclature and classification of CNS tumors, and also emphasizes the importance of comprehensive diagnosis and multilevel reporting. New tumor types and subtypes are being introduced, some of which are based on new diagnostic technologies such as DNA methylome profiling.

As Gritsch S. [13] et al. point out, the 2016 revised fourth edition of the WHO classification of tumors of the CNS4 incorporated molecular features with histological classification, which *revolutionized the way primary tumors of the brain and spinal cord are conceptualized, and also provided new insights into their treatment and prognosis. The 2021 revised fifth edition of the WHO classification further includes molecular changes for the classification of CNS tumors, updating the current understanding of the pathophysiology of many of these diseases. The authors review changes in the new classification of the most common primary adult tumors, gliomas (including astrocytomas, oligodendrogliomas, and ependymomas) and meningiomas, highlighting key genomic changes for each classification group to help clinicians interpret them when considering treatment options, including clinical trials and targeted therapies, and to discuss the prognosis of these tumors with their patients.*

Kurokawa R. et al. [14] emphasize that the new WHO CNS5 classification describes in detail numerous recently identified tumor types, including those for which limited information is available on neuroimaging characteristics. The authors describe the major changes made to WHO CNS5, including revisions to tumor nomenclature. For example, WHO stage IV tumors in the fourth edition are equivalent to WHO stage IV CNS tumors in the fifth edition, and diffuse midline glioma, H3 K27M mutant, is equivalent to midline glioma, altered H3 K27. Regarding tumor typing, glioblastoma with isocitrate dehydrogenase (IDH) mutation was modified to astrocytoma with IDH mutation. Tumor classifications now classify IDH-mutant astrocytomas based on the presence or absence of a homozygous CDKN2A/B deletion. In addition, the molecular mechanisms of tumorigenesis as well as the clinical and imaging features of tumor types recently identified in WHO CNS5 are summarized. Given that WHO CNS5 has become the basis of daily practice, radiologists should be familiar with this new edition of the WHO CNS tumor classification system.

Meredith D.M., Alexandrescu S. [15] note that the 5th edition of the WHO classification of CNS tumors presents new concepts and updated recommendations regarding the diagnostic criteria for CNS tumors. Embryonal tumors of the CNS and nonmeningothelial mesenchymal tumors of the CNS can present challenges to practicing pathologists because histologic features are not always subject specific and integration of microscopic and molecular data is required. This review of embryonal and nonmeningothelial mesenchymal tumors of the CNS aims to provide updated information with an emphasis on WHO changes and additions, as well as recent discoveries of diagnostic, prognostic, and therapeutic implications. Tauziède-Espariat A. et al. [16] suggest that this version of the classification of CNS tumors aligned the terminology of mesenchymal tumors with their soft tissue counterparts. New tumor types were added, such as "FET-CREB fusion-positive intracranial mesenchymal tumor," "CIC-rearranged sarcoma," and "Primary intracranial sarcoma, DICER1 mutant." Other tumors (such as rhabdomyosarcoma) have remained in the current WHO classification because these tumor types may exhibit CNS specificity compared to their soft tissue counterparts. Pizzimenti C. et al. are unanimous with previous colleagues [17]. In their literature review, they summarized the clinical, histopathological and molecular features of CNS tumors with BCOR internal tandem duplication, intracranial mesenchymal tumors with FET/CREB fusion, CNS CIC rearrangement sarcomas and primary intracranial sarcoma with DICER1 mutant, according to the 2021 WHO classification of CNS tumors.

Now, regarding the various morphological forms of CNS tumors. Zhao Z. et al. [18] provide evidence that diffuse gliomas are the most common and lethal primary tumors of the CNS. The authors emphasize that the latest 2021 WHO classification of CNS tumors has significantly changed the approach to diagnosis and decision-making. As part of the Chinese Glioma Genome Atlas project, the researchers' goal was to provide genomic profiling of gliomas in a Chinese cohort. Over the past decade, 286 gliomas of varying degrees of malignancy have been collected. The Illumina HiSeq platform generated more than 75.8 million high-quality paired-end 150-bp reads per sample, for a total of 43.4 billion reads. Colleagues also collected clinical and pathological information from each patient and used it to annotate their genetic data. All patients were diagnosed and classified by a neurologist according to the new classification. This dataset provides important reference information for researchers and will significantly advance the understanding of glioma.

Next, about germ cell tumors. As indicated by Kong Z. et al. [19], germ cell tumors of the CNS are fairly rare intracranial tumors that are mainly found in pediatrics, with significant differences in incidence depending on region and gender. Histologically, germ cell tumors of the CNS can be divided into germinomas and nongerm cell tumors. The molecular pathology of CNS germ cell tumors, especially germinomas, is mainly based on the presence of isochromosome 12p, gain of KIT gene function, and a globally low DNA methylation profile. Diagnosis and differential diagnosis are made using imaging, detection of tumor markers, surgical biopsy, and cerebrospinal fluid cytology. Germinomas are often treated with whole-ventricular radiation therapy or neoadjuvant chemotherapy combined with reduced-dose whole-ventricular radiation therapy, whereas non-germ cell tumors are primarily treated with *chemotherapy, surgical resection, and radiation therapy (individually or in combination), depending on the composition tumors. Since the main patient population is children, increasing overall survival and reducing treatment side effects should be the main goals of future research.*

As noted by Marker D.F., Pearce T.M. [20], germ cell tumors of the CNS arise predominantly in the middle parts of the CNS and affect young patients in the first to third decades of life. It is believed that CNS damage is a consequence of residual primordial germ cells with incomplete embryological migration. Clinically, germ cell tumors of the CNS manifest themselves as symptoms of ventricular obstruction or compression of the affected brain structures. Histologically, these tumors are similar to their gonadal and extragonadal counterparts. Diagnosis depends largely on morphology and immunohistochemical findings and may be complicated by the limited number of tumor samples. Currently, the role of molecular research is limited. Treatment of these lesions is difficult due to the involvement of deep and vital brain structures, so accurate pathological diagnosis is necessary for proper therapy. Diagnosis should include history, imaging studies, and evaluation of tumor markers in serum and cerebrospinal fluid. Current therapeutic strategies, including radiation therapy with or without chemotherapy, are highly effective, despite localization difficulties that often prevent complete total resection.

Very rare - primary melanocytic tumors of the CNS are described by Küsters-Vandevelde H.V. et al. [21]. As the authors point out, primary melanocytic tumors of the CNS represent a spectrum of rare tumors. They can be benign or malignant and occur in both adults and children, the latter often occurring in the setting of neurocutaneous melanosis. Until recently, the genetic changes in these tumors were largely unknown. This is in contrast to cutaneous and uveal melanomas, which are known to harbor a variety of oncogenic mutations that could be targeted for treatment with small molecule inhibitors in advanced stages. New insights into the molecular alterations underlying primary melanocytic CNS tumors have recently emerged, including various oncogenic mutations in tumors from adult patients (especially GNAQ, GNA11) and children (especially NRAS).

Also rare forms (only 4 cases), such as secondary INI1-deficient rhabdoid tumors of the CNS, are described by Nobusawa S. et al. [22]. The authors point out that atypical teratoid/rhabdoid tumors (AT/RT) are rare, highly malignant neoplasms of the CNS that occur predominantly in young children and are characterized by the presence of rhabdoid cells and inactivation of INI1 or (extremely rarely) BRG1. The vast majority of AT/RTs are recognized as primary tumors; however, rare RT/RT or INI1-deficient RT have been reported arising from other primary tumors. To better characterize secondary PT, the investigators performed histological and molecular analyzes of four PT arising from pleomorphic xanthoastrocytoma (PXA), anaplastic PXA, low-grade astrocytoma, or ependymoma. Histologically, although conventional AT/RTs are not typically composed primarily of rhabdoid cells, three secondary RTs were composed primarily of rhabdoid cells, two of which, arising from (anaplastic) PXA, exhibited marked nuclear pleomorphism reminiscent of those in precursor lesions. Regarding INI1 changes, although mutations including small indels are common in conventional AT/RT, only one secondary RT had a mutation. Moreover, along with previously reported cases, biallelic inactivation of INI1 in secondary RT was mainly due to biallelic focal and/or broad deletions. Although traditional AT/RTs have stable chromosomal profiles, e.g. the frequency of copy number changes involving chromosomes other than chromosome 22 is surprisingly low, comparative genomic array hybridization analysis has revealed numerous copy number changes in secondary RT.

The so-called ghost tumors of the CNS, which are indicated by Frassanito P. et al. [23] are also very rare tumors of the CNS. As the authors note, a ghost tumor (GhT) is a mass with radiographic features consistent with a tumor diagnosis that, upon further investigation, is not a tumor, although definitions in the literature are inconsistent and the incidence of GhT remains uncertain. A review of the relevant literature was conducted to identify pediatric patients in whom an initial misdiagnosis of a mass was described. An analysis of the differential features of the final diagnosis and related clinical and radiological issues was carried out. Based on the study, GhT was classified as follows: GhT I – lesions that disappear spontaneously during observation, also known as "vanishing tumors"; GhT II, non-neoplastic tumor-like mass lesions, also known as "tumor-like lesions"; GhT III, anatomical variants of normal structures that mimic a tumor, also called "false tumors." The most misleading conditions and critical points in the differential diagnosis of these cases are discussed. The following conclusions are drawn: GhT is a phenomenon with significant implications for treatment and outcomes. In this context, the integration of clinical and radiological data is critical for a thorough differential diagnosis and a consistent diagnostic approach, which is necessary to make adequate treatment decisions. A thorough x-ray examination is required. Atypical radiological images should raise a high level of suspicion, including incidental lesions, which are increasingly encountered in daily practice as a result of increased access to *radiological testing, increased imaging sensitivity and exposure to defensive medicine. If necessary, watchful waiting should be considered.*

A very pressing issue, which is also covered in literary sources, is the presence of CNS tumors during pregnancy. Eckenstein M., Thomas A.A. note [24] that CNS tumors, which typically affect the very young or very old but span a spectrum of disease, can occur in any age group. Women of reproductive age are more likely to suffer from benign tumors, including pituitary adenomas and meningiomas, as well as aggressive intracranial malignancies, such as brain metastases and glioblastoma, which are rare during pregnancy. Definitive treatment of CNS tumors may involve multimodal therapy including surgery, radiation therapy, and chemotherapy, and each of these treatments carries risks for the mother and developing fetus. CNS tumors often present with complex and painful symptoms, such as headache and seizures, which must be monitored throughout pregnancy. Decisions about timing of treatment during pregnancy or delaying treatment until delivery, continuation or elective termination of pregnancy, and future family planning and fertility are complex and require a multidisciplinary health care team to assess the consequences for both mother and child. There are no guidelines or consensus recommendations for the treatment of brain tumors during pregnancy, so individual treatment decisions are made by the treating team based on experimental data, extrapolation of recommendations for nonpregnant patients, and patient values and preferences.

Now let's discuss the aspects of diagnosing CNS tumors. EANO recommendations for the diagnosis and treatment of diffuse adult gliomas are given by Weller M. et al. [25]. The authors point out that in response to major changes in diagnostic algorithms and the publication of mature results from various large clinical trials, the European Association of Neuro-Oncology (EANO) has recognized the need to provide updated recommendations for the diagnosis and treatment of adult patients with diffuse gliomas. Through these evidence-based guidelines, the EANO Task Force provides recommendations for the diagnosis, treatment, and follow-up of adult patients with diffuse gliomas. The diagnostic component is based on the updated WHO classification of CNS tumors and subsequent recommendations from the Consortium to Inform Molecular and Practical Approaches to CNS Tumor Taxonomy - not formally WHO (cIMPACT-NOW). Regarding therapy, the authors formulated recommendations based on the results of recent practice-changing clinical trials and also provided recommendations for neuropathological and neuroradiological evaluation. In these guidelines, our colleagues defined the role of the primary treatment modalities of surgery, radiation therapy, and systemic pharmacotherapy, embracing current advances and recognizing that unnecessary interventions and costs should be avoided. This document is intended to be a reference resource for professionals involved in the management of adult patients with diffuse gliomas, patients and caregivers, and healthcare professionals.

Advances in diagnostic immunohistochemistry of primary CNS tumors were presented by Meredith D.M. [26]. The author notes that as genomic characterization becomes increasingly necessary for the accurate diagnosis of CNS tumors, the identification of rapidly detectable biomarkers is equally important to avoid excessive costs and delays in initiating therapy. A colleague describes new immunohistochemical markers that can be used to determine mutation status, activation of signaling pathways, druggable targets, and cellular origin in many different tumor types. In particular, recently added to the WHO classification of CNS tumors are gliomas with IDH mutation, diffuse midline glioma, epithelioid glioblastoma, angiocentric glioma, ependymoma with RELA rearrangement, embryonal tumors (medulloblastoma, atypical teratoid/rhabdoid glioma), pineoblastoma, embryonal tumor with multilayered rosettes and other genetically defined high-grade neuroepithelial tumors and meningiomas associated with germline changes.

Sledzińska P. et al. [27] in their study describe prognostic and predictive biomarkers of gliomas. The authors note that gliomas are the most common tumors of the CNS. New technologies, including genetic testing and advanced statistical methods, are revolutionizing the therapeutic approach to patients and opening up new treatment options. Moreover, the 2021 WHO classification of CNS tumors fundamentally changed the classification of gliomas and included multiple molecular biomarkers. In adult patients, IDH mutations are a positive prognostic marker and have the greatest prognostic significance. However, CDKN2A deletion in IDH-mutant astrocytomas is a marker of higher grade of malignancy. Moreover, the presence of TERT promoter mutations, EGFR alterations, or a combination of chromosome 7 gain and chromosome 10 loss converts IDH-wild-type astrocytoma to glioblastoma. In pediatric patients, changes in H3F3A are the most important markers predicting worse outcome. MGMT promoter methylation has the greatest clinical significance in predicting responses to temozolomide (TMZ). Conversely, mismatch repair defects cause a hypermutation phenotype predictive of poor response to TMZ. Finally, the authors discuss liquid biopsy as a promising diagnostic and prognostic tool, *but further work is needed to translate these new technologies into clinical practice.*

The importance of the family of disintegrins and metalloproteinases (ADAM) in malignant tumors of the CNS is discussed by Łukaszewicz-Zając M. et al. [28]. The authors point out that despite significant advances in diagnostic methods in medicine, CNS tumors, especially the most common of them, gliomas, remain incurable with similar morbidity and mortality rates. A growing body of literature suggests that extracellular matrix degradation by matrix metalloproteinases (MMP) may be involved in the pathogenesis of CNS tumors. However, a subfamily of MMP known as disintegrin and metalloproteinase (ADAM) proteins are unique due to both adhesive and proteolytic activities. The authors note that ADAM12, ADAMTS4 and 5 have already been proven to be involved in the proliferation and invasion of glioma cells. In addition, ADAM8 and ADAM19 correlate with glioma cell invasiveness and unfavorable survival, while ADAM9, -10 and -17 are associated with tumor stage and histological type of gliomas, and can be used as prognostic factors. Finally, colleagues conclude that several ADAM may serve as potential diagnostic and prognostic biomarkers, as well as therapeutic targets, for CNS malignancies. However, future studies on the biology of ADAM should be conducted to elucidate new strategies for tumor diagnosis and treatment of patients with these malignancies.

Khan I.N. et al. [29] also talk about modern new biomarkers of CNS tumors and the possibilities of their diagnostic, prognostic, and therapeutic use. In their work, the authors note that recent investments in research related to the discovery of specific tumor biomarkers important for effective diagnosis and prognosis are beginning to bear fruit. Key biomarkers have the potential to outweigh traditional radiological or pathological methods, providing specificity for early detection when combined with tumor molecular profiling and clinical associations. Few biomarkers have been approved by regulatory authorities for the treatment of CNS tumors, despite the evaluation of a large number of CNS tumor-related markers in clinical trials. Traditional CNS tumor biomarkers include 1p/19q co-deletion, O6-methylguanine-DNA methyltransferase methylation, and IDH1/IDH2 mutations. Recently tested CNS tumor biomarkers include VEGFR-2, EGFRvIII, IL2, PDGFR, MMP, BRAF, STAT3, PTEN, TERT, AKT, NF2, and BCL2. Additional studies have identified more and more novel microRNA, circular RNA, and long noncoding RNA as promising biomarkers. Microvesicle studies point to exosomes as promising, less invasive biomarkers that can be isolated from the serum of cancer patients. In addition, cancer stem cell-related (CSC) molecules such as CD133, SOX2, and Nestin, used as CNS tumor biomarkers, can provide effective monitoring of cancer progression and/or surveillance for the emergence of new drug-resistant cells. Established protocols using new molecular markers in diagnosis, prognosis and drug development will usher in a new era of precision and personalized neuro-oncology. It is expected that the presented data will help optimize the process of biomarker research and development.

The visualization of primary CNS tumors before and after treatment in the molecular and genetic epoch is discussed by Ahn S.S. and Cha S. [30]. They point out that recent advances in the molecular and genetic characterization of CNS tumors have opened a new page in the classification, diagnosis, and prognostic evaluation of tumors. In this emerging and rapidly evolving era of molecular genetics, imaging plays a critical role in preoperative diagnosis and surgical planning, molecular marker prediction, targeted treatment planning, and posttherapeutic evaluation of CNS tumors. The authors provide an overview of modern imaging methods related to the molecular genetic classification of CNS tumors. Researchers have emphasized correlations between imaging features and specific molecular genetic markers and post-therapy imaging used for therapeutic evaluation.

Also, modern advances in the field of imaging of CNS tumors are reported by Huang R.Y., Pope W.B. [31]. In this article, the authors review recent advances in the use of standard and advanced imaging techniques for the diagnosis and treatment of CNS tumors, including glioma and brain metastases. With the recent shift from a histological approach to classifying CNS tumors to an approach that integrates histology with molecular information about the tumor, imaging approaches for CNS tumors have also been adapted to this new framework. Several challenges associated with the diagnosis and treatment of CNS tumors, such as tumor differentiation from treatment-related imaging changes, require further progress to bring advanced imaging techniques to clinical use.

An interesting and advanced method for molecular pathological profiling of selected CNS tumors using MLPA is described by Dolinová I. et al. [32]. The authors note that modern progress and growing knowledge about the genetic causes of cancer are opening up new possibilities for its treatment. However, it is necessary to combine the results obtained using classical pathological methods with sensitive, multiplex molecular pathological methods. A method that meets the necessary criteria is MLPA, based on a multiplex PCR reaction. This method detects both changes in gene copy number and DNA methylation, and, equally important, point mutations. The MLPA reaction is applicable even to highly *fragmented DNA. At the same time, it is a reliable method that can be used on standard thermal cyclers: the fluorescent label on the tip requires automatic sequencers. Up to 50 genetic markers can be tested in one reaction, allowing diagnostic and prognostic conclusions to be drawn. All these features lead to the routine use of MLPA analysis not only in diagnosis but also in cancer research.*

The current role and future potential of detecting circulating tumor DNA (ctDNA) in the cerebrospinal fluid for the diagnosis and treatment of pediatric CNS tumors is presented by Miller A.M., Karajannis M.A. [33]. The authors point out to clinicians that most CNS tumors in children are located in distinct anatomical regions, making surgical resection, and in some cases even biopsy, risky or impossible. This diagnostic difficulty, coupled with the move toward molecular classification for diagnosis, has highlighted the urgent need to develop minimally invasive ways to obtain diagnostic information. In non-CNS solid tumors, detection of ctDNA in plasma and other body fluids has become part of routine practice and clinical trial design to guide molecular targeted therapy selection and longitudinal monitoring. However, in primary CNS tumors, detection of ctDNA in plasma is challenging. This is likely due, at least in part, to anatomical factors such as the blood-brain barrier. Because of the proximity of primary CNS tumors to the cerebrospinal fluid (CSF) space, researchers have turned to CSF as a rich alternative source of ctDNA. Although numerous studies have now demonstrated the feasibility of detecting CSF ctDNA in various types of pediatric CNS tumors, the optimal role and utility of CSF ctDNA in the clinical setting has not been established. Additionally, this work explores the promising opportunities that lie ahead for the integration of CSF ctDNA liquid biopsy into clinical care and clinical trial design.

Speaking about the treatment of CNS tumors, it is multifaceted and corresponds to accepted protocols. For example, Redjal N. et al. [34], in their work on guidelines for the treatment of CNS tumors, emphasize that evidence-based clinical practice guidelines for the treatment of CNS tumors continue to be developed and updated through the work of the Joint Tumor Section of the Congress of Neurological Surgeons and the American Neurological Association. The guidelines are created using the most current and clinically relevant evidence using systematic methodologies that categorize the available evidence and provide recommendations for clinical practice. This update summarizes the Tumor Section recommendations developed over the past 5 years for non-functioning pituitary adenomas, low-grade gliomas, vestibular schwannomas, and metastatic brain tumors.

The modern role of radiation therapy in the treatment of malignant tumors of the CNS is discussed by Farooqi A. et al. [35]. The researchers note that the current WHO classification of CNS tumors has undergone significant restructuring, and for the first time, gliomas are classified according to both molecular and histological parameters that determine the treatment of glioma. Radiation for intermediate-risk meningiomas improves progression-free survival compared with historical controls, and studies of atypical meningiomas are ongoing. For brain metastases, the use of stereotactic radiosurgery has entered clinical practice for a larger number of lesions. In addition, whole-brain irradiation while sparing the hippocampus holds promise for preserving neurocognitive function. This work summarizes the evolving role of radiation therapy in the treatment of CNS malignancies.

The role of partial therapy in the treatment of tumors of the skull base and CNS tumors is revealed in their study by Diehl C.D. et al. [36]. The authors point to the fact that radiation therapy is the basis of interdisciplinary treatment of tumors of the skull base and brain. Technical innovations over the past two decades have allowed for more precise treatment with better preservation of adjacent healthy tissue to prevent treatment-related side effects that affect patients' quality of life. Proton and charged ion particle therapy provides favorable kinetics with a sharp accumulation of dose at a well-defined depth (Bragg peak) and a sharp decline in radiation beyond this maximum. This review highlights the role of particle therapy in the treatment of primary brain tumors and skull base tumors.

The effectiveness of therapeutic targeting of membrane-bound proteins in CNS tumors was reported by Roy P.K. et al. [37]. Colleagues draw attention to the fact that the activity of the most complex system, which is the CNS, is deeply regulated by a huge number of membrane-associated proteins (MAP). A slight change stimulates huge chemical changes, and the induced reaction is organized by MAP, which acts as a receptor for that chemical or a channel that allows for the flow of ions. Small changes in the activity or expression of these MAP lead to serious consequences such as cognitive impairment, memory loss, or cancer. CNS tumors are heterogeneous in nature and difficult to treat due to random mutations in MAP; for example, overexpression of EGFRvIII/TGFβR/VEGFR, alteration of adhesion molecules α5β3, integrin/SEMA3A, imbalance of ion channel proteins, etc. Extensive research is currently being carried out to develop new therapeutic approaches using these proteins, such as targeted cytotoxic radiotherapy, drug delivery, and prodrug activation, blocking receptors such as GluA1, development of a viral vector against a cell surface receptor. The combinatorial approach of these *strategies along with the traditional one may turn out to be more promising.*

The pharmacokinetic properties of anticancer drugs for the treatment of CNS tumors are covered in detail in their work by Jacus M.O. et al. [38]. The authors emphasize that despite significant improvements in outcomes for patients with hematologic malignancies and solid tumors over the past 10 years, patients with primary or metastatic brain tumors continue to have a poor prognosis. The primary reason for this is the inability of many chemotherapy drugs to enter the brain and brain tumors in concentrations high enough to produce antitumor effects due to unique barriers and efflux transporters. Several studies have recently been published examining the CNS pharmacokinetics of various anticancer drugs in patients with primary and metastatic brain tumors. To summarize recent advances in the field, this review critically examines studies published over the past 9 years examining the brain and cerebrospinal fluid penetration of clinically available anticancer agents in patients with CNS tumors. Researchers note that despite advances in the treatment of many types of cancer, CNS tumors continue to be one of the most difficult to treat malignancies, accounting for a significant portion of cancer deaths in adults and children. Between 1995 and 2011, 5-year survival rates ranged from ~5% for patients with glioblastoma to ~83% for patients with ependymal tumors, with little change in survival over this time period. In children under 19 years of age, malignant brain tumors are the leading cause of cancer death. Five-year survival rates for pediatric CNS tumors vary widely depending on tumor type: patients with glioblastoma tumors have an 18% survival rate, compared with patients with pilocytic astrocytoma, who have a 97% survival rate. In addition to primary CNS tumors, the incidence of CNS metastases in patients with hematologic malignancies and solid tumors is increasing, and treatment options for these patients remain limited. The morbidity and poor prognosis of patients with primary CNS tumors and CNS metastases highlight the need to develop new and more successful treatments. It is critical that researchers in drug development for these indications utilize knowledge of the unique pharmacokinetic properties required for drug penetration into the CNS, as well as the biological properties of the disease. Although many studies have been published describing the pharmacokinetics of drugs used to treat brain tumors in the CNS, interpretation of the results can be controversial due to differences in study designs and methodologies. Therefore, the purpose of this review is to provide a comprehensive and critical assessment of pharmacokinetic studies conducted from 2006 to the present that have examined the CNS distribution of drugs used to treat primary CNS tumors or CNS metastases.

I would also like to dwell on the work of Gatson N.T.N. [39], dedicated to the treatment of CNS tumors during pregnancy. This article discusses current recommendations and special considerations for the treatment of CNS tumors in pregnant women and provides case examples to highlight important clinical concepts. The researchers note that given that nearly 60% of all intracranial and spinal tumors, including both primary and metastatic tumors, malignant or benign, are diagnosed in women, it is fair to draw attention to the unique management considerations that relate to women during specific phases of their lives, such as pregnancy. The pregnancy phase is characterized by changes in hormonal, immunological and other physiological reactions. Although substantial evidence supports the influence of pregnancy on tumor tumorigenicity, the cumulative effect of the pregnancy state on brain tumor biology remains elusive. Moreover, as innovative cancer treatments and surveillance technologies develop, healthcare providers must consider new potential risks to safely maintain a pregnancy. The authors emphasize that informed neuro-oncology practice regarding safer surgical, radiation, medical, device, and imaging modalities is critical to maintaining pregnancy and fertility in cancer patients. Expanding this knowledge depends on advocacy and commitment to developing equitable and interdisciplinary research in this area. It also requires a focus on patient-reported outcomes and patient-centered conversations to provide the best care for pregnant women with CNS tumors.

Now, as for this pathology in our country. The morbidity of CNS tumors in the Republic of Kazakhstan in 2022 was 4.2 (4.1 - men; 4.3 - women) per 100 thousand population with a growth rate compared to the previous year of 4.5% (4.0 - in 2021 year), which in absolute numbers amounted to 815 people (765 cases in 2021), taking 16th rank. The share of cases diagnosed for the first time in life, recorded by oncology organizations, was 2.3%, the same as a year earlier. At the same time, 387 people fell ill among men (specific gravity - 2.6%, rank 12), women - 428 (specific gravity - 2.1%, rank 14). Despite the fact that more women fell ill, the share and ranking of places turned out to be lower. This is, of course, due to the high morbidity of breast cancer in the female population (5171 people) and oncogynecological pathology - cervical cancer (1934 women), uterine cancer (1315 cases) and ovarian cancer (1201 women [40].

The morbidity of CNS tumors was found to be higher than the national average in 9 regions of the country: Zhetysu - 7.4 (maximum); Aktobe - 6.2; Almaty city – 5.4; Pavlodar – 5.0; Karaganda - 4.8;

Kostanay - 4.7; North Kazakhstan - 4.6; Zhambyl - 4.5 and Akmola - 4.3. In parity with the republican average - Astana. The indicator is also lower than the national average in 9 regions: in Shymkent city - 2.2 (the lowest level); Turkestan - 2.3; West Kazakhstan – 2.8; Abay - 3.1; Mangystau - 3.5; Almaty and Kyzylorda – 3.8; East Kazakhstan and Atyrau - 4.1 regions per 100 thousand population.

The mortality rate from this pathology was 1.6 (men – 1.9; women – 1.4) per 100 thousand population. In the structure of causes of mortality for people of both sexes in 2022, this pathology ranks 13th, amounting to 2.4%, and in absolute numbers - 319 people. Of these: 182 are men (share: 2.6%, 12th place); 137 – women (share – 2.2%, 13th place).

The regions where the mortality rate from CNS tumors is higher than the national average (1.6 per 100 thousand population) include: North Kazakhstan – 3.2 (maximum level); East Kazakhstan – 3.0; Pavlodar - 2.4; Kostanay - 2.2; Karaganda - 2.1; Zhetysu and Almaty city – 2.0; Akmola and Astana - 1.9; Zhambyl and West Kazakhstan – 1.8. The lowest indicators were noted in Kyzylorda - 0.6 (minimum level); Shymkent city – 0.7; Mangystau - 0.9; Almaty – 1.0; Turkestan and Aktobe - 1.1; Abay and Atyrau regions – 1.5 regions per 100 thousand population [40].

The number of deaths from malignant tumors of the CNS that were not registered with oncology organizations and were diagnosed posthumously in the Republic of Kazakhstan was 15 people; at the same time, the share was 1.8% and 6th ranking place.

At the same time, the one-year mortality rate was 18.2%, taking, together with malignant tumors of connective and soft tissues, 11th ranking place in this indicator. The ratio between one-year mortality and neglect (stage IV) was 11.3 in 2022 and this is the highest figure among all nosological forms of malignant neoplasms in our country. At the same time, let us recall that the furthest distance from "1" is the worst ratio between the indicators of one-year mortality and neglect. In other words, this is the worst indicator, and the closest "competitor" - esophageal cancer - lagged behind by more than 2 times (the ratio between one-year mortality and neglect is 5.2).

The regions where the proportion of patients with early stage I of the pathology in question is above the national average (6.3% - 6th rank among the worst indicators) include the following regions: Astana city - 39.6%; (maximum indicator); North Kazakhstan - 20.0%; Aktobe - 14.0% and Almaty city - 8.9%.

The lowest rates of early diagnosis were stated in: Abay, Almaty, East Kazakhstan, West Kazakhstan, Zhambyl, Zhetysu, Mangistau, Kyzylorda, Kostanay, Turkestan and Shymkent city - 0.0% (i.e., not a single patient with tumors of the CNS detected at stage I of the disease); Pavlodar - 2.8%; Karaganda - 3.2%; Atyrau - 3.6% and Akmola - 5.9% regions of the country [40].

Unfortunately, for a number of reasons, which include objective reasons, only every fourth patient with malignant neoplasms of the CNS is detected in the early (I-II) stages of this pathology.

The regions where the proportion of patients with CNS tumors detected at stages I-II is above the national average (23.3% - 4th rank "from the bottom") include the following regions. There are 3 regions in the top three uncontested leaders: Aktobe - 86.0% (the maximum value in the republic); Shymkent city - 84.0% and Pavlodar - 72.2%. Next, by a large margin, are: Astana city - 41.5%; North Kazakhstan - 36.0%; Karaganda - 29.0% of the region and Almaty city - 28.6%. At the same time, not a single patient was identified at the early stages in: Abay, Almaty, Zhambyl, Zhetysu, Mangistau, Kyzylorda and Kostanay regions - 0.0%. Low rates of early diagnosis were also stated: in Turkestan - 2.1%; East Kazakhstan – 4.0%; West Kazakhstan – 6.3%; Atyrau - 7.1% and Akmola - 8.8% regions of our republic [40].

As is clearly seen from the above data across the country, there is a very wide range in early diagnosis indicators, from very good to depressing. Of course, it is necessary to take into account migration processes and other factors influencing early diagnosis rates, but nevertheless, the results speak for themselves.

The proportion of stage IV CNS tumors among all nosological forms of malignant neoplasms was 3.8%. Despite the fact that this is only the 24th ranking place for this indicator, there are no illusions in this regard, since in the early (I-II) stages, as noted above, 23.3% of patients were identified. The overwhelming number of patients with CNS tumors were identified at locally advanced stage III of the disease with locoregional involvement, amounting to 72.9%.

As for the average republican indicator of the share of stage IV, the Karaganda region stands out against this background, where this parameter was 35.5%. This is followed by the following regions: Pavlodar - 5.6%; Turkestan - 4.3%; Shymkent city – 4.0%; Astana city – 1.9%; Aktobe - 1.8%; Almaty city – 0.9%. In the remaining 12 areas, advanced stage IV was not detected [40].

Statistical data on patients diagnosed with malignant neoplasm who have been under observation for 5 years or more and continue to be observed in 2022 showed that the number of patients under the *supervision of oncological organizations in Kazakhstan for more than five years continued to grow and at the end of the reporting year amounted to 110790 people, with an increase of 6.6% (2021 - 103,935 people, +4.4%) (form No. 7). The share of this category of patients or five-year survival rate for malignant neoplasms with an upward trend is 55.3% (55.0% in 2021).*

We cannot ignore such an important clinical aspect as the coverage in the Republic of Kazakhstan of special treatment for patients diagnosed with a malignant neoplasm of the CNS for the first time in their lives. At the end of 2022, the absolute number of people who completed specialized treatment was 334 people, with even more continuing treatment - 344 patients. The following results were obtained in percentage terms by methods and types of treatment. Only 19.8% of patients received surgical treatment, only radiation – 16.8%, only medication – 4.8%, combined – 31.4%, complex – 21.9% and chemo-radiation – 2.1%.

Further regarding the five-year survival rate of patients. As for CNS tumors, at the end of 2022, 4,730 people were registered at the dispensary, or 24.3 per 100 thousand population. At the end of 2021 - 4487 patients or 23.5 per 100 thousand population, respectively.

At the same time, the mortality rate of the observed contingents in 2022 decreased compared to the previous year and amounted to 6.7% in 2022 (8.1% in 2021).

The five-year survival rate of patients with CNS tumors was 55.6% in 2022 and 54.2% in 2021 [40].

Summarizing the above, we can conclude that malignant neoplasms of the CNS occupy a significant place among all existing malignant tumors of other localizations. At the same time, despite the small percentage of patients detected at stage IV, taking into account a number of factors, early diagnostic indicators do not allow oncologists to "sleep peacefully", since locally advanced stage III, which significantly predominates over all stages, in addition to its prevalence itself, gives a large number of complications in connection with the location of vital centers and tissue structures near the primary focus and locoregional metastases. The variability and veiling of symptoms, its similarity with various non-core processes, leads to neglect of the disease. All this requires both oncologists and, first of all, primary health care workers and, of course, neurologists to increase the level of oncological alertness, inform the population about early symptoms that may indicate this pathology or the onset of proliferative changes and carrying out high-tech diagnostic measures and, as a result, timely treatment. People at risk due to a genetic factor are recommended to visit a neurologist annually and, if necessary, undergo examination.

The new version of the WHO CNS5 Tumor Classification has opened up a number of possibilities for the interpretation of clinical data, as well as major changes that increase the role of molecular diagnostics in the classification of CNS tumors and discoveries of diagnostic, prognostic and therapeutic value by informing specialists about molecular and practical approaches to CNS tumor taxonomy. The molecular mechanisms of oncogenesis have been systematized. Both updated recommendations regarding diagnostic criteria for CNS tumors and new tumor types and subtypes are presented, some of which are based on new diagnostic technologies such as DNA methyloma profiling.

An epidemiological assessment of the situation with tumors of the central nervous system in our country suggests that there are sometimes significant differences between regions not only in morbidity rates, but also in the parameters of early diagnosis and mortality from this pathology. In connection with the above, this pathology continues to be a serious problem of modern clinical oncology.

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REHABILITATION IN ONCOLOGY: MODERN APPROACHES AND CLINICAL ASPECTS

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Abstract

Background. At the moment, clinical tasks associated with the restorative treatment of patients with malignant neoplasms continue to remain relevant, due to the fact that this section of oncology requires painstaking joint work of oncologists and rehabilitation specialists. At the same time, the quality of life of patients is on a par with their survival rate.

The purpose of this study. Conduct a review of literature data on various aspects of rehabilitation of cancer patients.

Results. A comprehensive assessment of the studies conducted gives grounds to state that a comprehensive approach is required when conducting rehabilitation treatment in cancer patients, since changes in life status, including physical condition and its various functional indicators, psycho-emotional state and, of course, social status, which is determining the reintegration of the patient into society, are almost always significant. This paradigm will allow us to touch on all areas of patients' lives and solve the main problem of rehabilitation of cancer patients – improving the quality of life.

Conclusion. The use of a comprehensive rehabilitation program for cancer patients will allow for maximum restoration of their vital condition and optimize the processes of physical and psychosocial adaptation of these patients after specialized treatment.

Keywords: oncology, rehabilitation, quality of life.

Today, high rates of morbidity of malignant tumors and a priori aggressive treatment methods and, often, the prevalence of the oncological process itself lead to disability, requiring rehabilitation measures. In this regard, such a section of clinical oncology as the rehabilitation of cancer patients must be on the same level with modern treatment, diagnosis and prevention of cancer [1,2].

It is important to especially emphasize that rehabilitation measures begin not after the patient *develops various kinds of physical and psycho-emotional dysfunctions as a result of specialized treatment and (or) complications of the tumor process, but already from the moment the diagnosis of a malignant neoplasm is made. At the same time, patients registered with an oncologist often experience various kinds of functional disorders that affect their quality of life and ability to work. For example, physical disorders may include fatigue, decreased muscle strength, cognitive dysfunction, paraesthesia, or eating problems, while mental symptoms may include anxiety, depression, fear of relapse, or insomnia. In this regard, the role of rehabilitation doctors and the importance of specialists with the skills of professional assessment and therapy in oncology services in this situation can hardly be overestimated [3].*

One of the important aspects of complex rehabilitation of cancer patients is the use of drug correction of the psycho-emotional state of cancer patients, which previously received little attention. It is clear that oncologists and rehabilitation specialists take on this difficult role, but in some, quite common cases, additional drug support for the patient's psyche is required [4,5].

Thus, Taiwanese researchers Cheng-Hsu Wang et al. [6] not only analyzed, but also proved that the need for psychotropic drugs depends on the nosological form of the tumor. They analyzed data from 35,137 cancer patients from Taiwan's National Health Insurance database over 2.5 years. Among those patients who survived for at least 6 months, every fifth (20.9%) used psychotropic drugs: patients were most often prescribed sedatives (14.3%), then antidepressants (5.5%), anxiolytics (3.6%) and antipsychotics (2.7%). Lung cancer, prostate cancer and oral cancer showed a statistically significant association with regular drug use during the first six months after diagnosis. And among patients who survived for at least 2.5 years, 4.8% still use psychotropic medications on a regular basis.

Emer M. Guinan et al. [7] note in their work that the inflammatory changes themselves and the disruption of redox processes after radical surgery for esophageal cancer significantly affect both the quality of life and the survival of patients. In this regard, an integrated approach to the rehabilitation of these patients, including special exercises and a certain diet, can reduce the negative manifestations of the treatment. However, the authors note that the results will be further examined in a larger randomized controlled trial. In addition to the impact of these manifestations on the survival of patients, the economic side of the full rehabilitation of these patients will also be studied.

Catherine L. Granger et al. [8] found through a systematic review of articles using the electronic databases Medline, Cinahl, Embase, Scopus and Cochrane that despite evidence and existing guidelines for physical activity in patients with lung cancer, it is hardly implemented in clinical practice. This systematic review of the literature showed that the challenges of adequate physical rehabilitation of patients with lung cancer are multifaceted and involve various factors. These include patient-level factors such as symptoms, comorbidities, sedentary lifestyle, mood and fear, and environmental factors. These factors should be taken into account to determine and develop a treatment and rehabilitation program for these patients.

In addition, very little attention is often paid to the fact that the main moral burden when caring for cancer patients falls, of course, on their loved ones. And, unfortunately, according to Swedish researchers Ji J. et al. [9] spouses of cancer patients who provide care are at increased risk of coronary heart disease and stroke. This is necessary to know for the correct approach to correcting the psychological state of not only the patient himself, but also their relatives (family rehabilitation).

At the same time, Badr H. et al. [10] found a low level of self-efficacy and a high level of distress when independently caring for patients with advanced lung cancer. The authors, based on experimental studies in which 39 patients took part, developed a program to coordinate care and train care skills for such patients. The program was based on self-determination theory. Participants reported significant reductions ($p<0.0001$) in depression, anxiety, and caregiving burden, increased caregiver competence, and caregiver autonomy to provide care compared to usual care.

Similar results were obtained in their study by Kim Y. et al. [11]. The authors note that the difficulty of psychological adaptation of relatives in families in which there is a cancer patient and the lack of social support are the main predictors of the development of major depressive disorders, even 3 years after diagnosis. At the same time, programs for adaptation to long-term care are crucial for the possibility of long-term (5-year results were taken into account) active care for the patient.

In addition, El-Jawahri A. et al. [12] found that patients' inadequate perception of their prognosis regarding cancer affects many of their decisions about medical care. However, the relationships between prognostic perception, quality of life, and patient mood itself are not yet fully understood. They stated the fact that, although patients wanted to know detailed information about their illness, half incorrectly perceived the fact that the prognosis in their situation was favorable. Of the 50 patients included in the study, 38 (76%) wanted to know as many details as possible about their diagnostic procedures and *treatments. However, 25 of 50 patients (50%) stated that their goal was to "cure cancer," and only 10 of 49 patients (20%) reported that they had completely "put their fate in the hands of their oncologist." Patients who accepted their illness as a death sentence reported lower quality of life (p=0.005) and higher levels of anxiety (p=0.003) compared to those who did not perceive themselves as terminally ill. The authors established a direct connection between accurate prognostic perception and the quality of life of patients. Therefore, interventions aimed at improving understanding of disease prognosis provide adequate psychosocial support for these people.*

Any methods, as we all understand perfectly well, should be used to alleviate the condition of cancer patients and restore their well-being. Such methods include art therapy, which, of course, belongs to non-traditional methods of influence, but with a comprehensive program of restorative treatment it shows its effectiveness.

So Jeongshim Lee et al. [13] decided to evaluate the effect of art therapy using paintings by famous artists on the manifestation of long-term chronic stress (distress) in cancer patients receiving radiation therapy. The level of anxiety, depression and symptoms associated with the manifestation of the cancer itself were assessed. The authors conducted a prospective study that included 24 cancer patients with various forms of malignant neoplasms who received radiation therapy. Art therapy took place in two parts, including 4 sessions of a famous painting course and 4 sessions of works of art of the creative generation; these sessions were held twice a week for four weeks. Distress was assessed using the Hospital Anxiety and Depression Scale (HADS), the Hamilton Depression Rating Scale (HDRS), and the Edmonton Symptom Assessment Scale (ESAS) at three assessment points: before the start of art therapy, after the fourth session, and then after the eighth session. art therapy. It was found that of the 24 patients included in the study, 20 patients (83%) completed all eight sessions. At the same time, the authors note a significant and even significantly significant decrease in indicators of depression and anxiety on all scales used in the study.

It should be noted that a number of nosological forms of malignant tumors and mutilating surgical interventions used for these diseases, such as enucleation of the eye, removal of the obturator apparatus of the rectum, resection of the larynx lead to the most profound psychosocial disability of patients.

In addition, one of the modern methods of restorative treatment of cancer patients includes a method such as neuromuscular electrical stimulation (NMES) [14]. It may be a pragmatic short-term alternative to voluntary exercise in patients who are currently undergoing or have recently completed treatment for cancer. In this study, the authors assessed the impact of a personalized and progressive NMES exercise intervention, designed with the early rehabilitation period in mind, on patients' physical performance and quality of life. This manipulation was found to improve performance on the 30-second sitting test (STS), the 6-minute walking test (6 MW), and global quality of life using the EORTC QLQ C-30 questionnaire. Benefits gained included improved muscle strength and greater confidence when walking. The authors recommend further evaluation of this technique in a further controlled prospective study.

In recent years, the term "multimodal" has been increasingly used in clinical research, which means, according to Wiktionary, involving or using several methods or modes of implementation. When analyzing a review of the literature related to multimodal rehabilitation of cancer patients, it should be noted that the overwhelming number of scientific works are devoted to the use of rehabilitation measures at the stage of preparing patients for specialized treatment, be it surgery or courses of drug or radiation therapy.

Thus Van Rooijen et al. [15] in the first, as the authors indicate, international randomized controlled trial concerning multimodal preliminary (preoperative) rehabilitation of patients with colorectal cancer, 714 patients who underwent radical surgery were included in the study. At the same time, the patients were divided into two groups: 1 – a group of patients who underwent preoperative rehabilitation measures for 4 weeks, including methods of special nutrition, physical exercise and psychological support, based on standardized ERAS recommendations in accordance with methods of optimal care; 2 – control group of patients. All patients in the study group received an instructional brochure that included information about all elements of the rehabilitation program. As a result, an improvement in the course of the postoperative period was noted with a decrease in the number of postoperative complications, an increase in physical and psychological conditions, the quality of life of patients, as well as an improvement in the tolerability of adjuvant treatment.

Do J. et al. [16] in their study involving the use of a multimodal rehabilitation program in patients with breast cancer, including aerobic exercise, i.e. light to moderate intensity exercise, as well as stretching and strengthening exercises, have been reported to improve physical function and quality of *life for patients. To assess quality of life, the researchers used both the European Organization for Research and Treatment of Cancer general quality of life questionnaire EORTC QLQ-C30 and the breast cancer-specific quality of life questionnaire EORTC QLQ-BR23.*

Bolshinsky V. et al. [17], based on an analysis of studies on multimodal rehabilitation programs before surgery for gastrointestinal tumors, conducted a systematic literature search using Medline, PubMed, Embase, Cinahl, Cochrane and Google Scholar databases. Study quality was assessed using the Cochrane Risk of Bias Tool (randomized trials) and the Newcastle-Ottawa Quality Assessment Scale (cohort studies). Of the 544 studies identified, 20 were included in the qualitative analysis. The authors found that although small studies have found encouraging results, larger prospective studies using uniform objective risk stratification and structured interventions with prespecified clinical and economic endpoints are needed to determine the definitive value of prehabilitation programs.

Summarizing the analyzed studies devoted to rehabilitation measures in cancer patients with various nosological forms of malignant neoplasms, we can draw a definite conclusion that a multifaceted approach is required when conducting rehabilitation treatment in these patients, aimed at compensating for impaired body functions, improving the quality of life, reducing the severity of disability and prolonging active life. The process of recreating the vital status of patients is multidimensional and requires an integrated approach to restore the physical, psycho-emotional and social conditions of patients. At the same time, almost all authors agree on one thing: further multicenter randomized studies are needed to develop standardized approaches to conducting rehabilitation measures in cancer patients.

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THE INFLUENCE OF AN UNSTABLE WORLD SITUATION ON THE PSYCHOLOGICAL STATE OF STUDENTS

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Abstract
This article is devoted to studying the influence of the unstable political situation in the world on the psychological state of students. It shown that most students are interested and concerned about the world, but this does not have much impact on their academic performance, sleep and overall well-being.

Keywords: *student, world situation, psychological state, academic performance, sleep*

Introduction. *News has a great influence on students' vision of the world. While world news is often negative, the 24-hour news cycle can put some people on "a constant state of high alert", making the world seem "dark and dangerous" [3]*

Poor mental health can affect students at all stages of their university studies. Mental health problems can have a significant impact on a student's ability to study, make friends and make the most of their university experience [2]. This entails a feeling of devastation caused by seemingly wasted study time.

Negativity bias refers to the idea that people tend to pay more attention to negative events or information than to positive ones. It developed as a form of defense [1]. After all, in today's world, where nothing is constant, everyone is trying to protect himself or herself. Approximately one in three medical students worldwide suffers from anxiety, a rate significantly higher than the general population [4].

The purpose of the study. *Studying the influence of the unstable situation in the world on the psychological state of students.*

Materials and methods. *We conducted a survey among medical school students. 378 students, 54% girls and 46% boys, took part in the survey. The survey was conducted using Google doc. forms. The questionnaire we compiled contained questions regarding students' interest in news in the world, how concerned they are about the situation in it, the impact of news on their well-being and on their plans.*

Result and discussion. *The survey we conducted showed that the majority of students (73.2%) are interested in news happening in the world, but only a quarter of students read the news every day. Approximately 37% of students read every other day and once a week. The results showed that the answers did not depend on the gender of the respondents.*

Frequent exposure to negative information in the brain adversely affects a person's psychological and physical health, and can lead to harmful consequences such as depression and decreased immunity.

The results of the survey revealed that 40% of students often think about the situation in the world, while 60% sometimes think about it.

Constant anxiety and tension wears out the nervous system and the body, which leads to disruption of adaptation mechanisms and the development of chronic diseases. According to our survey, 70% of students feel anxiety that arises due to the turbulent situation in the world. However, this did not affect the quality of their sleep; according to the survey, 94% of students had no problems with sleep.

A large flow of alarming news prevents students from concentrating during the educational process; moreover, students more often have pessimistic thoughts and worsen their mood. According to our data, only a quarter of students find it difficult to concentrate in class, only 42% of students had a depressed mood.

In conclusion. *Thus, our survey showed that most students are interested and worried about the situation in the world, but this does not have much impact on their academic performance, sleep and well-being in general.*

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TINNITUS: METHODS FOR ITS CORRECTION. CURRENT STATE OF THE ISSUE

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ШУМ В УШАХ: МЕТОДЫ ЕГО КОРРЕКЦИИ. СОВРЕМЕННОЕ СОСТОЯНИЕ ВОПРОСА

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Abstract

The article provides an overview of data from domestic and foreign researchers dealing with the issues of tinnitus at the current stage of development in order to formulate tactics for managing patients with tinnitus.

To correctly establish the diagnosis and probable causes of tinnitus, a comprehensive examination of the patient must be performed, based on the results of which a specialist can draw up an effective program for its correction.

Аннотация

В статье приведен обзор данных отечественных и зарубежных исследователей, занимающихся вопросами тиннитуса на современном этапе развития в целях формирования тактики ведения пациентов с шумом в ушах.

Для правильной констатации диагноза, вероятных причин возникновения тиннитуса должно быть выполнено комплексное обследование пациента, по результатам которого специалист может составить эффективную программу его коррекции.

Keywords: tinnitus, audiometry methods, tinnitus therapy, cochlear implantation.

Ключевые слова: тиннитус, методы аудиометрии, терапия шума в ушах, кохлеарная имплантация.

Введение. *Поскольку шум в ушах является симптомом многих заболеваний, причина и механизм его возникновения также различны, поэтому обследование больных должно быть комплексным и всесторонним. А. И. Лопотко и др. предложили комплексный план обследования пациентов с шумом в ушах, основная цель которого – определить причины, механизм возникновения шума в ушах и, как следствие, выбрать метод лечения [1-3].*

При обращении пациента к оториноларингологу - сурдологу, прежде всего, пристальное внимание уделяют подробному сбору жалоб и анамнеза. Обращают внимание на субъективную оценку пациентом шума в ушах, его локализацию, субъективные характеристики и степень переносимости. Установлена её связь с ранее приобретенными или имеющимися заболеваниями, применением ототоксических препаратов, длительным воздействием производственного шума, черепно-мозговыми повреждениями в анамнезе, неврологическими и психическими заболеваниями, оперативными вмешательствами, в том числе на ухе. Необходим комплексный сбор терапевтического, гинекологического, эндокринологического, гематологического и неврологического анамнеза.

При обследовании больного проводят отомикроскопию для исключения инородного тела наружного слухового прохода, воспалительных, инфекционных и онкологических заболеваний наружного уха [3].

Необходимо также обследование состояния сердечно-сосудистой системы, в том числе *показателей вертебробазилярной гемодинамики, динамики артериального давления, наличия заболеваний крови, инфекционных заболеваний и перенесенных хирургических вмешательств.*

Оценка функции слуха проводится путём проведения акуметрических проб (изучение чувствительности органа слуха к восприятию шепотной и разговорной речи, камертональных проб). Изменения слухового восприятия невозможны без проведения тональной пороговой аудиометрии в расширенном диапазоне частот. Для оценки реакции на частоту и интенсивность звука проводят «шумометрию» - т.е. определение чувствительности органа слуха к различным шумам, кроме того, критерии «слухового дискомфорта». Речевая аудиометрия проводится для оценки процента разборчвости речи.

Импедансную аудиометрию следует проводить для оценки состояния структур наружного и среднего уха (подвижность барабанной перепонки, цепи слуховых косточек, оценка функции улитки), дифференциальной диагностики ретрокохлеарных аномалий.

С целью более глубокого обследования аналитической части испытуемого проводят регистрацию отоакустической эмиссии (ОАЭ), коротколатентных слуховых вызванных потенциалов (КСВП) и стационарных слуховых потенциалов (ССВП) [1-3].

Для определения причин и механизма развития шума в ушах большое значение имеют клинико-лабораторные показатели, которые должны включать: клинический анализ крови, биохимический анализ крови (сахар в крови, липидный профиль, электролиты), исследование крови на гормональную группу, определение ревматического фактора, параметры коагулограммы.

Помимо клинико-лабораторной диагностики необходимо использовать инструментальные методы диагностики: рентгенографию шеи и позвоночника с функциональными пробами, УЗИ и допплерографию вен головы и шеи с функциональными пробами, МРТ вен головы и шеи с контрастом, МРТ головного мозга с контрастом.

Поскольку причина шума в ушах не может быть связана с одной этиологией, таких больных следует консультировать у других специалистов - терапевта, невролога, нейрохирурга, эндокринолога, гинеколога, гематолога, офтальмолога, стоматолога, нейропсихиатра [3].

После тщательного и полного обследования больного, следует определить тактику устранения шума в ушах. Зачастую причину и основной механизм шума в ушах определить не удаётся, поэтому данной группе пациентов проводится комплексное лечение. Существуют различные методы устранения шума, часто комбинируемые друг с другом.

***Фармакотерапевтический метод** [3, 4, 7, 8, 10]. Основные группы препаратов, которые применяют для устранения шума в ушах: - препараты, улучшающие гемодинамику головного мозга и слухового прохода (лабиринта); - метаболические препараты; — препараты, повышающие реакцию нейромедиаторов; - нетоксичные диуретики; - ноотропные препараты; - антигипоксанты; - психотропные препараты (антидепрессанты, седативные средства); - антиагреганты; - антилипидные препараты; - антигипертензивные препараты; - препараты для коррекции водно-электролитного баланса.*

***Физиотерапевтические методы**. Для лечения шума в ушах широко используются физиотерапевтические методы: термическое, электрическое, механическое воздействие. В отечественной и зарубежной литературе имеются данные о высокой эффективности транскраниальной электростимуляции и лазерной терапии для устранения шума в ушах [3, 7].*

***Рефлексологические методы**. В эту группу методов входит иглоукалывание, а также различные психотерапевтические средства и т. д. включать медикаментозное лечение (рациональная психотерапия, аутотренинг, тренинг биологической коммуникации и т. д.).*

***Гидротерапия и апитерапия**. Гидротерапия (метод лечения с использованием лечебной слюны) и апитерапия (метод лечения с использованием пчел) применяются для лечения шума в ушах очень эффективно благодаря известным положительным свойствам секреции слюнными железами лекарственной слюны и пчелиного яда.*

***Звуковая терапия**. Для лечения шума в ушах используются звуки окружающей среды, такие как шум дождя, водопада и ветра, которые активируют нейроны, ответственные за образование звука [17]. Фоновая нервная активность в слуховом анализаторе подавляется воздействием низких, повторяющихся, нейтральных звуков, которые не раздражают пациента и легко игнорируются. Звуки для этого вида терапии должны быть стабильными и не чрезмерными, поэтому слушать, например, шум моря не рекомендуется. Уровень интенсивности звука должен быть таким, чтобы шум в ушах и шум воспринимались раздельно [9, 18].*

Устранение шума в ушах с помощью слуховых аппаратов. Слуховые аппараты являются одной из форм звукотерапии, которая эффективно используется для устранения постороннего шума у пациентов с нарушением слуха [17]. Слуховые аппараты предназначены для улучшения восприятия речи и усиления звуков окружающей среды для людей с проблемами слуха. Повышенная речь отвлекает внимание от шума, а усиление окружающего шума помогает частично его замаскировать. Использование слуховых аппаратов позволяет на длительное время подавить активность нейронов, отвечающих за производство и восприятие звука [15].

***Музыкальная терапия**. Музыкотерапия – метод десенсибилизации, при котором используется спектрально модифицированная музыка в соответствии с индивидуальными особенностями слуха пациента, в результате чего происходит маскировка звука [18].*

***Ортопедические изделия**. Массаж и растяжка шейного отдела позвоночника помогут уменьшить шум. Для этого используются различные ортопедические приспособления: выбирают матрас, подушку, а также воротник Шанца и носят его каждый день.*

***Методы хирургического лечения**. В настоящее время существует большое количество хирургических методов, целью которых является устранение слухового фантомного восприятия, основанного на шуме. Попытки устранения шума в ушах путем хирургических манипуляций, вмешательства на разных уровнях слуховой системы имели разную степень эффективности [16].*

Стереотаксическая хирургия. Шум в ушах является основным симптомом у пациентов с соматической невриномой, при этом существует обратная корреляция между интенсивностью шума в ушах и размером опухоли [11]. Для лечения такой опухоли проводят консервативное лечение с использованием методов микрохирургии и стереотаксической радиохирургии. В научной литературе хорошо известна потеря слуха после удаления опухоли с помощью стереотаксической хирургии. Что касается снижения шума, результаты непредсказуемы, хотя некоторые пациенты сообщают об улучшении после лечения.

Абляция спинномозгового нерва и ядра дорсального нерва. Как уже говорилось выше, одной из причин субъективного шума в ушах является гиперактивация дорсального ядра слухового нерва, причем его повышенная активность сохраняется даже после абляции слухового нерва. После абляции слухового нерва достоверных данных, подтверждающих снижение шума, нет. Более того, абляция дорсального слухового ядра (ДОН) не только не снижает шум, но может даже увеличить его.

Так, доказана неэффективность хирургических методов лечения шума в ушах путем повреждения улиткового, вестибулокохлеарного или дорсального ядра этого нерва [16].

***Микрососудистая декомпрессия**. Одной из причин шума в ушах может быть сдавление микрокапилляров вестибуло-улиткового нерва в области моста. У некоторых пациентов с шумом в ушах и изменениями слухового потенциала мозга магнитно-резонансная томография выявила вазоневральные диссонансы между преддверно-улитковым нервом и позвоночными кровеносными сосудами, верхними задними и/или передними мозговыми сосудами [12]. Хирургическая декомпрессия слухового нерва приводит к уменьшению шума и нормализации слухового потенциала в стволе головного мозга, положительные результаты получены у 51-66% хирургических больных, а у 51% результаты являются отдаленными. Кроме того, обнаружена обратная корреляция между положительными результатами устранения шума в ушах методом микрососудистой декомпрессии и его продолжительностью: при продолжительности шума в ушах более 4 лет после операции по сравнению с больными с незначительным уменьшением шума в ушах они редко жалуются на слух [16]. Таким образом, микрососудистая декомпрессия является потенциальным методом лечения шума в ушах, вызванного вазоневральным конфликтом (подтверждено данными МРТ).*

Кохлеарная имплантация. В последнее время появилось большое количество информации, особенно в зарубежной литературе, об эффективном методе коррекции. шум в ушах, развившийся при использовании кохлеарного имплантата.

Кохлеарная имплантация (КИ) — это хирургическое вмешательство, позволяющее корректировать звук у пациентов с нейросенсорной тугоухостью. Эта процедура подходит пациентам с нарушением слуха, как бинауральным, так и, по последним данным, доказанной эффективностью моноуральным (при нормальном или незначительно сниженном слухе на противоположном ухе), а также в сочетании с выраженным шумом в ушах (особенно если звук частота находится в частотном диапазоне тугоухости) [5, 6, 16]. Был проведен скрининг, и 71,8% пациентов, отобранных для ИР (соответствующих всем критериям отбора), имели *различную степень шума; Через 6 мес после операции у 20,0% наблюдалось его исчезновение, у 51,2% - снижение, у 21,6% не отмечалось существенных изменений, на повышенный шум жаловались 7,2% больных, поэтому в 71 году положительный эффект получен в 2% случаев [20] . По данным литературы, полная потеря голоса после операции наблюдается у 37-61% больных. Описаны случаи снижения или исчезновения звука не только в прооперированном ухе, но и в здоровом контралатеральном ухе.*

Поскольку механизмы производства звука различны, вполне вероятно, что и механизмы подавления шума после кохлеарной имплантации будут разными. Из-за того, что может случиться.

Обсуждаются различные патологические изменения, приводящие к повышению нервной активности, воспринимаемой как шум, различные возможные механизмы, которые могут оказывать угнетающее влияние на шум после ИР [6]. Восприятие слуховых фантомов может быть связано с недостаточными усилиями по регенерации коры вследствие периферической деафферентации [13]. В результате этой теории восстановление звуковосприятия периферическим отделом слухового анализатора может оказать долговременное положительное влияние на коррекцию звука за счет пластической реконструкции центрального отдела [6]. Эта теория подтверждается тем, что исчезновение или уменьшение звука происходит не сразу, а через 3-6 месяцев после операции.

Другим возможным объяснением снижения шума после имплантации является ощущение маскировки за счёт лучшей слышимости окружающих звуков и человеческой речи, по сравнению со слуховыми аппаратами, восприятие этих звуков отвлекает внимание от звука, но эта теория не объясняет его отсутствие. Имплантация включает прямую электрическую стимуляцию слухового нерва, что может быть возможным объяснением уменьшения или исчезновения шума в ушах. Во время операции (кохлеарной имплантации) наблюдается разрушение волосковых клеток, при этом основные структуры улитки остаются здоровыми, поэтому данная операция может оказать положительное влияние на устранение шума в ушах, при условии, что если шум в ушах вызван аномальной деятельностью волосковые клетки, поэтому облегчение или уменьшение шума в ушах происходит сразу после операции.

Заключение. *Шум в ушах – это не болезнь, а симптом некоторых заболеваний, поэтому причины и механизмы его возникновения весьма различны. Для понимания и выяснения основных причин шума необходимо провести комплексное обследование пациента с использованием современных методов диагностики и привлечением специалистов смежных специальностей.*

При определении причины и возможного механизма шума врач должен определить эффективную стратегию лечения пациента, поскольку постоянный раздражающий шум может причинять невыносимые страдания и существенно ухудшать качество жизни пациента. Из современных методов лечения тиннитуса особый интерес представляет метод кохлеарной имплантации, который проводится с целью восстановления слухового восприятия, а также правильного звучания уха [5, 6, 19]. За последние несколько лет опубликованы многообещающие данные по лечению пациентов с односторонней глухотой и шумом в ушах с использованием ИК-методов [14].

Таким образом, на основании всего вышеизложенного можно говорить о расширении показаний к ИК, в том числе для пациентов с односторонней глухотой и тяжелым нелеченным шумом в ушах.

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PROGNOSIS OF THE INCIDENCE OF RESPIRATORY DISEASES IN CHILDREN IN UKRAINE UNTIL 2025

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ПРОГНОЗ ЗАХВОРЮВАНОСТІ ДІТЕЙ НА ХВОРОБИ ОРГАНІВ ДИХАННЯ В УКРАЇНІ ДО 2025 РОКУ

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Вступ. *Хвороби органів дихання є основною причиною смертності і захворюваності немовлят і дітей до 5 років в усьому світі. За даними Всесвітньої організації охорони здоров’я (ВООЗ), приблизно 3,5% глобального тягаря захворювань викликано хворобами органів дихання. У світі припадає від 30% до 50% усіх амбулаторних відвідувань лікарів-педіатрів з приводу гострих респіраторних захворювань і понад 30% випадків госпіталізації дітей у країнах з середнім та високим доходом. Усіх цих смертей можна було б уникнути, якби всі пацієнти мали доступ до медичної допомоги та до профілактичних заходів.*

Спектр захворювань коливається від гострих інфекцій до хронічних неінфекційних захворювань. Домінують серед хвороб органів дихання гострі респіраторні вірусні інфекції (ГРІ). Пневмонія залишається основною причиною дитячої смертності, спричиняючи майже 1,3 мільйона смертей щороку, більшості з яких можна запобігти. Дитячі та дорослі респіраторні захворювання тісно пов’язані. Респіраторні інфекції в ранньому дитинстві та вплив навколишнього середовища можуть призвести до хронічних захворювань у дорослому віці. Для покращення глобального здоров’я та зменшення існуючої несправедливості в охороні здоров’я в усьому світі необхідна більша доступність і розширене впровадження ефективних стратегій профілактики та лікування респіраторних захворювань на тлі прогнозування потреб.

Мета дослідження *полягала у прогнозуванні захворюваності на хвороби органів дихання у дітей до 2025 року в Україні.*

Матеріали та методи. *Для розрахунку захворюваності на хвороби органів дихання дітей у віці 0-6 років, 7-14 та 15-17 років були використані дані звітної форми 12 «Про число захворювань, зареєстрованих у хворих, які проживають в районі обслуговування лікувального закладу» Центру медичної статистики МОЗ України у період 1993-2017 роки. З 2018 року випадки хвороб в Україні офіційно не обліковуються та моніторяться. Тому визначити захворюваність в період після 2017 року в Україні неможливо.*

Для розрахунку захворюваності на 1000 населення використовувалися дані про населення Державного центру статистики України. Для кожної вікової групи розрахована захворюваність на 1000 дитячого населення відповідного віку у період з 1993 по 2017 роки.

Прогнозування захворюваності проведено на основі методу регресивного аналізу. Аналіз даних проводився з використанням ліцензійного пакету the statistical analysis package MedCalc v.19.4.1 (MedCalc Software Inc, Broekstraat, Belgium, 1993–2020).

Результати та обговорення дослідження.

У період з 1993 по 2017 рік в Україні захворюваність на хвороби органів дихання достовірно зросла з 644,6 до 881,2 на 1000 дитячого населення ($p<0,05$). Темп приросту захворюваності на хвороби органів дихання в цей період становив +36,69%.

Захворюваність хвороби органів дихання у дітей була різна в залежності від вікових груп. Найвища захворюваність на хвороби органів дихання була виявлена у віковій групі 0-6 років (від 902,12 до 1092,80 на 1000 у період з 1993 по 2017 роки), потім в групі 7-14 років (від 546,61 до 746,19 на 1000), і нарешті в групі 15-17 років (340,13 до 716,70 на 1000). З 1993 по 2017 роки був визначений різний темп приросту захворюваності на хвороби органів дихання в різних вікових групах, а саме: +21,13% у віковій групі 0-6 років, +36,51 у віковій групі 7-14 років, +110,72% - у групі 15-17 років. Динаміка захворюваності мала параболічний характер для всіх вікових груп ($p<0,05$).

Крім того, відповідно до проведеного регресивного аналізу визначено достовірне зростання захворюваності на хвороби органів дихання у дітей у період з 1993 по 2017 роки, про що свідчать коефіцієнти детермінації (Coefficient of determination R^2), а саме: у віці 0-6 років – 0,80 ($p<0,05$), 7-14 років – 0,85 ($p<0,05$), 15017 років – 0,92 ($p<0,05$)

На основі регресивного аналізу був визначений прогностичний показник захворюваності на хвороби органів дихання у дітей у 2025 році в залежності від віку. Прогнозується у 2025 році зменшення захворюваності на ХОД у дітей у віці 0-6 років на -21,88%, у віці 7-14 років – на -5,55%. В той же час, прогнозується зростання захворюваності на ХОД у підлітків у віці 15-17 років – на +43,9%.

Отже, проведене математичне моделювання на підставі регресивного свідчить, що тренди захворюваності у 1993-2017 років в Україні у дітей 0-6 років спрямовані на зниження, що дозволить до 2025 року досягти показника 853,67 випадків захворювань на 1000 дитячого населення вказаної вікової групи. У дітей у віці 7-14 років прогнозується зменшення захворюваності до 704,74 випадки на 1000 дитячого населення вказаної групи. Проте у групі підлітків 15-17 років тренд захворюваності на хворобами органів дихання спрямований на зростання. В цій групі у 2025 році прогнозується 1031,39 випадків захворювань на 1000 підліткового населення. Це невтішний прогноз для держави, що обумовлює необхідність зосередити зусилля на дослідженні провідних причин зростання у підлітків захворюваності на хвороби органів дихання.

Відомо, що однією з причин випадків пневмонії у підлітків є куріння тютюну. В Україні за даними міжнародного дослідницького проєкту «Європейське опитування учнівської молоді щодо вживання алкоголю та наркотичних речовин» (ESPAD: The European School Survey Project on Alcohol and Other Drugs) з 2003 року спостерігається чітка тенденція до зменшення досвіду куріння серед підлітків. Ймовірно, що причина зростання випадків захворювань на хвороби органів дихання в Україні обумовлено іншими причинами. Серед причин можуть бути відсутність обов`язкової вакцинації підлітків проти розповсюджених респіраторних інфекцій та недоліки в організації медичної допомоги підліткам.

Висновок. *В Україні прогнозується до 2025 року значне зростання захворюваності на хвороби органів дихання у підлітків, що потребує запровадження політичних та організаційних заходів в системі охорони здоров`я, спрямованих на ефективну профілактику та якісне лікування хвороб органів дихання у дітей та підлітків.*

Ключові слова: *захворюваність, хвороби органів дихання, вікові групи, діти, медична допомога, математичне прогнозування*

STRUCTURAL-FUNCTIONAL PARTICULARS OF P-GLYCOPROTEIN, ITS ROLE ON DRUG RESISTANCE AND THERAPEUTIC STRATEGIES TO COMBAT THIS RESISTANCE

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Abstract

Drug resistance is a major public health problem in the world. One of the causes is the increased cell surface expression of P-glycoprotein 1, which prevents cellular uptake of a large number of therapeutic drugs and thus causes multidrug resistance. The study was performed databases Pub, Z-library, NCIB, Medscape, Mendeley, with the use of Keywords: „protein P", „resistance", „drugs", „properties", „P-gp", „gene ABCB1", „role", published during 2021-2023. P-glycoprotein 1 (permeability glycoprotein, P-gp), also known as multidrug resistance protein 1 (MDR1) is involved in the development of drug resistance by: interacting with binding sites on P-gp thereby blocking drug transport by acting as competitive or non-competitive inhibitors; inhibition of ATP binding, hydrolysis or coupling to substrate translocation and interaction with the lipid membrane of the cell, thereby disrupting the membrane environment, altering the drug-membrane interaction. Thus, P-gp acts as a substrate for P-gp limiting the absorption pathway of drugs, and the therapeutic level and bioavailability of drugs are not met. One possible option to combat drug resistance is to administer a competitive inhibitor concurrently with the therapeutic drug. The existence of more than one substrate competing to bind to P-gp can significantly decrease clearance of the therapeutic drug from the cell.

Keywords: P-glycoprotein, resistance, drugs.

Introduction

The phenomenon of drug resistance is a major threat to the pharmaceutical industry. This resistance occurs in several diseases and is mediated by transporters that actively pump drugs out of the cell [23]. Although, MDR is multifactorial in etiology, it is essentially associated with the overexpression of ABC transmembrane transporters [21]. The best investigated and known ABC multidrug transporter is P-glycoprotein [17].

P-glycoprotein (P-gp) or drug resistance-inducing protein-1 (MDR1) is a transmembrane unidirectional efflux pump that uses ATP to actively transport substances into and out of cells [4]. P-gp controls the rate of penetration, cellular pumping of foreign substances, their distribution, as well as their elimination, thus possessing the ability to directly influence the absorption, distribution, metabolism, excretion and toxicity properties of drugs, affecting both the efficacy and their bioavailability. For many years, the mechanisms of action of P-gp have been shrouded in mystery, and scientists have only recently been able to elucidate certain structural and functional aspects of this protein [26].

There is an urgent need to suppress P-gp function to improve the effectiveness of drug penetration into cells: either by decreasing or inhibiting P-gp expression, blocking the ATPase activity of P-gp responsible for providing energy for efflux, or preventing the interaction between P-gp and the drug of interest [9]. P-gp can simultaneously bind different types of molecules, with the function of modulator, inhibitor, substrate, inducer, which is due to the segment carrying at least one HBA (hydrogen bond acceptor group). Regarding MDR, another method to combat resistance may be to design appropriate therapeutic drugs to bypass the P-gp transporter, provided that these drugs are not P-gp substrates. Such drugs with the role of modulators and/or inhibitors of P-gp are: verapamil, glucocorticoids, cytostatics, calcineurin inhibitors and many others [16, 24].

***Aim of the work:** it is the study of the structural-functional peculiarities of glycoprotein P (P-gp) and its role in the body in order to be able to understand at the molecular, cellular and organismal level its involvement in the generation of the phenomenon of drug resistance.*

***Materials and methods:** To carry out the study, describe and highlight the structural and functional peculiarities of P-gp and its role in drug resistance, we researched the scientific literature for the years 2021-2023, using the databases PubMed, NICB, Z-library, NCIB , Medscape, Mendeley applying the* *keywords: "P-glycoprotein", "P-gp", "multidrug resistance", "role", "mechanism", "MDR", "structure", "relationship", which were combined with each other . The researched sources were used to describe the structural-functional peculiarities and the role of glycoprotein P in drug resistance, sources from 1950 to the present were found, with priority given to sources from the last 10 years. Sources for information gathering were available as free text, full text from articles and abstracts on the researched topic.*

Results

1. Structural features:

P-gp is a membrane glycoprotein encoded by the P-gp gene (ABCB1), which is found on chromosome 7q21.12, with a molecular weight of approximately 170–180 kDa and consists of 1276–1280 amino acids [29].

Functionally P-gp is an ATP-using xenobiotic efflux transporter that it uses to pump xenobiotics out of the cell. P-gp contains two transmembrane domains (TMD) and two cytoplasmic nucleotide binding domains (NBD), the structure shown in figure 2 [3]. The TMD consists of 6 transmembrane alpha helices, which provide substrate specificity. The NBD is highly conserved among all ABC transporters, being located in the cytosol and transferring energy to ensure substrate transport across the membrane [9]. Several structural motifs have been identified in several types of NBD including Walker A, Walker B, C-loop, D-loop, Q-loop, Signature Motif LSSGQ [3].

Each NBD can be divided into 2 subdomains: the catalytic Core domain and the alpha helical domain. The catalytic core domain (CCD) contains conserved motifs such as Walker A and Walker B for ATP binding and hydrolysis. Walker A is highly conserved, contains the glycine-rich sequence (G-X-X-G-X-KS/T) and interacts with the phosphate groups of the nucleotide (NBD), while Walker B contains the sequence h-h-h-h-D (h-hydrophobic amino acid residue, D-glutamic acid residue). D functions as a general base, which activates the water molecule for nucleophilic attack of the gamma phosphate in ATP. The NBD is arranged head-to-tail, forming an ATP-binding site as a result of dimerization, interacting with the D-Loop. The ATP binding site consists of Walker A and Walker B of one subunit and the Q loop of another subunit, so that 2 molecules of ATP can be bound and hydrolyzed. In the absence of ATP, the NBDs are separated by an open conformation, but upon ATP binding they come closer, ATP being interposed between them, thus forming the final NBD-ATP complex.

The ABCB1 gene encoding P-gp is highly polymorphic. To date, 66 single nucleotide polymorphisms (SNPs) encoding the ABCB1 gene have been identified. Of these, 22 are synonymous and 44 non-synonymous. Three SNPs (c.2677G > T/A, c.1236C > T and c.3435C > T) in the exonic region of MDR1 occur frequently and are schematically represented in figure 3. The SNP c.2677G > T/A polymorphism is a variant triallelic and is found in the wild type with the G sequence at nucleotide 2677 and in the A or T sequence variant containing a nonsynonymous amino acid change from Ala at codon 893 to Ser/Thr (Ala893Ser/Thr). The other two SNPs, c.3435C > T (pIle1145Ile) and c.1236C > T (pGly412Gly) are synonymous SNPs. c.3435C > T is present in exon 26 of the ABCB1 gene and does not change the amino acid isoleucine at codon 1145. SNP - c.1236C > T is present in exon 12 of the ABCB1 gene and its amino acid glycine at codon 412 is not changed [8].

An important feature of these SNPs is that large difference in their frequency. The frequencies of the 3435C > T genotype in 172 West Africans, 41 African Americans, 537 Caucasians, and 50 Japanese were identified as 83%, 61%, 26%, and 34%, respectively [17]. On the other hand, West Africans showed the lowest frequency of the 3435TT genotype. The rank order of the 3435TT genotype was: West African (1.7%) < African American (4.9%) < Japanese (20%) < Caucasian (26.4%). Accordingly, the allelic frequencies of c.1236 C > T, c.2677 G > A, c.2677 G > T and c.3435 C > T in 154 Japanese were identified as 65.6%, 16.6%, 40.6% and 40.6%, respectively. The frequencies of the SNPs in 100 Caucasians were 45.9%, 3.6%, 46.4%, and 56.6%, respectively. The frequency of c.2677G > A in Japanese was five times more frequent than in Caucasians [59]. The large difference in ABCB1 SNPs appears to explain the differences in the interaction of P-gp substrate drugs.

2. Functional features

In 1992, Gottesman and Higgins discussed possible models for P-gp function: the pump model, the hydrophobic vacuum cleaner model, and the "flippase" model, shown in figure 4 [13].

- *The pump model assumes that drugs interact with P-gp in the cytoplasmic inner part, which are then pumped through the lipid bilayer membrane and released directly into the extracellular part.*
- *The "hydrophobic vacuum cleaner" model assumes that P-gp binds directly and specifically to hydrophobic substrates present in the inner part of the plasma membrane and expels them from the cell identifying them as xenobiotics.*

- *The "flippase" model assumes that drugs first break up in the lipid membrane and then interact with the transmembrane part of P-gp that "throws" the drug out of the cytoplasm.*

From the outer (extracellular) side of the cell membrane, drugs either diffuse to the extracellular side or return back to the inner (cytoplasmic) component of the cell membrane, where they are recaptured. More recently, the movement from the inside to the outside of the cell membrane has been defined as flopping and the reverse movement as flipping. The flopping model was essentially based on experiments showing that drug binding to P-gp occurs at the internal (cytoplasmic) component of the cell membrane [37].

Drugs that interact with P-gp are amphiphilic (with hydrophilic and lipophilic properties), either electrically neutral or cationic. They orient with their polar side towards the lipid polar head group region of the cell membrane and with their hydrophobic side towards the hydrophobic chain region of the cell membrane. Therefore, a "flip," the flipping or flopping motion of an amphiphile molecule, is required to move from the internal (cytoplasmic) face to the external (extracellular) face of the cell membrane. Moreover, amphiphilic drugs avidly undergo partition within the lipid component of the membrane. Drug concentrations in the lipid face are therefore higher than in the aqueous face. Thus, drug binding to P-gp is best described as a two-step binding process, starting with a partitioning step of the lipid moiety of the drug, followed by a binding step of the transporter to the drug [12].

3. The role of P-gp in MDR

The development of resistance to a wide range of drugs can be achieved by a variety of mechanisms. The mechanisms that can explain the development of multidrug resistance (MDR) are [4]:

1) *change in the expression of the MDR1 gene;*
2) *alteration of DNA repair capacity,*
3) *MDR1 gene polymorphism;*
4) *amplification of the MDR1 gene;*
5) *transfer of P-gp between cells*
6) *a change in cellular metabolism*
7) *rational modulation of P-glycoprotein function through rational drug design and other forms of rational intervention, thus improving cancer treatments, AIDS treatments, oral administration of hydrophobic drugs, and treatments of other diseases affected by this transporter [14].*

Although several mechanisms are proposed for drug resistance, the best-studied mechanism of MDR is overexpression of P-gp on the cell surface. Drug-resistant cells are characterized by the overexpression of a significantly large number of molecular forms of P-gp with relative molar mass (Mr) of 170,000 to 180,000 [10]. To further study this complex phenomenon and to characterize the P-glycoprotein expressed by many drug-resistant human tumor cells, the production of monoclonal antibodies specific for human P-gp was initiated.

Overexpression of P-gp is also determined in tumor cells, which also causes drug resistance (MDR), leading to failure of cancer chemotherapy for a wide range of cytotoxic agents. MDR is characterized by the following:

- *Cross-resistance between a number of chemically unrelated drugs.*
- *Decreased drug accumulation in cancer cells.*
- *Increased expression of P-gp.*
- *Phenotype reversal and induction of P-gp-mediated MDR by a variety of drugs [6, 9]*

The uncontrolled growth of tumor cells favors their clonal expansion, thus tumor cells, which are exposed to chemotherapeutic substances, will be selected for their ability to survive and grow in the presence of cytotoxic compounds. It is possible that these cancer cells are genetically heterogeneous due to the mutator phenotype. The phenotypic variability of tumor cells represents adaptive morphological changes, which are not inherited and can develop drug resistance [9].

Pharmaceutical preparations and therapeutic strategies that combat P-gp drug resistance

1. Drugs with substrate role

P-gp has a very broad substrate spectrum that mediates the export of a variety of drugs including chemotherapeutic drugs, HIV protease inhibitors, immunosuppressive agents, antiarrhythmics, calcium channel blockers, analgesics, antihistamines, antibiotics, natural products, fluorescent dyes, and pesticides. There are few common structural characters about P-gp substrates. The only common character identified so far in all P-gp substrates is their amphipathic nature. Substrates are generally evaluated by bidirectional transport tests that show apparent or net (inefficient) transport. Therefore, a substrate is defined as a compound that exhibits net efflux in a transport assay. Substrates are *compounds that are quite large and have molecular mass > 450 g/mol [20].*

2. Medicines with an inhibitory role

P-gp-mediated transport of substrates can be inhibited by certain compounds. These compounds are called "reversal agents" or "P-gp inhibitors." These inhibitors can inhibit P-gp function by disrupting ATP hydrolysis, altering P-gp expression, or reversible/irreversible competition for a binding site. One of the most common mechanisms displayed by classical P-gp inhibitors is competition with drug binding sites [24]. Most inhibitors, such as verapamil, quinidine, and cyclosporin A are themselves P-gp substrates, suggesting that they act as competitive inhibitors. Some inhibitors are poorly transported by P-gp, indicating that they probably inhibit P-gp function by other mechanisms. Based on their specificity, affinity and toxicity, P-gp inhibitors are classified into three generations [5].

3. Nutraceuticals

Nutraceuticals derived from natural sources are sometimes referred to as "fourth generation inhibitors". These compounds provide some of the most diverse and novel chemical schemes suitable for the development of new inhibitors [25]. Nutraceuticals such as capsaicin and piperine have very recently been found to be a potential source to overcome cancer resistance to doxorubicin. A combination of curcumin and piperine has been tested to increase the absorption of curcumin, which is a modulator of P-gp, ABCG2 and MRP1. The polyphenolic compounds cytarabine, trabectedin, and halavene are natural products that are potent inhibitors of ABC-mediated MDR [18]. A number of preclinical studies have demonstrated the pharmacological advantages of using natural products to improve the assimilation of anticancer drugs administered to cancer cells with the aim of overcoming drug resistance.

4. Tyrosine kinase inhibitors

Tyrosine kinase inhibitors (TKIs) are a family of several anticancer drugs that vary in their biological targets, pharmacokinetics, and toxicity profiles. All compounds share a basic mechanism of action: inhibition of a variety of tyrosine kinases [25]. Based on the essential role of tyrosine kinases in cancer progression, the development of inhibitors of these tyrosine kinases is expected to be an effective mechanism to block the regulation of various signaling pathways, subsequently inhibiting cell proliferation and survival. Imatinib was the first TKI to be clinically approved. Other TKIs were subsequently approved, and these compounds had greater efficacy, similar adverse effects compared to imatinib, and efficacy in overcoming acquired resistance to imatinib. These TKIs included lapatinib, nilotinib, sunitinib, axitinib, apatinib, afatinib, lenvatinib [17].

5. Therapy by chemical modification of drugs

Chemical modifications of drugs can also be used to facilitate the uptake of anticancer drugs into multidrug-resistant cancer cells, thereby increasing drug accumulation in cells and their cytotoxicity. Common delivery systems include poly lactic acid-co-glycolic acid (PLGA) nanoparticles. Additional modifications can be made in the surface sites of PLGA nanoparticles with human serum albumin (HSA). Attached hydrophilic HSA chains increase cellular uptake through receptor-mediated endocytosis [19]. As a result, there is greater uptake of anticancer drugs by the cell. PLGA-linked HSA nanoparticle encapsulating the drug significantly increased cytotoxicity compared to the free drug after 72 h of incubation.

6. The use of nanoparticles

Nanoparticles loaded with a combination of anticancer drugs are also one of the strategies being investigated to overcome MDR. Polymer nanoparticles, liposomal nanoparticles, and gold nanoparticles are other examples of nanocarriers used to overcome ABCB1 and MDR transporters in cancer. Thus the mechanism by which nanoparticles of polymer consists of a combination of a nanoparticle and a synthetic polymer, which represents a substance that can be incorporated, dissolved, encapsulated or attached to the nanoparticle matrix. Their advantages are: a low apparent clearance, increased circulation and half-life, they are a favorable option for oral administration of substances with a low bioavailability and they can be modified on the surface to allow targeting certain regions in the body [22].

7. Transkingdom RNAi (tkRNAi) technology

Another technology that has been developed is transkingdom RNAi (tkRNAi). With this technology, a non-pathogenic bacterium such as E.coli is used to deliver short hairpin RNA (shRNA) molecules into resistant cancer cells, ultimately resulting in effective RNA interference as a result sse achieves an efficient combination of two RNA molecules, the host cell and the E.coli bacterium.

8. Photo-destruction technology

Finally, targeting ABC-mediated drug resistance via photo-destruction technology may represent another potential approach. This technique involves causing the drug to aggregate by sequestering *extracellular ABCG2 vesicles to the surface of resistant cancer cells, which are then targeted by illumination. This selective illumination results in the production of reactive oxygen species, destruction of these vesicles, lysis of resistant tumor cells, and reversal of MDR without significantly affecting normal epithelial cells [6].*

A summary and representative example of strategies that have been suggested and investigated to overcome ABCs mediated by MDR transporters are shown in table 1 [27].

Discussions

P-gp is intensively investigated because it represents an obstacle to successful pharmacotherapy [20]. This glycoprotein is the most studied of the multidrug resistance proteins and is upregulated in response to pharmaceutical active substances, including chemotherapeutic drugs. This upregulation of P-gp causes a decrease in the intracellular accumulation of these compounds, limiting their therapeutic efficacy [1].

It is a protein expressed in many tissues of the human body. It is expressed at the apical surface of the epithelium in the gastrointestinal tract and prevents the absorption of drugs and toxins into the blood capillaries. It is thus a primary factor limiting the bioavailability of many orally administered drugs, including oral chemotherapeutic agents. P-gp not only limits the absorption of toxins and drugs in the gastrointestinal tract, but most importantly also facilitates their elimination from the intestine, liver, and kidney [11].

Because of the different roles that P-gp plays in both health and disease, it is difficult to combat P-gp-induced MDR. In healthy individuals, P-gp plays a crucial role in the development of an immune response, cholesterol metabolism, differentiation and migration of various cells, while also serving a protective function in several organ systems. P-gp is a barrier that protects the body from xenobiotics and other toxic substances [26]. Thus, any change in P-gp expression may be deleterious. In pregnant women, the destruction of P-gp can also be dangerous to the developing fetus. Therefore, regarding MDR, simply inhibiting P-gp function is not an option, as this could reduce drug resistance but also cause other health complications [15]. To overcome MDR and improve cancer treatment, an understanding of P-gp inhibition at the molecular level is required. The inhibitor can be a compound acting as a modulator, substrate, inhibitor or inducer of glycoprotein P [13].

However, to develop specific P-gp inhibitors, researchers must first gain a better understanding of tissue distribution, cell type specificity, immune side effects, body distribution/toxicity, and cell-specific cytotoxicity [9]. P-gp is inhibited when drug complexes are applied, because P-gp can interact with several types of drugs simultaneously. Inhibition of P-gp poses a risk of intoxication due to increased absorption of the drug and reduced excretion of metabolites. Moreover, it leads to immunosuppression and ultimately to immune impairment, which is currently insufficiently described [2]. P-gp expression at different levels is regulated by inflammatory mediators and transcription factors that can alter P-gp activity, which represents the crucial role it plays in both health and disease [7].

Developing drugs to prevent P-gp-induced resistance is a viable option, provided that these drugs are not P-gp substrates. Administration of an appropriate competitive inhibitor concurrently with the therapeutic drug is another possible option. In theory, this method would ensure that there is more than one substrate competing to bind to P-gp, therefore potentially decreasing the likelihood that the therapeutic drug will be pumped out of the cell. In contrast to a noncompetitive inhibitor, a competitive inhibitor might not completely shut down P-gp function, thereby allowing the normal physiological functions of P-gp to be maintained [20].

Conclusions

1. The most important structural-functional characteristic of P-gp is that it can accommodate different molecules simultaneously, the same section being a modulator, an inhibitor, a substrate and an inducer, thus being involved in MDR diseases.

2. The P-gp mechanisms involved in the MDR phenomenon are multiple and depend on the amount of protein expression on the surface of different tissues, the main mechanisms are: (1) it limits the intestinal absorption of drugs; (2) once the drug is in the systemic circulation, P-gp protects its passage to sensitive organs and tissues; (3) and finally P-gp facilitates the elimination of drugs and metabolites in bile and urine.

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Pedagogical sciences

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MODERN APPROACHES TO TEACHING LISTENING

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Abstract
This article explores the process of learning listening in higher education. The authors consider the methodology of rational use of information technologies in teaching English-speaking listening in a non-linguitic university. The optimal conditions for the use of digital technologies in the process of teaching listening as a type of speech activity of students have been determined.

Keywords: teaching approaches, teaching listening skills, modern technologies, non-linguistic universities, active learning, learning styles.

Nowadays, knowledge of English is becoming an integral part of our lives. English is considered as the language of international communication. However, the authors of the modern state educational standard put forward a different interpretation of the purpose of teaching a foreign language in schools - the formation of communicative competence.

The learning process is focused on practical knowledge of a foreign language and, as a result, great importance is attached to the problem of understanding foreign listening comprehension.

Recently, methodologists have been paying more and more attention to the problem of listening. Although a theoretical search is underway to study this process, the practical application of certain teaching methods is still small.

It is widely known that the methodology of teaching listening is the least developed. The main reason is precisely the fact that until lately listening was considered a fairly simple skill. It was also believed that if, when teaching oral speech, the teacher pays full attention to speaking and helps to master this skill, then students will learn to understand speech without additional learning. The inconsistency of this opinion has been proven both in theory and in practice.

Although speaking and listening skills are closely interrelated, it is possible to achieve the development of understanding of oral speech only under conditions of using a specially developed technique.

According to some studies, even people with a high level of foreign language proficiency have difficulty understanding native speakers' natural speech. Psychologists also argue that the perception and understanding of oral speech is a rather complex activity.

Thus, listening turns out to be one of the most difficult types of speech activity and should be developed on a equal basis with other skills.

The theoretical basis of this work is a number of studies on the methodology of teaching English at the university using new information technologies (in particular, the study of R.Milrud, E.Polat, P.Serdyukova, N. Elukhina).

The object of the study of this work is the process of learning listening in higher education.

The subject of the study is the methodology of rational use of information technologies in teaching

English-speaking listening at a university.

Problem: What are the optimal conditions for the use of digital technologies in the process of teaching listening as a type of speech activity of students?

Listening is the understanding of auditory speech. In psychophysiology, listening is defined as perceptual mental anemic activity. Perceptual - because of the implementation of perception / reception / apprehension; mental - because of the connection with the basic mental operations: analysis, synthesis, concretization, induction, deduction, comparison; mnemic - because there is a definition and assimilation of signs of linguistic and speech units, comparison with a standard that is stored in memory.[1, p.13]

Listening and speaking are two components of oral speech. Without one, there can be no other. However, listening as a type of speech activity can be quite independent (for example, listening to lectures, reports, etc.). The formation of listening skills is very difficult. This is evidenced by the results of academic work: many students of non-linguistic universities do not understand the unadapted speech in the studied language. This does not meet the program requirements, makes it difficult to master other types of foreign language speech activity (speaking, writing, reading), a foreign language in general.

Listening is a complex speech mental activity. It is based on a natural ability that improves with the individual development of a person and provides an opportunity to understand information by ear, store it in memory, select and evaluate it according to interests or assigned tasks.

The material basis of listening is the audio text. Like any text, it has its own composition, structure and semantic organization. Unlike a written text, it is intonationally designed, and its reconstruction is predetermined by the appropriate pace, single-mindedness and irreversibility of perception, contact of communicants and the direction of communication, which is supported by paralingual means.

Currently, two types of audio texts are mainly used - description text and plot text. In the practice of learning foreign languages, listening texts should be authentic, accessible in content and linguistic composition, short in duration, and mostly monothematic.

Based on the specifics of listening as one of the most difficult types of speech activity, it is important, first of all, to know the main difficulties of mastering it. There are some of the language difficulties:

1. Features of the listening act and the listener's speech activity (a wide range of topics, rich lexical material, rather fast pace of speech).

2. Features of native speakers' speech (the difference between spoken and written speech, authentic texts and educational texts, different styles). [2, p. 39]

Cultural difficulties:

1. Sociolinguistic and sociocultural component of communicative competence (language should be studied in the context of a certain culture).

Successful mastery of listening involves removing or overcoming its difficulties. The modern world is permeated with information flows, and society is increasingly called information due to the intensive informatization of all types of human activity. The introduction of informatization in education is one of the first places in the reform of the education system. Today, it is important for a teacher to understand the role of informatization in the modern world. The computerization of many areas today has shown our society the required level of proficiency in a foreign language, the conditions for its use, for example, in telecommunications networks, where the ability to communicate in writing and orally without intermediaries is very important. The main purpose of using digital technologies in universities today is to prepare a new generation for a full life in the information society, improve the quality of accessibility and effectiveness of education. The informatization of universities is an integral part of informatization of education [3, p.15].

Digital technologies in teaching foreign languages in higher education have a number of advantages:

• students perceive and remember the material better;

• economical use of time;

• individualization of learning, determination of the depth and sequence of assimilation, the pace of work;

• intensification of training and increased motivation [4, p. 30].

All these advantages help to solve the main task of language education - the creation of language competence in students.

The main part of the process of getting acquainted with the life of English-speaking countries is carried out through the text and illustrations to it. It is quite important to give students an idea of the life, traditions and culture of English-speaking countries. Educational videos can help with this. Their use *contributes to the development of motivation in the speech activity of students, as well as a certain degree of individualization of learning.*

Another advantage of the video is the possibility of an emotional impact on students. The use of a video film contributes to the development of attention and memory of students. During the viewing, an atmosphere of collective cognitive activity arises in the audience. Even a rather distracted student becomes attentive. After all, in order to understand the content of the film, it is necessary to make some efforts. Thus, involuntary attention turns into voluntary attention and this has a beneficial effect on the memorization process.

The video lesson, as a learning tool, can be divided into four stages:

1. the preparatory part;

2. the perception of the video;

3. monitoring the understanding of the main content;

4. Development of language skills and oral speech skills [5, p. 20].

To properly perform all tasks, it is necessary not only to grasp the general meaning of the film, but also to remember certain details, and subsequently be ready to evaluate the events, characterize the main characters, using the vocabulary from the speech accompaniment of the video.

Using an audiobook during listening instruction. Proof of the important role of audiobooks in teaching reading and listening is the fact that today many reputable foreign English-language publishers such as Oxford University Press, Penguin, Cambridge University Press, Express Publishing, Longman actively produce audiobooks. These audiobooks are colorfully illustrated, they are easy to read, have mandatory musical and/or sound accompaniment, as well as role-playing dubbing of the text.

In our country, these audiobooks have also begun to be used to teach reading and listening in English. Adapted works of art are usually used for this purpose. They vary in difficulty from beginner to advanced. The use of these audiobooks is also supported by the performance of exercises, control tasks, tests and a glossary.

It should be emphasized that tasks and exercises based on a literary text are inexhaustible, since they themselves are unique and peculiar. The variety of types and techniques of working with texts of fiction in general and with an audiobook in particular is unlimited.

Computer technology and the Internet in English lessons. The purpose of using the Internet for the formation of speech competence is to interest students, to motivate them to study a foreign language and expand their knowledge and experience. Students should be ready for real communication outside the walls of an educational institution, for example, during correspondence, during a trip to the country of the language being studied, when communicating with colleagues from another country.

Communicative language learning via the Internet helps to master the methodology of working on the Internet and take part in real communication outside the university. It is necessary to develop the ability to cope with a situation where there may not be enough available language resources. Foren or UseNet (teleconferences) - participation in the discussion of any topic or problem-asynchronous written communication in the form of a discussion. The opportunity to discuss topics and problems related to learning a foreign language through Chatrooms or IRC (real-time conversations) - participation in communication (in the form of a dialogue or discussion). Simultaneous written and oral communication. The possibility of mutual learning [6, p. 30].

Based on the presented material, a survey of students of non-linguistic universities was conducted. The following results were obtained:

76% of respondents like to attend English classes, but only 54% of English is easy. Almost 90% of the students surveyed have difficulty understanding oral speech. Videos were used for 46% of the survey participants, audiobooks - 32%, Internet technologies - 53%. 93% of the survey participants are confident that the use of digital technologies will help them better understand oral speech, as well as increase their interest in the subject.

Therefore, based on the theoretical and practical research of this problem, it can be argued that the hypothesis of this study has been proven. The use of digital technologies in the process of teaching listening as a type of speech activity for students of non-linguistic universities is really advisable.

The use of digital technologies in the educational process makes it possible to ensure that most of them:

• achieving the program level of listening skills and abilities;

• formation and development of internal and external motivation for learning.

It can also be argued that the use of new information technologies in education does not exclude traditional technologies, but it is new information technologies that are becoming the main means of *access to various sources of information, which is one of the most important aspects of the modern educational process.*

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BENEFITS OF USING LIVE WORKSHEETS IN IMPROVING STUDENTS' READING SKILLS

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Abstract

Interactive worksheets are electronic documents that allow students to actively interact with educational material. They are interactive tasks that can be solved directly on a computer or tablet. The use of interactive worksheets in teaching English has many advantages, such as increasing student motivation, improving understanding and memorization of material, as well as the possibility of individual work and self-examination. In this plan, we will look at how to create interactive worksheets, examples of their use in teaching English, as well as recommendations for their use and evaluation.

If we talk about several advantages of using interactive worksheets, interactive worksheets are electronic documents that allow students to actively interact with educational material. They are a combination of text, graphics, tasks, and opportunities for entering answers. In this article, we will discuss about benefits of using live worksheets in improving students' reading skills.

Keywords: *interactive tasks, live worksheets, motivation, individualization, instant feedback, assignment*

Introduction

It is important to remember that the evaluation and verification of interactive worksheets must be fair and objective. The teacher must take into account the individual characteristics and needs of each student, as well as the goals and objectives of the lesson or course[1].

The tools included in the Google Apps for Education package are well suited for creating interactive worksheets:_Google Docs - Google Docs, Google spreadsheets - Google spreadsheet, Google drawings - Google Drawings (technology for creating worksheets in Googledrawings).

As well as the Wizer service and the well-known Learningapps service.

Wizer *is an online service for creating interactive worksheets. The main disadvantage of the Wizer service is the English-language interface, however, modern browsers are able to translate web pages into Russian, and it is quite possible to work with them. The service is convenient even for an inexperienced user, and besides, you can use it completely free of charge. You can include a variety of materials and tasks on one worksheet. There is a rich bank of ready-made didactic materials here, which you can also use absolutely free of charge[2].*

Actually, the use of interactive worksheets in teaching English has a number of advantages:

Eable 1

The use of interactive worksheets

1	Active interaction	Interactive worksheets allow students to actively interact with the learning material. They can fill in gaps, mark correct answers, drag items and perform other actions that help them deepen their understanding and memorize the material.
2	Individualization of learning	Interactive worksheets allow teachers to adapt the material to the individual needs of students. They can create different levels of difficulty for assignments, add hints and explanations so that each student can work at their own level.
3	Instant feedback	Interactive worksheets provide instant feedback to students. They can see the correct answers immediately after completing the task, which helps them understand their mistakes and improve their skills.
4	Interactivity	Use various interactivity elements such as drop-down lists, checkboxes, text fields, etc. This will help students to actively interact with the material and test their knowledge.

5	*Variability*	*Give students the opportunity to choose answers or solutions. This will help to diversify the learning process and take into account the individual characteristics of each student.*
6	*Assessment of activity and participation*	*Taking into account the activity and participation of students in the process of completing the interactive worksheet. Evaluate their ability to work independently, ask questions, and interact with other students or a teacher.*

[a table is created by an author]

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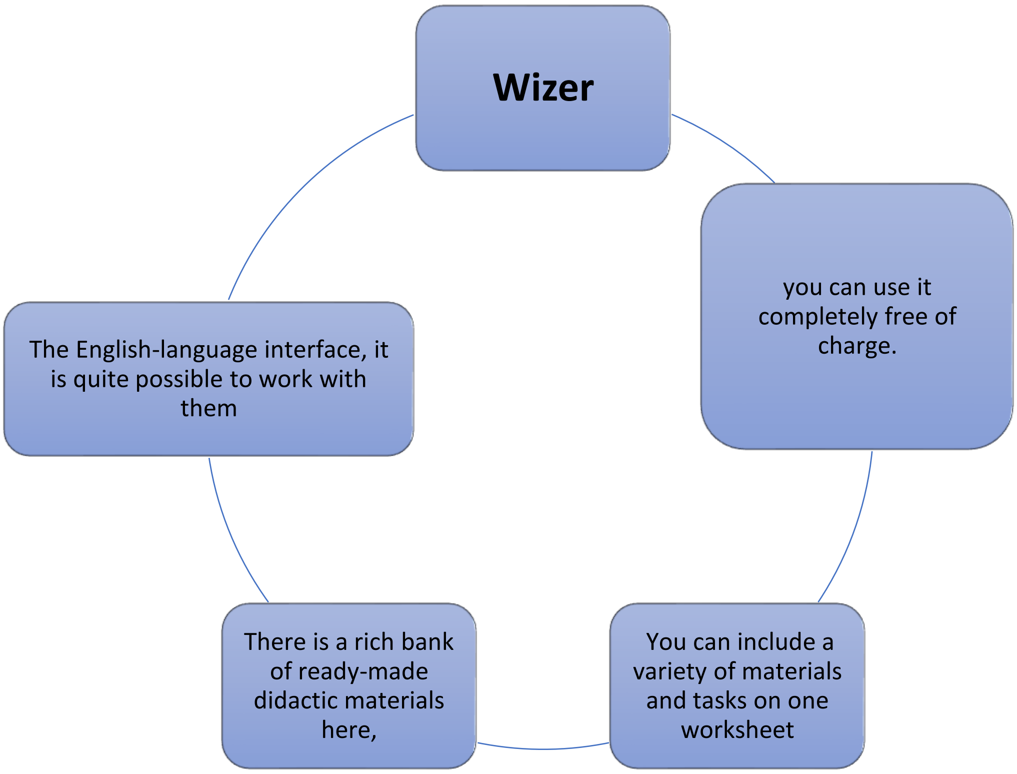

Figure 1: Main functions of wizer.com

***LearningApps** is a service for creating educational applications.*

not possible to combine several created applications into one interactive worksheet. This is very convenient, since everything is available on one platform[3].

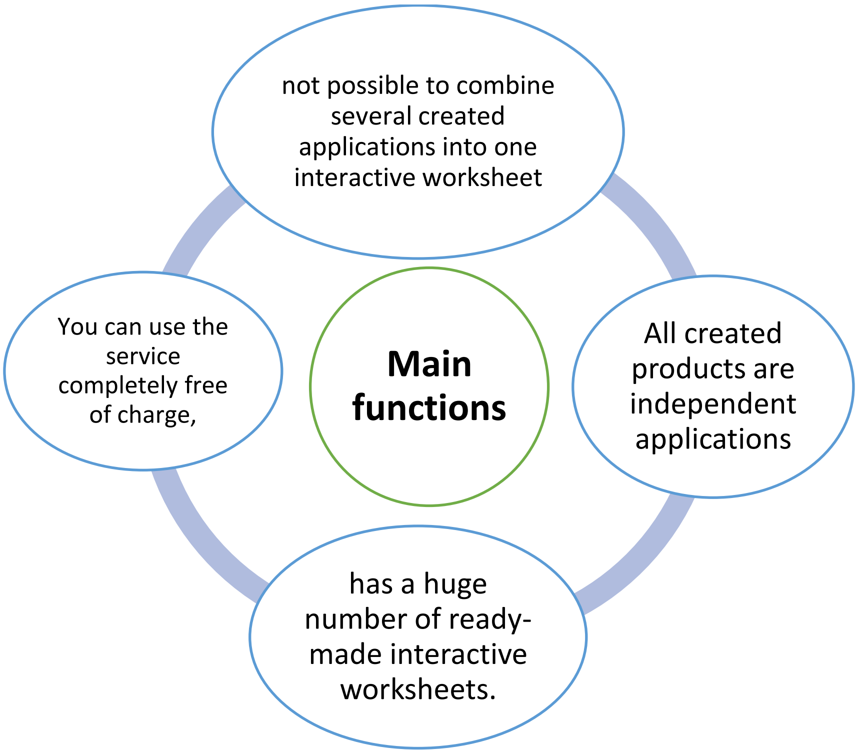

Figure 2: Main functions of LearningApps

Research work

With TeacherMade, we can quickly and easily breathe new life into your worksheets and notebooks, which have accumulated quite a few and it is a pity to part with them. With Teacher Made, you can turn your PDF files, Word documents, Google docs, and photos into online activities. Moreover, if you want to make your interactive worksheet evaluative, Teacher Made will automatically evaluate the answers for you[4]..

So, in the course of the work, various digital educational platforms were analyzed and studied, on which interactive worksheets can be used and created. The most popular and accessible platforms turned out to be: Google Docs, Wizer.me , CORE, LIVEWORKSHEETS, Teachermade[5].

In order to identify the most convenient platform for creating interactive worksheets, a comparative analysis was carried out according to certain criteria, which are presented in table 2 below:

Table 2

Comparative analysis of digital educational platforms

The name of the digital educational platform	Registration	Installing the program on the device	Language	Feedback	Availability of templates	The ability to create an interactive worksheet	The ability to output in printed form
Google Documents	+	-	Rus	+	-	+	+
Wizer.me	+	-	Eng	+	-	+	-
CORE	+	-	Rus	+	-	+	-
LIVEWORKSHEET	+	-	Eng	+	+	+	+
Teachermade.com	+	-	Eng	+	-	+	-

Results and discussion

The study results will be organized and discussed in accordance with the research questions. To answer question number 1"Do you use live worksheets in learning English?" Results indicated that students had high perceptions of their technology integration competencies. For the question number 2 ''How often do you use Internet resources ?'' students answered that they use it quite often[]. Also, for the question number 9 "What is the importance of students' information literacy ?" Most of them answered in this way: Information literacy is important for today's learners, it promotes problem-solving approaches and thinking skills-asking questions and seeking answers, making decisions, forming opinions and evaluating sources[6].

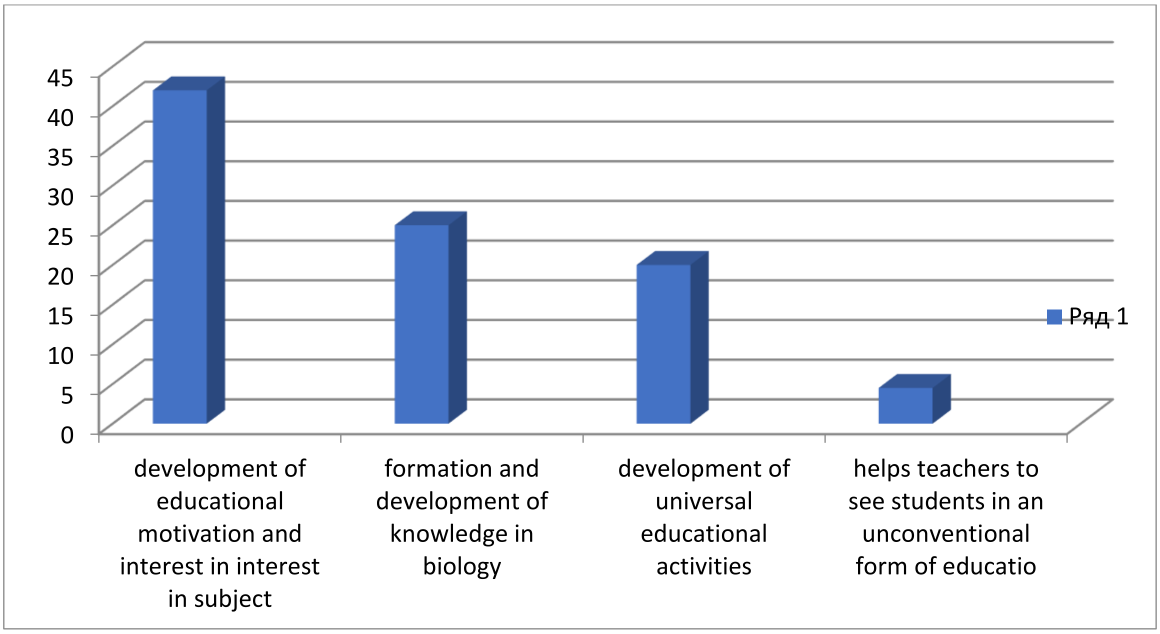

Figure 3: Students' answers towards the value of live worksheets in the process of learning English at school

Conclusion

Depending on the assigned educational task and the teacher's ability to construct an live worksheets, working with interactive worksheets can include a full cycle of educational activities – from immersing the student in the topic, and posing a problem to evaluating the results of student work. Thus, the live worksheets can be a tool for organizing independent work. This is the activity of constructing new knowledge and mastering new ways of universal learning activities. It is suitable for both homework and distance learning.

The tools included in the Google Apps for Education package are well suited for creating interactive worksheets: Google Docs — Google Docs, Google spreadsheets — Google spreadsheet, Google Drawings — Google Drawings, as well as the Wizer service and the well-known LearningApps and ProProfs services.

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CLIL TECHNOLOGY AS AN INNOVATIVE METHOD TO LEARN FOREIGN LANGUAGES AT SCHOOL

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Abstract

This article highlights the role of CLIL technology in foreign language education and the problem of the formation of socio-cultural competence in teaching English. One of the tasks of a modern school is to increase the diversity of types and forms of organization of educational activities of students. CLIL technologies integrated with the pedagogical system of organizing educational activities can significantly increase the educational opportunities of schoolchildren, even to choose and implement an individual trajectory in an open educational space.

In this regard, it examines the definitions of the concept of "socio-cultural competence" of various scientists, methodologists, gives their own vision of this phenomenon, and also examines the components of socio-cultural competence. Research activity, project activity in particular, is considered as one of the methods of effective formation of socio-cultural competence in English lessons.

Keywords: *CLIl technology, socio-cultural competence, formation, content learning, traditions, intercultural communication.*

Introduction

Due to the expansion of international contacts, the development of society and education, the need for communication between students is increasing

Currently, there is no doubt about the relevance and relevance of the integration of the Internet in the learning process. The main subject of discussion in this case is not the question of what, but how to apply modern computer technologies in the learning process. The use of the Internet would greatly expand the range of real communicative situations, would increase the motivation of students, would allow them to apply the acquired knowledge, formed skills, speech skills to solve real communicative tasks[1].

Peculiarities of using CLIL technology in educational activities

The use of Internet technologies by the teacher in their lessons will inevitably lead the general education lesson beyond the scope of both the lesson and the subject itself.

By connecting to the Internet, schools satisfy their needs in the search, collection and processing of material, which in turn expands the possibilities of implementing educational goals and objectives. The task of a modern school is the successful development of a student's personality, changing and improving his personal data, which is an important condition for the development and formation of a student, as he becomes a full-fledged user of the world information space. The frequent use of Internet technologies and telecommunication means by schools in the educational process shows us how we implement and how we work with the use of innovative means, with the help of which modifications of a diverse plan are made: they change the goals and objectives of the lesson, the curriculum, forms and methods of teaching students[2]

Teachers prefer to find educational material on the Internet in electronic form, as it allows:

Table 1.

Opportunities and the possibilities of CLIL for creating a modern lesson

	Opportunities of using CLIL for teachers	*The possibilities of CLIL for creating a modern lesson*
1	*improving their knowledge through distance learning;*	*A teacher can replenish his or her methodological base*
2	*finding educational material on the CLIL for the preparation and conducting lessons;*	*study the experience of other teachers and use their recommendations and developments in own lessons;*
3	*getting information about the latest pedagogical findings*	*print their personal lesson plans, articles, and innovative ideas on Internet sites*

4	*sending their methodological developments;*	*allows teachers to make lessons more interesting and dynamic, includes in the process of perception not only vision, but also hearing, emotions, imagination ,*
5	*teaching children and work both in the classroom and outside the classroom individually and in groups, in pairs*	*facilitates the process of memorizing the material being studied by students*

[a table is created by an author]

Formation of socio – cultural competencies in teaching English

At the same time, the observations and experience of teachers show that students, having a certain vocabulary and the ability to use grammar knowledge in practice, overcoming the language barrier, do not always understand each other. The interlocutors use phrases, necessary replicas to exchange information, but mutual understanding is not achieved as a result[3].

It should be noted that the reasons may be diverse, but first of all it is a low level of socio–cultural competence. Accordingly, special attention should be paid to the formation of the ability to participate in intercultural communication through the use of socio–cultural knowledge, and this is the study and study of peoples living in native-speaking countries, so it is on the territory of their native land, their traditions, famous and illustrious people, etc. It should be noted that not just the transfer of knowledge, but research activity in this area contributes to the emergence of interest in learning a foreign language, and also contributes to the formation of socio-cultural competence.

Consideration of this problem requires the study of the concept of "socio-cultural competence", which was studied by such methodologists as N. D. Galskova, N. I. Gez, L. I. Korneeva, E. N. Solovova, etc.

There are many methodologists who have studied this phenomenon. Having studied different opinions and analyzed the points of view of some methodologists, we note that socio-cultural competence is interpreted in different ways. Some methodologists assume that this is the ability of people to live in one society without disagreements; others believe that this is the ability to take part in a foreign culture; others think that these are rules and examples of behavior based on the concepts of diversity of thinking and recognition of cultural processes.

In the context of the discussed problem, it should be noted that N. D. Galskova, N. I. Gez believe that "socio–cultural competence is a skill that enables a person to develop himself within the socio-cultural environment. The development of this skill takes place through the interrelation of studies of the foreign language code and the improvement of the cultural experience of the individual" [4].

L. I. Korneeva believes that "socio–cultural competence is awareness, respect for the factors that determine culture and influence the perception, thinking, evaluation and actions of their own and those around them. This is reflected in the intercultural understanding, in the communicative and behavioral adaptation to the behavior of representatives of another culture, which are based on the values and laws of different cultures" [5].

According to Gray, P. and Thomas, D.J., "socio–cultural competence is a means of the development of an internationally oriented person implies the study by students of social skills, traditions, their interaction, as well as the ability by which a person copes with his own fear and distrust of foreign cultures" [6].

Currently, the school provides students and teachers with the opportunity to use in the educational process:

- *participation in teleconferences where problems of a scientific and professional nature are discussed;*
- *access to open file servers on the Internet to obtain freely distributed software;*
- *remote access to databases, library catalogs and electronic library files in the preparation of educational materials on subjects;*
- *receiving electronic periodicals on selected topics;*
- *participation in online Internet teleconferences;*
- *independent and control testing.*

Conclusion

Internet resources can also be used by teachers to improve their skills (network methodological associations and virtual pedagogical councils, distance learning, participation in network projects, etc.).

Thus, socio-cultural competence presupposes readiness and ability to live and interact in the modern multicultural world. The lack of socio-cultural competence skills significantly complicates communication and understanding with representatives of foreign cultures. And project activity is a tool *of education and training that promotes respect, understanding of the culture, traditions, language of another people, as one's own, and also helps to overcome fear and distrust in relation to another culture.*

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Philological sciences

LINGUISTIC FEATURES OF THE OIKONYMS IN THE "CAMERAL DESCRIPTION" (1832-1833) OF KARABAKH PROVINCE

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Abstract

The exploration of toponyms, or place names, within the historical territories of the Republic of Azerbaijan is a field of study that holds significant scientific, cultural, historical, and linguistic value. These ancient linguistic units serve as more than mere markers on a map; they provide invaluable insights into the ownership and cultural heritage of a region. This article delves into the meticulous examination of ethnotoponyms, specifically those derived from tribal names, to trace the movements and spread of ancient Turkic tribes.

This article focuses on the linguistic analysis of historical toponyms documented in the tax book of the Karabakh province (1823). It categorizes simple, elliptical oikonyms without geographical identifiers into various types, including ethnooikonyms, anthropooikonyms, hydrooikonyms, orooikonyms, zooikonyms, and phytooikonyms. Through a systematic examination, the article provides insights into the diverse origins and linguistic characteristics of these toponyms, ranging from those derived from personal names to titles, tribal affiliations, and religious or civil designations.

By scrutinizing the linguistic intricacies of historical toponyms, this study contributes to a deeper understanding of Azerbaijan's cultural heritage and identity, rooted in its rich tapestry of place names.

Keywords: tax, Karabakh, empire, khanate, archeology

The study of the place names (toponymy) of the historical territories of the Republic of Azerbaijan is of great scientific, cultural, historical, and linguistic importance. Toponyms, which are ancient linguistic units, are more valuable than archaeological monuments as they can confirm to whom the territory belongs [3, 4]. By studying ethnotoponyms (place names derived from the name of any tribe), it is possible to learn about the spread of ancient Turkic tribes.

Military and civil documents recorded at the beginning of the 19th century in the Russian stages have great scientific, practical, ethno-cultural, economic, and political significance for our modern era. The most important of these documents are the tax books reflecting that period. After 1801, the compilation of tax books began in the territories of Azerbaijan invaded by the Russians.

In 1822, as a result of the Russian invasion, the Karabakh Khanate was abolished, and after it joined the Russian Empire, the preparation of "Tax books" for the provinces of the South Caucasus began under the instructions of the finance minister of the empire, Count Kankri. One of these notebooks, "Cameral Description of the Karabakh Province," was described and compiled in 1832-1833 [5, 28]. Here, the name and surname of the taxpayers, tribe, national origin, type and amount of tax, religious, civil, and military title, the number of taxpayers per village, to whom the villages belong, etc. are presented very carefully [5, p. 3-8].

In 2023, Nazir Ahmadli translated the 830-page "Cameral Description" from Russian into Azerbaijani, providing enough information about the economic and political situation, the tax system, the ethnic composition of the population, and migration in Karabakh in the first quarter of the 19th century. This source sheds light on Karabakh studies. The onomastic lexicon recorded here says a lot [5.80-824].

The history of researching the onomastic lexicon as a whole, as well as toponyms, which are a type of onomastics, in the Republic of Azerbaijan is not very old. In the 1930s, scholars engaged in onomastic research were persecuted, calling them pan-Turkists. Because toponymic studies are the words that confirm our identity and justify our being Turkish. Mainly after the 60s, onomastic studies were encouraged. In 1986, an onomastic center was established at ASPU, and more than 10 scientific conferences related to onomastic problems were held (6, p. 131). Research related to this field has been started at ANAS and other universities. Scientists such as Afat Gurbanov, Fikret Khalikov, Giyasaddin Geibullayev, Budag Budagov, Gara Mashadiyev, Hasan Mirzayev, and Musa Adilov wrote and published *monographs [2, p. 3-4]. Professor Tofig Ahmadov, who is considered one of the best researchers of toponyms that reflect our national identity, presented Azerbaijani toponyms in his monograph "Basics of Azerbaijani Toponyms" (1990). He shed light on controversial issues such as the linguistic system of Azerbaijani toponyms, their structure at the toponymic level, geographical nomen and non-geographic nomen, undergoing ellipsis, etc. He was able to logically present the differences and similarities of toponyms from other lexical units, and their structure at the lexical-semantic and grammatical level.*

T.Ahmadov presents Azerbaijani toponyms in two structures: simple, elliptical toponyms without geographical nomen and toponyms with complex elliptical geographical nomen. He notes that toponyms derived from simple, correcting, and complex appellatives were initially derived from names belonging to other semantic groups but received the status of simple oikonyms in their derived forms as a result of ellipsis [4, p. 17]. In oikonyms, which we call conventionally simple, there are no geographical nomen, that is, terms that indicate the type of geographical object. For example: Binə+lər, Xoca+lı, Sarıca+lar, and so on.

In some complex elliptical oikonyms, the geographical location is not indicated. For example, Ağ+dam, Ağ+su, Qara+dağ. Qara+qışlaq, Daş+altı and so on.

We will discuss the linguistic characteristics of historical toponyms listed in the tax book of the Karabakh province, which was prepared by Chopin in 1823. We will follow the same order and system as in the original text.

In scientific literature, there are various types of simple, elliptical oikonyms without geographical nomen (4, 171).

These include ethnooikonyms, anthropooikonyms, hydrooikonyms, orooikonyms, zooikonyms, phytooikonyms. Let's examine each type separately.

1. Simple, elliptical oeconyms without geographic nomen;

a) Anthropooikonyms that come from personal names:

Muxtar, Mehti, Muxtar, Bəhlul, Mədət, Sübhanverdi, Şəmsi and so on.

b) Anthropooikonyms that use the format of personal name, title and tribal name:

İsmayıl bəy Muğanlı, Vəli bəy Türkmən, Səlif bəy Tərəkəmə, Hüseyn bəy Tərəkəmə, Məmməd Xocalı and so on.

c) Anthropooikonyms that use the format of religious title+personal name, civil title+personal name: Şıx Dursun, İmamqulu ağa, Molla Vələd, Molla Məhərrəm, Padar Mahmud, Mirzə Nağı and so on.

d) Anthropooikonyms that use the format person+surname or surname+person+title model: Qasım, Sərkar, Rza Yüzbaşı, Qara Dəmirçi, Mustafa Sərkar, Abbasqulu Şərif oğlu, Musa Mehtər, Məmməd Xocalı Allahyar Sərkar, Saybalı Abbasqulu Ulu Qarabəy, Quşçu Baba, Hacılı Qasım bəy.

e) Abdıyeva Sərkar, Mustafa Sərkar, Abbasqulu Şərif oğlu, Musa Mehtər, Hacalı Ələkbər bəy, Muğanlı Hacı Məmməd, Hacılı Qasım bəy.

***2. Ethnooikonyms that come from ethnotoponyms.** These are also classified into different types:*

a) Ethnooikonyms derived from tribal names only: Təklə, Tərəkəmə, türkmən, Xələc, Bayat, Tatar, Talış, Abdal, Qacar, Bayandır, Təklə, Əfşar and so on.

No suffix or topoformant has been used in the village names mentioned above. However, each name reflects the tribe that built the village.

b) Ethnooikonyms that have the suffix –lı[4] denote belonging, membership, and plurality. For instance: İmirli, Sarıcalı, Qaraqoyunlu, Sultanlı, Babalı, Təhməzli, Şadimanlı, Dumbulu, Çərəzli, Gödəkli, Yeməzli, Çobanlı, Qaravəllili, Bəhirli, Məlikli, Əhmədbəyli, Təbrizli, Ulaşlı, Qubadlı and so on.

c) The Suffix - lar[2] denotes plurality and community (ethnoikonyms that are derived from the names of tribes, and descendants). For instance: Xanlqılar, Seyidlər, Çələbilər, Quşçular, Dəmirçilər, türklər, Manaflar, Qazaxlar, Qaralar, Dəlilər and so on.

d) Ethno-synonyms are derived from words that have the suffix –çı[4] which denotes art, profession, and occupation: Çanaxçı, Dəmirçi, Qarançı, Oxçu, Düdükçü, Quşçu.

e) Phytoikonyms and zooikonyms are derived from the names of plants, fruits, animals, and birds: Daqdaqan, Güllücə, Qaraçinar, Dördçinar, Ördəkli (2 villages), Xoruzlu, Yemişcə (2 villages), Dovşanlı and so on.

Bayat, Khalaj, Bayandur, Turkmen, Tarakame, Tatar, and others mentioned above have an ancient tradition and played an important role in the formation of Azerbaijani Turk tribes and language.

***3. Oikonyms that have complex elliptical geographic nomenclature.** The second part of the village name in this type of oikonym consists of different geographical terms. These terms are pronounced with an accent and join the main noun.*

Valley formant: Əlidərə, Qaridərə, Mülkidərə, Ağdərə and so on.

Village formant: Əliqulukənd, Daşkənd, Ağcakənd, Minkənd, Çaykənd and so on.
Arch, spring formant: Daşbulaq, Xatunbulaq, Ağbulaq, Hindarx, Çaykənd and so on.
The formant of " bazar": Qarğabazar, Məmmədbazar, Dərəbazar and so on.
The formant of "düz, yazı": Gülyazı, Ağyazı, Qaradüz, Arpadüz and so on.
The formant of "qışlaq, çəmən": Qaraçəmən, Qaraqışlaq, Qızılqışlaq and so on.
The formant of "abad, stan": Xındırıstan, Gülüstan, Xanabad and so on.
The formant of "yaxa, künc": Qarayaxa. Qarakünc, Daşyaxa and so on.

As we can see, the oikonyms presented in the text belong to the type I noun combination model, despite their different sides. They are formed by the relationship between the sides.

However, we must say that, as in the case of Azerbaijani toponymy, in the "Tax book of the Karabakh province" oikonyms in the type II noun combination model are noticeable, even if little [2. 250]. These oikonyms are formed through the relationship of agreement approach and include Turkish sultan, Khoja Chobani, Galadaresi, Gayabashi, Dashalti, Khatunbulag, among others. It's worth mentioning that village names in the Turkic world mostly use ownership, while in the oikonyms of the Karabakh province, some words make the villages distinguishable from one another [2, 251], describing the village's order, relief, area, etc.

4. Anthroponymic models reflected in "Cameral description".

The names of the taxpayers recorded in the "Cameral description" also correspond to the anthroponymic models used in our modern language. Let's look separately at anthroponymic models with religious, military, and civil titles:

a) In the model of person + religious title + patronymic: Əliqulu Hacı Məhəmməd oğlu, Kazım Kərbəlayi Vəlixan oğlu, Ağahüseyn Hacı Ramazan oğlu [5, 81-84].

b) In the model of religious title + person + patronymic: Məşədi Vəli Balı oğlu, Kərbəlayi İsmayıl Rəhim oğlu, Hacı Abdin Balı oğlu [5, 87-88].

c) In the person+surname model: Tandıverdi Köçəri oğlu, Babaxan Yusif oğlu, Xanəli Bayraməli oğlu, Behbudəli Cəfər oğlu [5, p. 467-470].

d) In the model of person+civil title+surname: Mustafa bəy Məhəmməd oğlu, Mahmud ağa Əli oğlu, Kovxa Mahmud Əli oğlu [5, 659].

e) Military title + personal name + patronymic model: Yüzbaşı Mirzəxan Məmmədxan oğlu, yüzbaşı Mərmin Hüseyn oğlu, yüzbaşı Bayraməli Məsim oğlu and so on [5, p. 545].

As with village names, religious, military, and civil suffixes are used in anthroponymic models.

In conclusion, the "Cameral Description of the Karabakh Province" adequately reflects the names of the villages and hamlets that existed in the province, along with the onomastics of Azerbaijan and the ancient tradition of personal, patronymic, surnames, tribal names, religious, civil, and military titles. The onomastic lexicon reflected in the "cameral description" is valuable and relevant as it reflects our material and spiritual culture, as well as our ethnic, political, and historical geography. By conducting thorough research in historiography, geography, language history, economics, and other fields, many scientific results can be obtained from this source. Moreover, it can help dispel the Armenian lies and slanders about Karabakh.

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THE EXPRESSION OF CONCEPT OF "FOREST" IN ENGLISH PROVERBS

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Abstract

This article explores the representation of the concept of "forest" in English proverbs, shedding light on the cultural and metaphorical significance attached to this natural element in the English mentality. The research extends to contemporary English proverbs and sayings centered around the words "forest" and "wood," exemplifying cultural nuances and ethnoculturological features. One such proverb, "The forest has ears, and the field has eyes," draws on metaphorical imagery to convey hidden awareness in natural surroundings. The article explores how this expression is used with variations involving the words "wood" and "tree" in English fiction. The study also examines cross-cultural parallels, such as the Azerbaijani equivalent of "The soul of another is a dark forest," highlighting how different cultures associate the depths of the human heart with natural elements. The analysis further traces the origins of proverbs like "The rain follows after the forest," which emerged in response to environmental initiatives, emphasizing the vital connection between forests and water resources. Lastly, the article delves into the proverb "Never halloo till you are out of the woods," examining its American and UK variants, along with a Russian counterpart. This proverb highlights the concept of the forest as a dangerous and frightening space, connecting it to one of the oldest frames within the broader concept of the "forest." Overall, the research offers a comprehensive exploration of the rich cultural and linguistic landscape surrounding the concept of "forest" in English proverbs.

Аннотацц

В данной статье исследуется репрезентация понятия «лес» в английских пословицах, проливающая свет на культурное и метафорическое значение, придаваемое этому природному элементу в английском менталитете. Исследование распространяется на современные английские пословицы и поговорки, сосредоточенные вокруг слов «лес» и «дерево», иллюстрирующие культурные нюансы и этнокультурологические особенности. Одна из таких пословиц: «У леса есть уши, а у поля есть глаза» опирается на метафорические образы, чтобы передать скрытое осознание окружающей природы. В статье исследуется, как это выражение употребляется с вариациями, включающими слова «лес» и «дерево» в английской художественной литературе. В исследовании также рассматриваются межкультурные параллели, такие как азербайджанский эквивалент фразы «Душа другого — темный лес», подчеркивая, как разные культуры связывают глубины человеческого сердца с природными элементами. Анализ также прослеживает происхождение таких пословиц, как «Дождь следует за лесом», которые возникли в ответ на экологические инициативы и подчеркивают жизненно важную связь между лесами и водными ресурсами. Наконец, статья углубляется в пословицу «Никогда не ау, пока не выйдешь из леса», исследуя ее американский и британский варианты, а также российский аналог. Эта пословица подчеркивает концепцию леса как опасного и пугающего пространства, связывая его с одним из древнейших фреймов в более широком понятии «лес». В целом, исследование предлагает всестороннее изучение богатого культурного и лингвистического ландшафта, окружающего понятие «лес» в английских пословицах.

Keywords: *cult, paremiological unit , metaphor, ethno- culturologist, idiomatic expression*
Ключевые слова: *культ, паремиологическая единица, метафора, этнокультуролог, идиоматическое выражение*

As the concept of "tree" occupies an important place in the English mentality, idiomatic expressions about different trees have been formed. For example: Touch wood // Knock on wood "to wish someone good luck". There is a cult of worshiping wood in the English mentality. The traces of this cult are preserved in the expressions touch wood // knock on wood.

"Every oak has been an acorn". Another option is: mighty oaks from little acorns grow. This proverb, as you can see, is related to the oak tree. The metaphorical meaning is "Every big thing comes from a

small thing". Another paremiological unit similar to this semantics is related to the oak tree: "Little strokes fell great oak", and it means "dreams that were dreams before can be realized later with hard work".

In modern English, various proverbs and sayings related to the words forest and wood are being worked out. Let's take a look at examples:

"The forest has ears, and field has eyes" Literal translation: "the forest has ears, the field has eyes." This proverb has an equivalent in the Azerbaijani language, that is, the parable that the Earth also has an ear. In English, the forest also has an ear the semantics of the proverb is based on metaphor, metaphoricity.

In the English mentality, this expression is associated with ethnoculturological features. In English, this proverb is used with the word forest, as well as with the word wood: The field has eyes, and the wood has ears // Fields have eyes, and woods have ears. Also in English, this paremiological unit is also denoted by the word tree (that is, tree): the trees have ears, the field has eyes [1, P.208;]. That proverb is often used in English fiction: "He knew not at all that it was Arcite-God knows he would have hardly believed it. But the truth was said, many years ago, "the field has eyes, the wood has ears," a man does well to bear a steady spirit, for ever do people meet at unexpected times" [2, s.6]. For comparison, we can also find the saying "fields have eyes and ears have ears" in Dutch. And the meaning of this saying is that "someone is secretly listening."s" — "dreams that were dreams before can be realized later with hard work".

"The soul of another is a dark forest" — literally "the heart of a stranger is like a dark forest. And in a figurative sense, one cannot know what is in a person's heart "or" the heart of another person is like a dark box, the inside of which cannot be seen. In Russian, the equivalent of this paremia is – ***чужая душа*** *– тёмный лес [3, P.36]. In modern Azerbaijani, the equivalent of this proverb is in the form of the heart of the other is the Dark Night [4, P.36; 446]. As can be seen, in the Azerbaijani mentality the depth of the human heart is likened to a dark night, while in the English and Russian mentality the human heart is compared with the forest. This fact proves that the concept of dark forest in the English and Russian ethnos is connected with the concept of sacral Forest, which is reflected in ancient mythology. Because in the mythology of most peoples of the world, the forest represents darkness, darkness, and the forest is described as a world of secrets. In this world of secrets there are also magical forces, mythical creatures (demons, Divas, ajinnas, half-human-half-animal, half-human-half-human, etc.) there is also. This proverb of Russian origin has been fixed by passing into English. Another similar version of the proverb in English is as follows: a stranger's soul is like a dark forest – "an alien heart is like a dark forest."*

"The rain follows after the forest". There is a proverb in American literature: "The rain follows after the forest – 'the rain comes after the forest'." The emergence of this saying is due to the initiative of the Hawaiian government in 2011 to solve the problem with forests and reservoirs. In fact, this idea shows the connection of pure water with the forest, which is important for life in relation to vegetation (the world of plants). The equivalent of this paremiological unit in the Azerbaijani language, i.e. after equivalentitoy, is a drum issue.The word rainforest in English means "humid forest that exists in tropical areas". In the world, the expression Amazon rainforest –Amazon rainforest is also popular.

"The family is like the forest. If you are outside, it is dense; if you are inside, you see that each tree has its own position" – "the family is like a forest. If you are outside, you cannot see many things, if you are inside it, you already see that every tree takes its place." This proverb belongs to the Nigerian language in terms of origin it was from this language that it passed into English. This African proverb is contained in the epigraph of American writer Yaa Gyassi's story Homegoing, written in English and published in New York in 2016: "The family is like the forest: if you are outside it is dense; if you are inside you see that each tree has its own position" [5, P.283]. This proverb is based on the juxtaposition of the metaphorical model of the family and the forest. The cognitive semantics of that paremia is intepretated against the background of a comparison of a family considered a "small state" with a forest.

"Never halloo till you are out of the woods":– the translation literally means "don't shout or scream until you go out of the woods "and figuratively" don't rejoice until you're sure your problems are over": 'Jill: now that I have a full-time job, I'm certain to be able to pay all my debts. Jane: But it's just a temporary job; it may not last long. Never halloo till you are out of the woods' [6, s.449]. This is the American variant. The other variant of this proverb is: "Don't halloo till you are out of the wood" [7, P.237]. The UK variant, on the other hand, is as follows: be out of the wood ("that is, out of danger"). For comparison, in Russian there is such an idiom: ***вне леса*** *– вне опасности "if you are out of the forest, then you are also far from danger." Also in English, the idiom be out the wood expresses roughly the same semantics. So, in both ethnoculturologists, this proverb arose because the forest is a dangerous place, a*

frightening place. This paremiological unit injects the relic of the semantics of "dangerous space", one of the oldest frames of the concept of "forest."

In conclusion, the English language abounds with idiomatic expressions and proverbs that are deeply rooted in the cultural significance of trees and forests. From the superstition of "touch wood" or "knock on wood" to invoke good luck, to the metaphorical wisdom encapsulated in phrases like "every oak has been an acorn" or "the soul of another is a dark forest," trees serve as powerful symbols in English mentality.

These idioms not only reflect cultural beliefs and values but also highlight the universal human experience of growth, resilience, and the mysteries of the human heart. The interplay between nature and humanity is intricately woven into the fabric of these linguistic expressions, showcasing the enduring connection between language, culture, and the natural world.

Furthermore, the variations of these idioms across different languages and cultures underscore the universality of certain themes, such as the notion of caution before celebrating success as embodied in "never halloo till you are out of the woods." Whether in English, Russian, Azerbaijani, or Nigerian, the metaphorical richness of tree-related idioms resonates across diverse cultural landscapes.

Ultimately, the study of these idiomatic expressions not only enriches our understanding of language, but also offers insights into the collective consciousness and worldview of a society. Trees, with their deep roots and expansive branches, continue to serve as poignant symbols of strength, wisdom, and interconnectedness in the human experience.

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NOMİNATİVE CASE AND İTS AREAS OF DEVELOPMENT İN CODEX CUMANİCUS

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Abstract

Codex Cumanicus" is the first Turkic work that was written in the Latin alphabet in the late 13th-early 14th century and has come down to our time. The work consists of Italian and German sections, which differ from each other in terms of their subject and the purpose of writing. The Italian part (55 pages) is believed to have been written in the region between the lower Volga and the Crimea, by Italian merchants or Franciscan monks. The second part, the German part (27 pages), consists of a German-Kipchak dictionary, a translation from the "Bible", Christian songs, sermons, aphorisms, 47 riddles and proverbs related to Kipchak folklore. A single copy of the work is currently preserved in the library of San Marco, Italy.

In this article, we will get acquainted with the case system developed in the language of the work. We will take a look at the position of nominative words in the work, their comparison based on modern and historical language materials.

Keywords: *Codex Cumanicus, linguistics, case category, monument.*

The case category was not a general grammatical category, it only applied to the noun. A. Asadova writes about the history of nouns in Turkic languages: "It is impossible to think about when this category was created in Turkic languages. However, the existence of the perfect case system of the noun in the Goyturk (Orkhon-Yenisei) inscriptions, which are the oldest written monuments of the Turkic languages, allows us to say that the case category in Turkic languages was formed in the inaccessible depths of history". Researchers noted that there are 8 cases in the language of the Orkhon-Yenisei monument, while most modern Turkic languages currently use 6 cases. Although 1500 years have passed since the creation of the work, the reason why the situation has undergone slight changes can be explained by the fact that the development of languages reached the level of perfection during that period.

When talking about the study of the case category in Azerbaijani linguistics, we should first mention the "General grammar of the Turkic-Tatar language" published by M. Kazymbey in 1846. This is the second revised edition of the work. The first edition was published in 1839 under the name "Grammar of the Turkish-Tatar language". This work was the first work dedicated to the grammar of the Azerbaijani language. The author emphasizes that there is no case category in the Azerbaijani language in the sense that it is used in Russian, and says that Azerbaijanis, like Persians, case nouns in different ways. He mentioned that there were 7 cases under the influence of M.V. Lomonosov. He showed the names and essence of these cases according to the Russian language. Of course, such an approach to the category of cases is not correct. Not only in the Azerbaijani language, all Turkic languages have special grammatical indicators of the noun case category [Rustamova, 102-103].

As in many modern Turkic languages, Codex Cumanicus, which we are researching, has 8 cases of the noun. The cases used in the language of the work and their morphological indicators are as follows:

№	Cases	Suffix
1	Nominative case	-
2	Possessive case	-nıŋ, -nuŋ, -iŋ, -ım
3	Directional case	-ge, -a/-e, -gari, -kari, -ari, -ra
4	Affective case	-nı, -nu, -n, -ı
5	Local case	-da^2, -ta^2
6	Exit case	-dan^2, -dyn^4, -tan^2, -tyn^4
7	Instrumental case	-yn^4
8	Equality case	-ça

Nominative case. *Nominative case has no special morphological indicator and who?, what?, where? answers their questions. About the function of the nominative case to indicate the name of the object, M. Huseynzadeh notes: "From the name given to this case, it is clear that it has the task of indicating the* *name of the object only; that is, only the name of the object is mentioned through this case. In fact, unlike the Indo-European languages, in Turkic languages, this case does not only serve to indicate the name of the object; at the same time, it also expresses the content of abstraction. For example: the book is a person's best friend - in the sentence, the book is generally spoken about. In this sentence, a concept of generality is understood in the word book. Since this case does not accept any suffix, it also expresses the content of uncertainty. All common nouns, when used in this case, express the abstract content of an indefinite object...Nouns in the Azerbaijani language, when used in the nominative case, express both abstraction, generality and uncertainty, and indicate the name of a certain entity" [Huseynzadeh, 2007: p.46- 47].*

The nominative case is also widely represented in the language of the "Codex". Let's look at a few examples taken from the work: ***bolaq*** *"spring, spring" (13b/18),* ***başmaq*** *"shoe" (43b/11, 51b/9),* ***açquç*** *"key" (6a/23, 50b/28),* ***şaar*** *" city" (39b/23),* ***yulduz*** *"star" (35b/29),* ***çaqı*** *"power, energy" (80b/18b).*

The word in the nominal form is mainly used as the introduction, news and definition of the sentence. E.g.: Subject: ***ağaç*** *iliptir "the tree is bent" (58b/11),* ***kişi*** *ınçqaydır "the man sobs" (57a/7); Verb: Barça Teŋrilik* ***us ərür****, barça haqıl* ***bilik turur*** *"all is divine intelligence, all is understanding of mind" (71a/13), Ave qız kim ərdəŋlikiŋ* ***ərür kərmən*** *meŋü xannıŋ "hello virgin, your virginity is the fortress of the eternal king" (71a/6); Designation: baş üstündə* ***altun*** *xaç astrı yarıq bar edi "on his head was a very bright golden cross" (61b/34-35); In addition, addresses that are not related to sentence members are also used in the nominal form: E* ***xaç****, eynək umunçımız, təysin saŋa yügünçimiz "O cross, our only hope, may our respect reach you" (74a/13), Ave* ***Maria****, usıŋnı Teŋri tamam tügəl qıldı "Hail Mary" , God has perfected his mind" (70a/19).*

As we know, words in noun form are used with conjunctions to form a certain shade of meaning. Let's turn to the language of the "Codex":

1. Conjunctions bigev "like", dep "like", dək~dəy "single" that express the meaning of simile, likeness: ***Tərəzü dək****, bir başını endirip birin kötürdi "he lowered one head like a scale and raised the other" (74a/11), ave qız, kimniŋ kərtəgi* ***kün dəy*** *yarıxtır hem isi "hello virgin, behind whose back the sun is the only bright and hot" (69b/9), ol yulduz neçik bir* ***oğlan bigev*** *edi "that star was like a boy" (61b/33-34).*

2. Conjunctions bilə~birlə "with, together" that express the meaning of togetherness: ***salamatlıq birlə*** *"with health" (32b/8), kim* ***yazux bilə*** *daqı arıqsuz köŋül bilə Teŋirniŋ yetəsin alsa ol saqınır "If he participates in the ritual and eats the bread that is the body of Jesus and drinks the wine that is his blood, he thinks" (63a28) etc.*

Conclusion

The research shows that despite the passing of several centuries, no serious changes have occuried in the case structure of Turkic languages, and their morphological indicators have remain almost stable. It is clear from the examples that the use of the nominative case in the work is the same as in modern Turkish languages, as well as in Azerbaijani.

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DEFINITION OF THE TERM IN THE COGNITIVE-DISCOURSIVE PARADIGM OF KNOWLEDGE

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Abstract

Since in cognitive linguistics there is a certain structure of knowledge behind each word, the answer to the cognitive essence of the term must be sought in the features of the structure of the knowledge it represents. This particular structure of knowledge is characterized by the fact that it reflects part of the specialized knowledge developed in a particular science. This is reflected in some aspects of the organization of terms, some of which have already been described earlier, the other has been established within cognitive linguistics itself. This primarily relates to the systematic nature of the term. Systematicity from a cognitive point of view can be determined not only by simply indicating the functioning of a term in a particular system. This is not enough. The systematicity of a term means, first of all, that it and, accordingly, its semantic structure is defined in relation to that part of the system that is distinguished in a particular science, in other words, the meaning of the term is most often determined in relation to any scientific-cognitive domain.

Keywords: linguistics, cognitive science, the structure of knowledge, terminology, conceptual structure

All this leads to the fact that in traditional lexicography, when describing terms included in the semantic structure of polysemantic words and words occupying 4th, 5th, 6th, etc. places in this structure, the terms were labeled special, economic, exchange, financial, etc. Moreover, the definition of a term should still contain, especially in explanatory and special dictionaries, terms from the same system. Typically, all terms are described in relation to the key concepts of the relevant science.

It should be noted, however, that the structure of a term differs from the structure of ordinary words in that in the latter definitions are constructed in such a way as to make them easier to identify or recognize. Terms are defined rather in order to give them an explanation - this is another level of abstraction. This means that the semantic structure of the term itself is built on other principles.

In this regard, the emergence of cognitive science has determined a new approach not only to the study of language in general, but also specifically to its individual aspects. Language began to be studied not only as a unique object, considered in isolation, but to a large extent as a means of access to all mental processes occurring in a person's head and determining his own existence and functioning in society. The study of language within the framework of the cognitive approach involves combining individual provisions of modern linguistics and its various directions with the achievements of related sciences. It is precisely this interdisciplinary approach to the object and subject of research that forms the basis of one of the modern areas of linguistics, namely cognitive-discursive, developed by E.S. Kubryakova and her school.

Currently, many modern studies in the field of terminology prove the advantages of a cognitive-discursive approach to the analysis of a term, expanding the possibilities of understanding its function and place in human linguistic and mental activity.

Performing the most important communicative function - ensuring mutual understanding between representatives of different fields of knowledge and scientific disciplines, terms are a very extensive part of the vocabulary of modern literary languages. Already in studies of the precognitive period, terminological vocabulary was seen as the most striking "linguistic representative" of a particular area of knowledge, since terminological vocabulary, as A.A. Reformatsky rightly noted, is the vocabulary of "spheres of intellectually organized social reality."

The multidimensionality of the term, which, according to the successful expression of the same author, is associated with the position of the term as a unit of a field of knowledge, causes the diversity of its study. If in studies of the pre-cognitive period the interpretation of the main essential characteristics of a term, which determines the general understanding of the term, was reduced to the interpretation *of the term as a linguistic sign in a variety of thematic areas, today researchers see new prospects in the definition and study of the term, namely, in solving the most complex problem, posed by cognitive linguistics - "explanations of those constant correlations and connections that are found between the structures of language and the structures of knowledge". This approach turns out to be more complex, since, as some authors rightly point out, in a linguistic sign such types of entities interact as:*

1) categories of the real world;

2) mental categories;

3) pragmatic factors;

4) relationships between linguistic signs in the system.

In this case, we talk about the information-conceptual status of the term. The information it transmits is information about a certain fragment of the world, about the mental form of reflection of this fragment, about the conditions for using such a sign and about its connection with other signs. "Expressing a special concept, the term becomes the carrier and keeper of a piece of information that has its value in a special conceptual system, and in this sense, the term is a special cognitive-information structure in which professional and scientific knowledge accumulated by humanity, expressed in a specific linguistic form, is accumulated for the entire period of its existence".

If in general cognitive science operates with the concept of the structure of knowledge and the structure of its representation, and all cognition is the science of knowledge, it means that meaning - as a symbol of one of the signs of a given concept in this science - is determined through the cognitive structure, i.e. structure of knowledge. Here we consider it necessary to emphasize the fair remark of E.S. Kubryakova that meaning is a cognitive phenomenon behind which there is a certain structure of knowledge. The meaning exists only as the meaning of a sign, a certain linguistic form, and the meaning of a word reflects only part of the knowledge about an object, which is usually recorded by a dictionary and which is associated with the use of the word in typical contexts and environments.

What is such a structure? The structure of knowledge is, first of all, a set of concepts united by a certain hierarchy and objectified in a term. Since both the term and the word are the result of cognition, the same approach is used in relation to the generation of the term as to word formation in general - in this case, an approach from the perspective of cognitive linguistics and taking into account human communicative needs.

The structure of knowledge at a higher level of abstraction (for example, enshrined in the structure of professional scientific knowledge) is based on key concepts that form its core (for example: money-exchange-payment-income), and can be described as a special conceptual structure. However, it should be noted that cognitive and conceptual structures do not completely coincide. This is due to both linguistic and extralinguistic factors, as well as a number of features of the terminological units themselves. Here, first of all, the area of scientific knowledge is taken into account, the interaction of the results of everyday experience with the results of scientific knowledge, the forms of mental representation of scientific knowledge and their interaction with the means of verbalization of the results of scientific knowledge, i.e. with terminological nominative signs. The connection of linguistic signs with mental units and structures, defined in cognitive linguistics as the main property of nominative signs, thus requires that terminological units (mainly key terms) be described both conceptually and as specific cognitive structure. The cognitive structure and meaning of the term is a more specific structure of specialized knowledge, which is refracted through the cognitive paradigm of scientific knowledge.

As for the conceptual structure, it should be noted that different authors have different definitions, and in principle they all mean by this structure the result of a generalization of a person's cognitive experience, stored in the form of special mental formations of different types.

R. Jackendoff understands a conceptual structure as a certain level in the human head at which all information obtained as a result of various types of sensory perception is compared and processed, and at which the simultaneous linguistic development of this experience occurs.

The conceptual structure is also considered as a structure of opinions and knowledge about the world, which reflects the cognitive experience of a person, and this reflection can occur both at the pre-linguistic and linguistic levels, but is not reduced to any linguistic essence. The components of a conceptual system understood in this way are individual meanings or concepts formed in the process of cognition of the world and reflecting information about this world.

Considering the thoughts of researchers that a conceptual structure can be considered as a system of knowledge about the world, which is represented by concepts of different levels of complexity and abstraction, we believe that the use of a term from the point of view of the conceptual structure can be considered as a unit that plays a special role in the "increment" of knowledge , since the transmission *and perception of new information by participants in a communicative act presupposes the presence of certain concepts in their conceptual system, i.e. semantically common components necessary for the further construction of a new conceptual system. In this regard, there is a need to clarify and differentiate which concepts (in structure, content and degree of specificity) underlie the terminological nomination and which concepts are more conducive to the recording, storage and transfer of scientific knowledge.*

According to N.N. Boldyrev, when a concept is activated in the process of mental or speech activity, a person, using the concept as a unit of knowledge, begins to identify its more specific characteristics (components, conceptual features). These characteristics reflect the objective and subjective characteristics of objects in the mind and also differ in the degree of abstraction. Concretely figurative characteristics are the result of everyday knowledge and form the core of the concept. Abstract concepts are derivative in relation to them and express special knowledge about objects obtained as a result of theoretical (scientific) knowledge. The content of the term is subject to standardization at various levels, therefore, in its structure, both national components and group (for example, professional) and individual components are distinguished. We believe that the meanings of scientific and technical terms are formed in most cases precisely due to more abstract conceptual features, generalized at the professional level and, in a sense, subject to standardization. As a result, terminology primarily reflects the scientific ideas about the world that have developed in society and deals with concepts, i.e. with logically meaningful concepts that arise on the basis of identifying the essential characteristics of objects and phenomena with an abstraction from secondary characteristics.

From the point of view of cognition, the term reflects elements of experience and assessment by a specialist of a given fragment of a scientific field, and also stores scientific facts and increases knowledge. When carrying out cognitive operations with knowledge structures, a specialist must simultaneously take into account their communicative function, the function of using a term in professional speech. In languages for special purposes, an important role is played by the connection of information with knowledge and the use of terms (which are considered in cognitive linguistics as a special type of information processing) in speech activity. This is a complex cognitive process, including the transmission and receipt of information encoded by linguistic means, depending on the conditions of its implementation and on the partners between whom it occurs.

As for the provision on the connection between a term and a concept, the main discussions that arise here are aimed at distinguishing between special and non-special concepts. Some authors contrast scientific concepts and naive (everyday) concepts, while others talk about the differentiation of constructive-logical and inductive-empirical concepts. According to S.D. Shelov, the relationship between special and non-special concepts is not always clear and obvious. In practice, the justification for such a distinction is most often the presence of an appropriate system of definitions that satisfies a number of logical and linguistic requirements.

However, it still seems quite difficult to explain and define the term from a cognitive point of view, because the whole point of this definition is to answer the question of whether we are faced with a special or non-special structure of knowledge. If the definition of a word uses not special knowledge, but knowledge that is understandable to ordinary consciousness, then this word is a word of common language. If special knowledge is used in the explanation and definition of the word itself, then this word has most likely already become a term. The term arises as a result of the interaction of cognition and communication in professional activities.

It should be noted that the process of term formation most clearly manifests itself in connection with discourse or text, where before introducing a certain term, it is given a full description or explanation. According to V.F. Novodranova, in order to carry out discourse, a term that is short and succinct in its content is needed, at the same time conveying information in a form that is easy to recognize. This is achieved by collapsing a complete or detailed definition of a term, first into a separately formed phrase, then into a fully formed unit. A similar process of collapsing the original propositional structure into a morphological-derivative construction is observed in the formation of derivative words. In this case, according to E.S. Kubryakova, the meaningful dismemberment of the designated structure of knowledge corresponds to the formal dismemberment of the morphological structure of the derived word.

M.N. Volodina very successfully designated the term as a unit of linguistic and special knowledge, giving it an information-conceptual status. Terminological information is conceptual (semantic) information that has found its objectification in language. The conceptual characteristics of terminological information largely coincide with the definition of scientific information, representing a generalization expressed in linguistic form, which is born in the process of practical and theoretical *knowledge and is used in the scientific and professional activities of people.*

The source of the formation of terminological information is the practical transformative activity of people and the socially useful experience they have accumulated. This determines the social essence of terminological information, which concentrates collective scientific and professional memory, the basic units of which are concepts or concepts.

Terminological information is created on the basis of knowledge about objects that are encoded in the conventional lexical meanings of commonly used words. The more information that coincides with the properties of the cognizable object is contained in the meaning of a commonly used word, the higher the probability of choosing this word to designate the object or phenomenon it terminates.

The study of linguistic processing of information necessary for the transfer of knowledge and communication is becoming a central aspect of the modern cognitive-discursive direction in terminology. "Having consolidated the information received by a person, the term itself becomes an instrument of knowledge, since it makes it possible to generalize scientific facts, multiply knowledge and transfer it to next generations," writes V.F. Novodranova.

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LANGUAGE AND CULTURE. THE CONCEPT OF A CULTURAL MODEL.

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Abstract

Language is not only a tool for communication, but also one of the key elements of the culture of a people. Each language reflects the characteristics of the history, traditions, customs and mentality of the people who speak it. In this short article we will look at how language reflects the culture of a people and why learning a language is an important step in understanding and respecting other cultures.

Culture and language have always been closely linked. Language is an integral part of the culture of a people, and through it we can obtain information about national identity, cultural traditions and customs. For example, the languages of the various indigenous Inuit groups are said to have many words for different types of snow and ice, reflecting the importance of these elements in their lives. The Arabic language, on the contrary, contains many words to describe beauty, nobility, virtues and qualities, which reflects the cultural values of the Arab people. We must not forget about the influence of all kinds of colonial and imperial expansions on the languages of enslaved peoples. Globalization and mass culture are another example of the influence of culture on the linguistic traditions of modern societies.

Keywords: language, culture, communication, traditions of language, relationship with language and culture

The relationship between culture and language is obvious. Language is the most important condition for the existence of human society. And the concept of society is inextricably linked with the concept of culture, since human civilization exists thanks to the accumulation and transfer of certain material values.

Culture has been defined in various ways: a body of knowledge or generally accepted patterns of behavior; skills acquired by a person as a member of society; a set of material and spiritual values accumulated by a certain community of people.

Proponents of the theory of linguistic relativity note the close connection between language and culture and argue that language not only reflects culture, but also influences it.

Around the same time, E. Sapir and B. Whorf studied the languages of some North American Indians and, based on the differences they identified, concluded that language makes one see the world in a certain way, thereby influencing the culture of the nation.

The opposite point of view is held by supporters of universalism, who believe that differences in languages due to culture are insignificant, since the essence of a language is determined not so much by its cultural and national specificity, but by the universal features of human thinking in general.

In recent years, linguistics has come to a compromise point of view: at the basis of linguistic units there is a limited number of basic universal concepts; on this neutral basis, specific concepts determined by cultural differences are layered.

The relationship between language and culture is manifested in the following:

Language reflects culture.

Language creates culture.

Language symbolizes culture.

1. Language reflects culture.

Language records the generalized cultural experience accumulated by people, as well as the individual experience of each person in a specific culture.

1) culture is directly or indirectly reflected in any linguistic signs due to their arbitrariness. The meaning of a sign is a product of a social contract, that is, we assign meanings not randomly, but under the influence of an established cultural tradition.

2) in the vocabulary, to one degree or another, there is a cultural component: non-equivalent vocabulary (gaps) - cabbage soup, bast shoes, state farm, vocabulary with cultural connotations - birch, aspen, lexical reinforcement (several names for one object) - rice depending on the variety and preparation denoted differently in the Malay language, frequency of use of culturally neutral words (in English, the word happy is used more often than joyful, denoting a strong expression of emotions, which is associated with the Anglo-Saxon tradition of not showing one's feelings), key words for a given culture, reflecting the mentality of the nation (they are often used in set expressions,....)

3) in the field of grammar: B. Whorf, comparing the English language and the language of the Hopi Indians, noticed that their grammars reflect different ideas about time: in European culture, time is a material object, among the Hopis, time is a cyclical sequence.

4) metaphor. Along with universal conceptual metaphors such as LIFE AS A JOURNEY or UNDERSTANDING AS AN ACT OF PHYSICAL CAPTURE, specific metaphors are found in different languages: "fish" - phlegmatic, sluggish (Russian), faceoftheclock - the same in English.

5) texts reflect the past and present cultural experience of the nation (fiction, journalism, anecdotes, mythology).

2. Language creates culture.

Language is not only capable of recording and transmitting accumulated knowledge, but also creating culture.

- ✓ *We perceive the meaning of a word along with its cultural connotations.*
- ✓ *Texts are both accumulators and catalysts of cultural achievements*
- ✓ *Language participates in the creation of cultural behavior through norms of speech behavior (for example, in Korean speech etiquette there are seven levels of politeness)*
- ✓ *Language takes part in the creation of cultural models.*

Cultural models are a definition. structures of knowledge or patterns of behavior that are characteristic of the majority of representatives of a culture and distinguish one culture from another.

Cultural models have an outlet in language. When mastering culturally significant words of a native or foreign language, corresponding cultural models are simultaneously learned.

Types of cultural models:

Private (serve specific purposes (invitation, expression of desire) and general (more abstract, they unite private cultural models related to each other).

Explicit - outwardly expressed, they are recognized by the bearers of culture, often correlated with material facts (rituals, ceremonies, houses) and implicit - reflect the general features of the nation's worldview and may not appear on the surface.

Linguistic - various styles of pronunciation, folklore words, proper names, proverbs, prayers, models of narrative construction, stylistic devices (metaphor and metonymy) and non-linguistic (dance, gestures, facial expressions, handshakes, bows, smells, sounds, color)

depending on the function performed:

a) models for orientation in time and space (geographer maps, calendars), for social orientation (terms of kinship, proper names)

b) models for organizing and expressing experience (classifications, scientific theories, theater)

c) to solve practical problems (recipes, instructions, prayers, orders, apologies).

3. Language symbolizes culture.

To symbolize means to point to something. Language symbolizes a person's social identity. Depending on the use of a language or variety of language, we are associated with a particular nation, social group, or type of activity. Language is also the basis of the cultural community of people: if a language is prohibited, then people perceive this as a denial of their culture as a whole. (!!) A single standard language – a national literary language – plays a special role in the creation of national and cultural identity.

LA is the stability of the form of linguistic units when used, which is based on the authority of exemplary literature, science and the state. The norm is the result of conscious selection and is enshrined in reference books, grammars, and dictionaries.

Language also serves as a tool for preserving and transmitting cultural heritage. Thanks to language, we can understand how people lived and thought in the past, as well as learn about cultural, artistic traditions and scientific knowledge that are passed on from generation to generation. For example, many ancient texts written in Latin contain valuable information about the culture and history of the Roman Empire. What can we say, numerous writings from the East and their translations have also acquired invaluable fame and contribution to scientific knowledge.

Experiences gained in the field of researching the history of human culture prove that the nation is the creator of national moral values related to people's spirituality, moral norms and views. The most valuable heritage that nature gives to every nation is its national and moral values. For this reason, first of all and in every field, including in the field of cultural policy, priority should be given to the issue of establishing culture. National and moral values should be passed on to future generations in an even more enriched form. Undoubtedly, culture cannot maintain its existence without change and enrichment. For this purpose, all kinds of creative and constructive activities should be encouraged in the modern culture policy, important importance should be given to the activities of discovering, directing and evaluating new abilities. Today, a number of measures are being implemented for the international recognition of the Republic of Azerbaijan and the strengthening of its independence. Also, necessary decisions are made for the development of education and culture. Efforts are being made to establish the state apparatus, educational and cultural institutions in accordance with European standards. Through their activities, national-cultural and intellectual forces analyze the current state of the state's policy in the field of culture and try to clarify the perspectives of this policy. Preservation and development of our moral values is one of the main tasks of the cultural policy of the independent republic. In this sense, the state of Azerbaijan implements its domestic and foreign policy in accordance with new historical conditions, modern requirements, referring to the historical and cultural traditions of our people, our language, religion, and national-spiritual values.

In order to instill the richness of the culture, its power, and exhibit it in the world, the national language of that nation must be. Mother tongue, which is at the forefront of our system of national moral values, which has an unshakable foundation, is our highest and greatest national value, where our national spirit is established. When talking about our national and spiritual wealth, our spirituality, our mother tongue comes to mind first. If a nation does not have a mother tongue, then that nation itself does not exist. One of the great thinkers said that if you want to destroy a nation, destroy its language first. It is the civic duty of every Azerbaijani to protect, develop and keep alive our mother tongue, which ensures our national unity and solidarity. February 21 is celebrated as International Mother Language Day all over the world. However, one of the issues that make the Azerbaijani language special is that it has its own day. August 1 is the Day of Azerbaijani Language and Literature. The establishment of this day makes the Azerbaijani language special among the languages on earth. Because very few languages have their own celebration day. Language is the most important and the most powerful tool that protects and develops the material and spiritual heritage of every nation. In the simplest terms, language is a means of communication, however, language is one of the factors characterizing the face of a nation, perhaps the first. It is the manifestation of the existence of any nation, its national wealth, blood memory. This conclusion is an axiom that is unconditionally accepted by human beings in all periods of history and does not need proof. The language, which is the fate of the people, its self, spirituality and culture, is created and develops together with the organization and development of the society. The role of mother tongue in human evolution is great. It is a crime to deny this blessing, which is given with the birth of a person, under any pretext. International Mother Language Day calls everyone to unite against this crime. The elevation of the nation's language to state status is a historical event, a golden page in the history of national statehood. This point is the confirmation of the nation as a nation. Because the elevation of the language to the status of the state language is proof of the ownership of the nation's own destiny, the power to build and protect the state, and at the same time the richness of its language. In this sense, the acquisition of the status of the language as a state language is a truly proud historical event. Azerbaijani language experienced this historical event. Our national leader Heydar Aliyev, who rendered invaluable services in the development of our mother tongue and state language, defined the responsibility of loving our mother tongue, knowing it and keeping it alive, developing and promoting it as a duty, and addressed every Azerbaijani and the future generations with eternal words: "... We live alone in the world with our own language. Our first achievement should be to make our language the dominant language in Azerbaijan. Every Azerbaijani should know his mother tongue, speak it fluently and love it... Enriching and developing the Azerbaijani language is your most sacred duty."

The development of a scientific understanding of culture, which is important in managing cultural practice at the stage of modern development, is not limited to the field of applied research, which is directed to the solution of everyday issues and covers separate areas of cultural work. Those studies are carried out in fields with a cultural profile, which includes a wide range of scientific knowledge. At the same time, the science of culture - culturology belongs to rapidly developing scientific fields. This was born from the necessity that the general cultural concept should form the theoretical and methodological base of all applied research in the field of culture. The need for a cultural concept is *manifested not only in cultural practice and the applied sciences that directly serve it, but also in the entire system of social sciences. Today, gradual action in systematic development confirms itself. Staged development is to reveal the previously developed form, history, researched and refined base of the intended heritage, to introduce it to the world and ensure its permanent protection as an example of cultural heritage. The steps taken on this path will keep the national and cultural heritage of our country alive in the world.*

Each language has its own laws. Language also lives within these laws. Language expresses the human spirit, thoughts and feelings. Language is not just a means of communication. If that were the case, it would be enough for all the people living on Earth to have just one language. Language also creates history, legend, poetry, art and literature.

Everyone expresses what they think with their language, communicates... The importance of language in a person's life was very great. A Chinese philosopher was asked: "If you were called to rule a country, what would be the first thing you would do?" The philosopher answers: "No doubt I would begin by examining language. If language is defective, words will not convey the idea well. If the idea is not well conveyed, the things to be done will not be right. If duties are not performed as they should be, culture will be corrupted. If culture is corrupted, justice will be right." If justice goes astray, the people who fall into disagreements will not know what to do. Language is a bridge between the culture of past and future peoples. Even if the bridge falls, the people are doomed to disappear. Nothing is as important as language."

Indeed, for the language to live forever, it is an important condition to have a civilized society that values, protects and enriches it. Man glorifies humanity with it, benefits from science, lives among future generations, passes on traditions...

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Philosophical sciences

TRANSFORMATION OF FAMILY VALUES AND WOMEN'S RIGHTS IN KYRGYZSTAN

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Abstract

The importance of family and its values in Kyrgyz society is inextricably linked with the role of women and their rights. This relationship is especially evident in the countries of Central Asia today. The article shows three completely different approaches to understanding the place and role of a woman in the family, and therefore her rights in general. Together with the older generation, society has preserved the Soviet ideal of women's rights and their absolute equality with men. The main guarantor of such equality was the Soviet government and communist ideology. After the independence of Central Asian states Islamic identity replaced gender equality with traditional patriarchal values. Their family values are based on the Quran. From their point of view, a woman's place is in the family, but not in society. A woman should devote herself entirely to her husband's service and her children's upbringing. More than 120 Islamic educational institutions, financed by various foreign Islamic foundations, are working to change young women and men, displacing the influence of social networks, their parents, and schools. Every Friday, in 3,500 mosques in Kyrgyzstan, there is a constant indoctrination of the consciousness of men and the imposition of a patriarchal understanding of gender relations. Some mosques attract up to 14,000 worshipers. The influence of imams in society has acquired enormous proportions, reaching the political level. Modern politicians try to flirt with them to get votes during elections. While the presidents of Uzbekistan and Tajikistan have banned the wearing of beards and hijabs in public places on the principle of laïcité, in Kyrgyzstan imams preach on state TV channels and radio.

However, the high attractiveness of the Western economy, with its high standard of living, education, science, vibrant cultural life, and its visibility through global networks, makes liberal ideology attractive, with the most important value - individual rights and freedoms. Liberal youth adhere to the same views on gender relations. Starting a family and childbearing cease to play an important role in their lives.

Keywords: family values, patriarchal ideology, gender inequality, women's rights, bride kidnapping, nikke, discrimination, Kyrgyzstan.

There is a common understanding that the older generation always holds traditional views, while the younger represents revolutionary ideas. However, today's Kyrgyzstan is characterized by directly opposite tendencies. The older generation, which has experienced the Soviet emancipation of women, adheres to traditional cultural values about family and, at the same time supports the independence, freedom, and advancement of women in society. The opposite position is held by the younger generation, for which Islamic identity is more important than ethnicity. They accept exclusively religious values to family and gender relations. There is another part of the youth who have accepted the Western liberal doctrine of absolutely equal rights for men and women. This generation ignores traditional family values that their parents impose on them. Young people are not ready to sacrifice their interests for the sake of a family. Divorces have become commonplace. Children become victims of irresponsible young parents.

The purpose of the study is to understand what family values are most attractive to residents of Central Asia today, using the example of Kyrgyzstan.

There are the following tasks:

– To give individual examples, cases in understanding the family and women's rights among adherents of three different groups who were raised in the USSR, who accepted Islamic identity, and adherents of Western liberal ideology.

– To determine the further trend in the development of the family, family values, and women's rights in Kyrgyzstan.

Methodology. To obtain certain conclusions, unstructured interview methods and an analysis of existing studies on family problems and the place and role of women over the past ten years will be used.

Hypothesis. Since the older generation does not consider interfering in modern processes, the main struggle of views on the role of the family and the place of a woman will unfold in the very environment of such dissimilar modern youth: believers and liberals. The believing youth will win the upper hand, who will be able to save a family, with clearly defined gender roles. The liberal part of the youth will continue its never-ending struggle for human rights, women's rights, and the rights of sexual minorities. The further, the greater the gap will form between believers and liberals.

Gender policy of the communist party and the Soviet state

Thanks to a special program for the emancipation of women and its promotion at all levels from economics to politics and culture, Muslim women received education, career advancement, and economic independence. At the same time, women continued to fulfill their roles as mothers and wives in the family. We managed to take care of our children, husband, and older generation. Traditionally, most Kyrgyz families have an extended family structure, where three and sometimes more generations live in one house.

Some authors who never had the experience of living in the Soviet Union wrote:

The implementation of female emancipation policies was so radical and put into effect so drastically and quickly that it resulted in the creation of a negative image regarding the Soviet regime. It seemed as if the Soviets aimed to destroy every aspect of Central Asian women's lives (Özge 2013, p. 173).

However, the older generation of Kyrgyzstanis who lived through this time hold different views.

Case Zhipar apa (Zhipar grandmother)

Zhipar apa was born during the Second World War, in 1942, and she is already 81 years old. Father died in the war. Mother cooked in the field and prepared navai nan (bread) and jarma (a liquid stew made from wheat and corn oatmeal, seasoned with sour milk) for 50 people daily. She contracted tuberculosis and died when Zhipar apa was an infant. Before school, she grew up with her taene, her mother's mother. We lived in a barn. As an orphan, she, her brothers and sister were placed in a boarding school. There were many orphans in the boarding school, but also many children from very poor families. All children could receive a good education, food, and clothing.

Case of Konduchalov Kuluipa

Konduchalova Kuluipa is an outstanding stateswoman and public figure, Minister of Culture of the Kirghiz SSR in 1958-1980. In his memoirs, Kuluipa very vividly describes his childhood and his family. She was born in 1920, during the formation of Soviet power and the transition of Kyrgyz society from traditional patriarchal foundations to socialist ones. Unlike Zhipar apa, who grew up an orphan, Kulupa grew up in a complete family. She writes about upbringing in her family: "All pedagogy in the family was built on the authority of elders and the mutual love of children and parents. There was no need for prodding and moralizing." (Kuluipa 2010, 16) These were the years 1920-30. She remembers how in 1924 they first moved from a yurt to a brick house with a Russian stove. When she turned 8 years old, the first school was opened in their village. It was a two-room dugout with a thatched roof. Representatives of local authorities walked around the village and enrolled all children aged 6 years and older in school. She remembered the speech of the school principal for the rest of her life: "Children, you will gain a lot, a lot of knowledge if you become friends with books and read. Even if you come across a piece of paper, don't be lazy. Pick it up and read it" (Kuluipa 2010, p. 16). The oldest in her class was 15 years old. Girls and boys studied together.

In the 30s, two technical schools opened in Pishpek (Bishkek today) - pedagogical and medical. There were no universities yet. Konduchalova entered the pedagogical college. There was a dormitory at the technical school. Some girls were taken away from the technical school by their parents since girls and boys had to study together. Many fathers adhered to patriarchal Islamic views. The girls left in tears because they really wanted to study. Therefore, the Soviet government saw religion as the main reason for discriminating against women's rights.

The Soviet leaders attempted to eliminate such religious customs and practices that oppressed women. They believed that this was the very first step in establishing socialism, so they initiated reforms to eradicate the Islamic-based marriage and family practices. As explained earlier, child marriage, bridewealth, and polygamy were outlawed to free women from the bondage of oppressive customs and make visible them in schools, collective farms, and mass organizations (Özge 2013, p. 86).

Konduchalova recalls: "We lived in a dormitory at the technical school. They fed us for free and also clothed us at state expense: uniforms, boots, a cloth coat with a fur collar for the winter - not every family would have been able to send their children to study if not for this support. At first, they slept on straw mattresses, then mattresses and bed linen appeared." (Kuluipa 2010, p. 22). Instruction was in

Russian, although most students did not know Russian. But each teacher taught his subjects in a very interesting way so that each subject became a favorite. "The technical school provided a thorough education; all subjects were studied in depth. Much attention was paid to the education of patriotism, responsibility, and morality." (Kuluipa 2010, p. 24). State-sponsored education throughout the Soviet Union was a great opportunity for women to get an education and become professionals in the areas formerly occupied by men. The expectation was that, when women were educated, they could compete with men in every sphere of life (Özge 2013, p. 100).

In 1941, World War II began. Many of Kuluip's former classmates and other technical school students went to war and never returned.

In 1943, a brutal war was still going on. However, the Soviet government continued to train national personnel. Konduchalova, together with other national cadres, went to study in Moscow at the Higher Party School. Among them were: "Turdakun Usubaliev - the future first secretary of the Central Committee of the Communist Party, Asylbek Altymyshbaev - the future famous philosopher, academician, secretary of the Central Committee of the Komsomol of Kyrgyzstan, Kudaebirgen Saliev and I - the first woman in Kyrgyzstan who had the opportunity to study at the Higher Party School" (Kuluipa 2010, p. 36). She also recalls how "Life in Moscow, which by that time had already thrown the Nazis back to the West, was getting better. All major educational institutions were restored and were operating at full capacity" (Kuluipa 2010, p. 37).

Konduchalova writes: "In those years, women were a great creative force, they advanced in all areas of life, especially in health care, education, light industry, and in the leadership of the republic" (Kuluipa 2010, 53). She, being the Deputy Chairman of the Presidium of the Supreme Council of the Kirghiz SSR, "was constantly concerned with issues of work and life of women, their education and professional growth, the protection of motherhood and virginity. I used all the levers to ensure that women did not lose their professional careers after a break due to the birth of a child, so that they had the opportunity to continue their studies, have a decent job, or get work at home while on maternity leave" (Kuluipa 2010, p. 53).

She compares the situation of women in modern Kyrgyzstan, after gaining Independence, and in Soviet times. "Women worked in high positions in almost all ministries and departments. For comparison, here are the following figures: in the 60s, in the Supreme Soviet of the USSR, the representation of women deputies was 28% of the total number of parliamentarians, and in local councils of workers' deputies in Kyrgyzstan – 36-38%" (Kuluipa 2010, p. 53). In 2004, there was not a single woman in the Jogorku Kenesh (Parliament) of the Kyrgyz Republic. In 2008, the share of women in the 2008 Jogorku Kenesh was only sixteen percent.

***Zhipar apa** recalls that in those years the state took better care of children than some families, where there was often a lack of food and clothing. After boarding school, she entered the Women's Pedagogical University. Lived in a hostel. Clothing and food were all free. The university paid a stipend. Married for love. Since then, family, children, and relatives, as well as family's friends have become her universe. She remembers with gratitude the Soviet government, which radically changed the lives of all Kyrgyz people.*

Today

Since the collapse of the USSR, women in Central Asia have experienced rights discrimination in all spheres of life, from economics to politics and culture. In a short time, only 32 years, dramatic changes have occurred in the lives of women. A new generation of men and women was born and raised. Young men wear beards. Women and girls wear hijab. They fully accepted the Islamic values of family and the division of gender roles. Many, with their mentality, have jumped back to pre-Soviet times as if they were living in a feudal society. Violence against women has increased. The role of a woman is again reduced to her function as a mother and wife. Many fathers of girls began to prefer to send their daughters to madrasah-religious schools.

After the dissolution of the Soviet Union, Central Asian countries turned to their pre-Soviet pasts and started to revive those pre-Soviet traditions that seemed to be more and more effective in these societies (Özge 2013, p. 177).

Taxi driver case

Has three children, two older boys and a daughter. The boys study at a city secular school. Daughter in madrasah. He believes that a woman's place is at home. She has no place in society. Only marriage and motherhood correspond to the true purpose and happiness of a woman.

My field researches

In 2014, I conducted my research on madrassas. Among them "Aisha-Siddika" Madrassa is one of *the most famous and popular women's madrassas in the Jalal-Abad region. When asked why girls chose his madrassa, the director emphasized with special pride that their girls were in great demand among potential suitors. All interviewed teachers remarked that the top priority for girls was to get married and serve their husbands. The girls themselves also confirmed their desire to adhere to true Muslim values regarding the role and rights of women. They also said that they would marry anyone whom their parents liked and asked for their hand in marriage. The main thing is that her chosen one should be a believing man. In the madrasah, they were taught that love should only be for God and parents. Therefore, it is not necessary to marry for love (Seitalieva 2021; Seitalieva 2021).*

Case Zhipar apa

She doesn't like girls who wear hijab. And he considers the niqab and burqa a means of oppressing women. Believes in Allah, reads the Quran for the dead. He believes that faith should be in a person's soul, and not ostentatious, in clothes. Very literate, listens to all political news. Considers the actions of Sh. Mirziyoyev and I. Rakhmon, presidents of Uzbekistan and Tajikistan, regarding the ban on wearing beards and hijabs, correct. Concerned about the rapidly spreading radicalization of society.

Case Kabylzhan Agai: "Today's youth are not shy about showing their feelings!"

Kabylzhan Agay belongs to the new generation of clergy who, after the collapse of the USSR, received higher education in Iran, at Al Mustafa International University. He is fluent in Persian and Arabic. Teaches the Persian language at universities. Married. Has three adult children and 4 grandchildren. His wife wears a hijab. Conducts Friday prayers at the madrasah. Conducts a nikkah ceremony for newlyweds. Last week he disrupted classes, citing family problems.

His niece ran away with her beloved young man a week before her wedding to another groom.

The girl's father and grandfather had been preparing to marry her off to a distant relative of the girl's mother for more than 2 months.

Stages of the marriage ceremonial ritual among the Kyrgyz

It consists of several stages:

The first is "achu bazaar" when the groom's father and uncles come home to the girl's parents. "Achu Bazaar" translates as "open market". During the meeting, the male half of the relatives on both sides decide on the issue of bride price - the value of the girl's hand. This typically ranges from $1,000 to $3,000. Some wealthy families can pay $10,000 - $15,000. The issue of "ene sutu" - "mother's milk" is being resolved, because the mother gave birth and nursed her daughter. Prices also vary, from $1,000 to $3,000. Not higher.

After resolving the issue of "kalym" and "ene sutu", i.e. monetary reward to the bride's family from the groom, the issue of "sep" - dowry is resolved. The girl's parents should give her new clothes, fully equipped bed linen, and colorful mattresses to spread on the floor (very convenient when many guests come. There are usually not enough chairs, since the number of guests can vary from 50 to 300 people. Some may stay with the owners of the house - to spend the night. "Toshok" is lined as mattresses), carpets, household appliances, and sometimes furniture, usually a bedroom set. The girl's parents must provide a set of gifts equivalent to the bride price. But usually, the sep always exceeds the cost of the dowry.

Then they agree on the day when the groom's mother can put gold earrings on her future daughter-in-law. If both parties treat each other favorably, then the earrings are worn on the same day.

There are often cases when a girl's parents demand too much dowry for their daughter, and the groom's side cannot pay it. At this stage, negotiations cease.

However, if young people do not agree with the parents' decision, then the girl runs away from home with the guy. This is called "ala kachuu" – bride kidnapping.

Reasons for bride's kidnapping

Most "alakachuu" are committed to the initiative of a guy who is carried away by the beauty of a girl, but is afraid of her refusal. Then his friends kidnap the girl for real. Usually, parents and close relatives are well aware of their son's intentions and await their daughter-in-law at home in full combat readiness. The closest relatives are invited, a large table is set, and sweets are scattered when the bride enters the house. At the same time, the girl, who did not expect her theft by an unfamiliar guy, tries in every possible way to fight back and run away. But she is forcibly detained. Women from the groom's side persuade and threaten that if she rejects her fiancé, she will never be able to get married again. The girl is put on a white scarf - a symbol of a married woman, and is seated in a corner. The bride's viewing begins.

There are often cases when a guy is disabled and has no chance of getting married in the usual way. The "tradition" of "ala kachuu" allows him to start a family. More detailed studies on "ala kachuu" *were carried out by R. Kleinbach. "The evidence from the 2004 village study suggests the rate of kidnapping and the rate of non-consent have been increasing for the last 40– 50 years. The percentage of women kidnapped has increased from 64 per cent to over 85 per cent and the percentage of women kidnapped without consent from 43 percent to 75 percent for the 16– 25-year-old age group" (Kleinbach 2005, p. 198).*

That same night, the groom takes her by force. After such a night, it is believed that the girl has lost her honor and is now forced to become the wife of the rapist. The girl's parents are informed about what happened. In response, the older sisters and wives - the wives of the girl's brothers - come to the groom's house in anger and try to dissuade the girl from marrying such a guy. To prevent the girl from leaving with her relatives, the groom's grandmother lies on the threshold and invites the girl to step over herself or stay. Overstepping is considered a direct curse for the girl's fate. Either for this reason or for some other reasons, most often "el emne deyt" ("what will others say?"), the girl decides to stay in this family. Then the groom's parents go to the "achu bazaar", which takes place in a slightly different tone. The girl's parents cannot undermine their rights and demand more than the groom's side offers them since their daughter has already lost honor.

Also, often the girl herself agrees to ala kachuu if she loves the guy, but the parents on one side or the other do not give their consent. Then, having run away with her beloved, she leaves no choice to her parents and the groom's parents. Usually, parents on both sides agree and everything starts again with "achu bazaar".

In very rare cases, if the girl herself agreed to ala kachuu, the girl's father curses his daughter. He refuses to accept the fact she committed, saying that he no longer has a daughter.

In our case, the girl's mother knew that her daughter had been friends with the guy for more than 5 years and they were going to get married. However, she decided that her distant relative was a more suitable candidate for her daughter and pushed the relative's boyfriend's parents to begin the "achu bazaar" process. At the same time, her daughter announced her disagreement. However, she did not say anything to her father for fear of angering him.

The girl's father knew nothing about her boyfriend. Negotiations continued between the two families for almost two months. The girl's parents collected a "sep". The groom's parents booked a wedding day for October 16, 2023, and paid an advance for the restaurant. All guests from both sides were invited. A week before the wedding, a guy who had been courting a girl for a long time stole her with her consent. Of course, officially this is considered bride theft, but in this case it happened with the consent of the girl herself. The girl's grandfather and father began to have health problems. They found themselves in a pre-infarction state. Grandfather was hospitalized.

The groom's side began to present their claims, since they had already paid a bride price of $3,000, paid part of the expenses for the restaurant, and invited guests. The average number of people invited to a restaurant is usually 200-350 people. Sometimes more. But very rarely less. The Kyrgyz people still value their family ties very much. All relatives always get together for weddings and funerals. These two events are considered the most important for demonstrating kinship ties. At the same time, the funeral ceremony is carried out as magnificently as the wedding ceremony. With a large number of invited guests, a huge amount of food, distribution of "zhyrtysh" - "shreds". In ancient times, pieces of new cloth were distributed. Kyrgyz women learned to use them to sew toshoks, beautiful wall hangings, clothes, and bags. Today this type of needlework is called "kurak" - literally, consisting of scraps. In English - patchwork.

And after the significance of the wedding and funeral, there are "zhentek toy" - "celebration of the birth of a child" and "tusho toy" - "celebration of the first steps of a child."

The most important events in the life of a Kyrgyz always revolve around the values and unity of family and clan.

In our case, the girl's father announced that he no longer had a daughter. The mother, who hid information from the girl's father, immediately took a third-party position, as if she had nothing to do with it. And when the conflict flared up, Kabylzhan Agay was invited to be a mediator, since he is a clergyman.

First of all, he met with a girl who admitted that she had always loved her boyfriend and from the very beginning did not want to marry her distant relative. My mother warned me about this several times, but was embarrassed to tell my father.

The parents, now of the new groom, hastily came to the girl's parents from the "achu bazaar" but were immediately expelled by the girl's father. Then they also turned to Kabylzhan Agai, as a person who knows religious laws well, to act as a mediator and obtain consent from the girl's grandfather and father.

Of course, all this time, the girl was already living with her boyfriend in his parents' house. And this fact is the most shameful for the girl's parents. The longer this state of affairs lasts, the more difficult the situation the girl, her parents, and the guy's parents drive themselves into. On whom this problem does not affect much is only the girl's boyfriend.

After long negotiations, Kabylzhan Agai persuaded his grandfather to give his consent to his granddaughter's marriage. However, the girl's father has not yet given his consent. The main reason is that she embarrassed him. He is very concerned about the question: "How will he now look all his relatives and neighbors in the eyes?"

The collective consciousness of the Kyrgyz has been of great importance since ancient times. There is a behavioral typology - "el emne deyt?" - literally "what will the people say?" - more precisely, "what will others say?" The opinion of others is always important for the Kyrgyz, especially the head of the family. Someone's fate is not as important as the collective opinion.

The outcome in the above case can be very different.

I know a woman who never received her father's blessing. The daughter tried to leave for the USA, has children and grandchildren, and lives happily in her new homeland. The father died long ago without forgiving his daughter. This situation influenced her sister, who married her father's chosen one. At the same time, she also has a happy marriage.

In our case, since the mediator is a relative - a moldoke (clergyman, imam), there is a very high probability that everyone will reconcile. Most Kyrgyz listen to the opinion of the Moldovans. Kabylzhan Agai himself is deeply shocked by his niece's act. He is surprised that modern youth are not shy about showing their feelings and saying openly that they love each other. However, for the sake of his niece's happiness, he chose the right decision, to reconcile everyone.

Liberal youth

This is a small group of young people opposing Islamization. They, like Zhipar apa, are concerned about the rapidly growing Islamic radicalism. Sometimes they take extreme measures to express their dissatisfaction like 19-year-old Zere Asylbek.

Just a few hours after the publication of her first video called "Kyz" (The Girl), the singer became a celebrity in her homeland and she was catapulted into the spotlight as a spokesperson for women's rights in Kyrgyzstan. But she also became the target of criticism and even death threats. In the video, which Zere funded herself, she appears in a purple bra and calls for a woman's right to her own opinion to be respected. "Why should I be like you want others? Where's your respect for me?" she sings into the camera (Davlashyan&Beswick 2018).

Kyrgyzstan has the largest number of women's NGOs that actively fight for women's rights, as well as new NGOs fighting for the rights of sexual minorities. This latter causes the most bitter rejection of all Muslims.

Conclusion

In Kyrgyzstan and Central Asia, we are seeing dramatic changes in the understanding of gender roles and family today.

The older generation, born and raised in the USSR, still adheres to the ideals of the Soviet family and women's rights. Having an Islamic identity and sharing some Islamic values, they do not accept a return to feudal patriarchal values. They consider it necessary to adopt laws that would ban the wearing of hijabs and beards.

The main struggle of views on the role of the family and the place of women is unfolding today among modern youth. The majority are believers. The other is liberals. At the same time, believers are quite aggressively pursuing liberals, accusing them of serving the West. Liberals criticize believers for ignorance and radicalism.

On the one hand, our state has adopted a third-party position and is not taking any effective steps to normalize the situation in the interests of all women in Kyrgyzstan. On the other, since leading politicians support religious youth, seeing them as a large electorate, government agencies have opened a hunt for representatives of NGOs involved in the protection of human rights, advocating for civil rights and freedoms (Chaney 2023). Liberal youth are left without any support.

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Physical education and sports

THE DEVELOPMENT OF FOOTBALL THROUGHT THE CENTURIES

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Abstract
Football and everything that surrounds has long been the subject of public attention and interest which maintains in the attention of international and regional media. The media discourse widely represents different information and evaluation of events on the football field and outside them which take place before, during and after football matches. Particular emphasis is placed on the behavior of the most active and visible parts of supporters - football fans and football hooligans. The media coverage of the football- related problems has national specifics and general trends. There are two main European media strategies in covering football hooliganism. The most common strategy for modern European media space is reducing attention to activity of football hooligans. According to some researchers such media reaction leads to decrease the intensity of football hooliganism. Another widespread media strategy is in heightened attention to football hooliganism in sensational way. Especial situation is formed in the Ukrainian media space. The football fans and football hooligans are praised for their active participation in Euromaidan movement, Revolution of Dignity and following war in Donbass, but their offensive actions practically are not covered. Regardless of strategies or discourses media certainly affect the existence and development of various social phenomena, including football hooliganism.

Keywords: football hooliganism, football hooligans, football fans, media, media strategy, media influence.

Football is the most popular sport in the world and one of the main targets for the modern media. Professional and national football teams and its players become objects of worship of thousands and millions people worldwide. Journalists present at every match all over the world, in every football ground across many countries. Audience may follow not only football matches, but training and everyday life of footballers, coaches, football managers and even football therapists. The chances of any story or incident being missed are very small in such media coverage.

Football fanatism is one of the parts of modern football. It is impossible to imagine football match without fans' activity. Modern football is a kind of interactive show with football stars on the field, performances on the terraces and high quality picture of both sides on different screens. More than half of a century journalists at football matches have reported crowd behavior, rather than just the game. It is evident that in these circumstances the media plays a very important role in the public's view of football fanatism and especially hooliganism. For decades football supporters have caused disorder both inside and outside football grounds in almost all countries where football is played [1]. Acts of hooliganism have produced consequences of varying degrees of severity, including injuries and fatalities, as well as damage to property both inside and outside of stadiums [2]. As a result of such occurrences, the phenomenon has received widespread attention from a variety of circles, notably the media. The publicizing of football disorder has arguably proved unhelpful in that it has exacerbated the issue, glamorizing and reinforcing hooligan behavior [3]. However, the influence of the media in this regard has not been entirely unconstructive, as it has also succeeded in pressuring the government and football authorities to tackle the problem. Amateur digital and TV cameras, closed-circuit television (CCTV) also mean that disturbances within stadiums or nearest streets are caught and replicate in mass media or social networks.

There are two main strategies of media reaction on behavior of football fans and football hooligans in Europe. First is factual with little social comment. Second approach to the reporting of soccer violence *is connected with sensationalist headlines and scaring content. Both of them can be found in one or another kind at various times, but whilst denunciation of hooligans is the norm for the European mass media.*

These media strategies were relevant in different periods. The various national and regional media actualized each of them to varying degrees in current period. The recording of football matches, events before, during and after them was always a part of football. From the beginning of XX century till the end of Second World War reports of trouble around and at football were common. Most of them were made in a restrained style: small and factual articles. After WWII consciously or not press facilitated the view that football crowds were becoming more orderly and well behaved by underplaying, or just not reporting, incidents which did occur [4]. Such understanding of the football supporters' nature becomes a base of new media elucidating strategy. Small amount of anxiety and denunciation began to creep in to football reports and publication. Later concern and condemnation turned into calls for tougher action on football fans because their behavior. The roots of football-related press sensationalism were in widespread public fear over rising youth violence and juvenile crime. The press began to carry more and more stories of its nature and football matches were an obvious place to find them [4]. In fairness we have to mention, that sensationalism in description of football-related violence isn't common for most European media and has situational nature nowadays.

For a more detailed analysis and confirmation of this thesis, let us turn to the different European media examples. We'll analyze some national cases which are devoted and represented the major and the most developed football cultures.

Football and sport media are important part of Italian culture and society. The first mentioned above media strategy was the main in Italian Press before the 1970s. The attention of the journalists was more focused on the players than on the terraces or football fans. If any kind of violence occurred, then it was reported as a secondary event in the context of the media message. From the mid 1970s attention was focused on the favoured by the Italian ultras terraces (behind the goals) and even outside the stadiums. The feature of the Italian case is that it wasn't just journalists' or authorities' monolog in media. The banners displayed in the terraces frequently include messages to journalists and football authorities. Gradually it led to widespread hatred which exists on the ultras to the media and on the media to the ultras.

It is possible to affirm that nearly the same situation was in Germany and Netherlands. Before the 1970s the main attention of the media was paid to football directly, i.e. game not terraces. The media reports of football hooligans, possible violence and extra police on football in the late 1970s to mid 1980s influenced the increasing of football hooligans' interest in coming matches. There wasn't acute hatred between media and hooligans, but there is no doubt whatsoever that the media have certain effect on football hooliganism. The spate of de- amplification of football violence in the German, Dutch as in Austrian press occurred in the mid to late 1980s. The number of media stories and mentions of football hooliganism gradually decreased and it lost the coverage which football hooligans had previously thrived upon [5]. As a result of such media "playing down" was the decreasing numbers of violent football-related incidents.

Local and sports media in France and Belgium behave in a very similar manner when reporting on football or football fans. In 1980s the relative uniqueness of football violence in the French context has made it a very newsworthy item. But after early 1990s, violence appeared in a relatively limited number of occasions but never on the same scale. French and Belgian journalists report about football supporters only when they show their discontent with the club's management, when they become violent or when football clubs meet their arch emesis. But in the French Press reports on violence outnumber reports on other issues related to football supporters [6]. That's why French media is loath to report on any kind of football fans, in order to avoid confrontations. By and large, the situation in the Belgian and French media is similar.

Football-related violence and football hooliganism wasn't common for Danish football culture. The media reaction in Denmark on behavior of football fans was predominantly factual. From the mid 1980s instead of amplification football hooliganism Danish press supported recognizable positive trends encompassing companionship, fantasy, humor and pride of football fans. As a result of such media activity was growth of popularity and the number of Danish "Roligans1" phenomenon. Danish popular press and media have an opposite role to that played by the English and formed a unique tradition of media coverage of football fans.

The sport section holds an important place in the broadsheets as well as tabloids in Scotland. In one hand a similar to Danish case exists in Scotland where from the early 1980s national football team *fans, known as "Tartan Army", have consciously sought to acquire well international reputation. It was made by boisterous friendliness to the host nation and opposing fans through "carnivalesque" behavior and predominantly positive press coverage [7]. The Scottish media represent English fans as hooligans and underplay any trouble involving Scottish football fans or football hooligans. In another hand the Scottish tabloids focus on football and on the domestic rivalries much more than the broadsheets. Tabloids in Scotland regularly mention rivalries, a contentious issue that the broadsheets avoid. Media repots usually quotes and emphasises the verbal attacks of players or fans and vice versa, leading to a real war of words [6]. The way of domestic pre-match and football reporting in Scottish media is very close to English media sensationalism.*

Most of European media path mentioned above phases, but football hooliganism continued to feature heavily in British newspapers and mass media in general and still do today. Sensationalist style of reporting presents football violence as far more of a concern than it actually is, elevating it to a one of the major social

1 The term "Roligan" was invented by the Danish newspaper B.T.A. and is a pun based on the word "rolig" which means «calm» in Danish.

problem in England [4]. It's even possible to affirm that the treatment of football hooliganism in the English Press is one of the factors of amplification whereby sensationalism and exaggerated coverage of a problem can have the effect of worsening it. The huge anticipation of football-related troubles meant that English journalists picking up the smallest of incidents to make a sensation. Furthermore, numerous researchers and some authorities argue that media coverage of hooliganism has actually contributed to the problem. More recently, the popular press has been criticized for its pre-match reporting. However, the certain double standards exist within the tabloid press not only in England, but all over the Europe [7]. On the one hand media are keen to label the football hooligans as "barbarians" and "animals", their actions as "iniquity", "harm" and "evil". Whilst at the same time before top matches media encourage the antagonistic, hostile and even xenophobic views so prevalent within the football hooligans' scene. The pre-match and football reporting is shrouded in violent or war metaphors and other imagery then anyone should not be surprised that this spills over on to the football grounds, terraces or nearest streets.

The same situation was in Ukrainian media space till the end of 2013. Majority of media reports labeled the football fans in traditions of sensationalism. Active participation of football fans and football hooligans in Euromaidan movement, Revolution of Dignity and following war in Donbass extremely change public and media attitude. It is not just predominantly positive press coverage. Football fans and football hooligans become the driving force of the revolution and an outstanding example of patriotism. It's much more rapt that in any other national cases. The Ukrainian media underplaying and overlooking any trouble involving domestic football fans. In case if such mode of action become impossible or senseless, then appears factual report with little neutral comments.

The national press in particular and the mass media in general can take major credit for the public's view of the football and its fans. It is evident that the mass media plays a very substantial role in the public's view of football hooliganism. The clearest overall tendency is that the European media hesitates between different ways of dealing with violence among fans and the rivalries at the root of such violence [7]. The media has helped form the modern phenomenon of football hooliganism and shaped public opinion of the problem. The media context may directly influence the actions of fans themselves and by far the biggest problem lies in the sensationalism of such context. Therefore difficult position of the media is in not only reporting on violence but in being an actor in the construction and diffusion of violence and football hooliganism.

In any national media case, in any media strategy everyone must clearly understand that football violence and football hooliganism has not disappeared, it has simply scaled down and shied away from media, police cameras and the scrutiny of journalists. Consequently phenomenon of football hooliganism needs further comprehensive study.

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Psychological sciences

DETERMINING THE LEVEL OF STRESS IN STUDENTS STUDYING IN THE HUMANITARIAN PROFILE

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Abstract

The presented article was conducted with the participation of "Science Group" researchers of Western Caspian University. The main goal was to find out the regularities of the influence of the examination process on the processes of excitement depending on the specialty in the subjects and to reveal the level of its influence on the success indicator. Different-year students aged 17-20 took part in the research. So, since students of this age group are in full maturity, their reaction to stress influences is also revealed depending on the level of personal development. The studies examined the level of general, situational and individual anxiety and the presence or absence of depression. The results found that the optimal level of exam stress elevation has a positive effect on the success rate.

Keywords: exam stress, optimal anxiety level, situational and individual anxiety, average anxiety, psychophysiological testing.

In modern times, as a result of the richness of stress factors, an increase in the frequency of occurrence of psychoneurological diseases is characteristic. Among the stress factors, the exam stress that every person with higher education has to face is of paramount importance. Thus, although there are many studies and different approaches to exam stress, the regularities of its mechanisms of action have not yet been clarified (1,3). It is known from the literature that exam stress has negative and positive characteristics and hangs over the level of development of the nervous system. Exam stress affects the cognitive functions of individuals (memory, attention, etc.) there is a lot of information about its influence on vegetative and psychophysiological indicators (especially excitatory indicators), intellectual activity, and, in particular to the result of the exam (3,4,5). The fact that the level of influence of stress is also associated in some cases with the areas of specialization taught is also mentioned a lot in the publications. During the exam, in some cases, depression and negative emotional states are observed, which are caused by increased stress levels. Examples of the most common cases are increased excitability, decreased cognitive activity, increased blood pressure and heart rate, nausea, and fainting (2,3,5). Some psychophysiological changes and long-term continuation of the negative emotional state lead to a lack of energy, general anxiety and malaise, somatic tension and psychological overload, which ultimately negatively affects the success indicators of students during the exam (5). One of our main goals was to study the indicators of students ' anxiety depending on the specialty they are studying.

The object of study was the I, II and III year students of both sexes aged 17-20 studying in the humanitarian profile of Western Caspian University. In the studies, 25 each year students were involved in the testing process During the studies, situational and individual indicators of excitability were studied with the Spielberger-Khanin test, the depression indicator was studied with the Zung scale, and general excitability was studied with the Taylor test. The studies were carried out on a regular day 10 days before the examination process.

Based on the results of the situational anxiety test, 44.2 points were obtained from the first-year students, 45.3 points for the second-year students, and 49.5 points for the third-year students. Individual *excitement was 38.9 points for the first-year students, 48.7 points for the second-year students, and 51.5 points for the third-year students. The results of the Taylor test also showed a high level of excitability (42.6 points) in students studying in all 3 courses. The results of the Depression Scale showed students below 50 points.*

Thus, during the analysis of the results obtained, a high level of both situational anxiety and individual anxiety was revealed in students studying in all three courses. The Taylor Manifest Anxiety Scale results showed a high level of anxiety. However, against the background of high levels of anxiety, no student had a high indicator of depression. This is a fact that students have normal nervous-mental functions, a responsible approach to the exam process, and a high motivation for achieving high success in the humanitarian profile in the exam process. Analysis of students ' exam results confirmed that they achieved a high score of 98%. The rise in excitability has also led to the activation of cognitive processes. The presence of an Optimal level of stress has led to the successful outcome of the exam process and did not adversely affect health indicators.

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EXAM STRESS IMPACT ON NATURAL SCİENCE STUDENTS

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Abstract

This research, conducted by the "Science Group" of Western Caspian University, delves into the nuanced relationship between exam-induced stress and the manifestation of depression and anxiety among students immersed in the study of natural sciences. Through meticulous investigation, the study elucidates the intricate interplay among the exam process, depressive tendencies, and stress levels, contingent upon the students' academic pursuits. Employing rigorous psychophysiological testing methodologies, the research scrutinizes the nexus between academic stressors and psychological well-being, offering valuable insights into the multifaceted dynamics within the academic realm.

Keywords: *exam stress, depression, situational anxiety, individual anxiety, psychophysiological assessment.*

The issue of stress remains one of the most relevant and yet insufficiently studied problems over the decades. There are numerous causes of stress, and forms of stress could be different as well. One of the widely known stress forms is the one that could be noticed during exam sessions. The literature often highlights the correlation between the level of anxiety and the fields of study pursued (2,3). Exam-related stress can sometimes lead to depression and other negative emotional states. Research indicates that individual development and stress resilience contribute to academic success (1,4). Students studying natural sciences are selected because they are believed to cope better with emotional stress due to their creative approach and precise scientific methods. Studies suggest that individuals with mathematical abilities generally possess higher cognitive processing speeds and better problem-solving skills (1,5,6). Therefore, students in these fields are subjected to more intensive and rigorous teaching methods. The main objective of the research is to examine depression and anxiety indicators (general, individual, and situational anxiety) under the influence of exam stress.

The study involved randomly selected students aged 17-20 from the I, II, III and IV years of study at Western Caspian University's natural sciences department. Depression was measured using the Zung scale, general anxiety with the Taylor test, and situational and individual anxiety with the Spielberger-Hanin test. The research was conducted on a regular class day before and after the exam.

The depression indicator on the applied scale indicates no depression if the score is below 50, mild depressive symptoms (situational or neurotic in origin) for scores between 50-59, subdepressive state or masked depression for scores between 60-69, and true depressive state for scores above 70. In the conducted tests, excitement levels are categorized as low for scores up to 30, moderate excitement for scores between 31-40, prone to high excitement for scores between 40-46, and scores of 46 and above are considered high excitement levels.

Based on the obtained results, among first-year students, 1 individual showed a subdepressive state, 2 showed neurotic depression, and 7 showed no signs of depression. Among second-year students, 1 individual showed a subdepressive state, 5 showed neurotic depression, and 21 showed no signs of depression. Among third-year students, 1 individual showed a subdepressive state, 1 showed neurotic depression, and 23 showed no signs of depression. Among fourth-year students, 5 showed a subdepressive state, and 18 showed no signs of depression. Post-exam assessments also yielded similar results, with no cases of true depression identified.

Furthermore, during testing, first-year students exhibited moderate situational excitement (49 *points), high overall and individual excitement (50 points); second-year students exhibited high levels of all three excitement indicators; third-year students exhibited moderate situational excitement (43 points), high overall and individual excitement (47 points); fourth-year students exhibited moderate overall and situational excitement alongside very high levels of individual excitement. Post-exam assessments revealed moderate levels of individual, situational, and overall excitement across all three student groups.*

In conclusion, the comparative analysis of the results indicates that none of the students exhibited true depression. The occurrence of neurotic depression can be attributed to situational psychological changes, excessive emotional reactions, and some neurotic issues among students. The increase in depression levels correlated with higher anxiety levels, while the return to moderate levels after the exam reflects the optimal functioning of the central nervous system, resilience against stress effects, and the absence of depression confirms practical and normal brain function.

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Sociological sciences

ILLEGALITY OF PROPERTY IN ALBANIA

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ABSTRACT

Property relations are closely related to power relations. Property reforms have continuously affected citizens, placing them in an unclear legal situation. In Albania after 1990, a multifaceted conflict began which has produced major conflicts between citizens, between citizens and the state, as well as between categories of citizens created as a result of legal effects. The brief history of the reforms goes from the owners of the period in the Ottoman Empire, to the owners of the period from 1912 to 1945. The reforms of the dictatorship nationalized every property. With the law number 7501, dated 19.7.1991, begins the complicated period of property and the experience of its massive illegality by Albanian citizens. In this paper we will investigate the way property is constructed anthropologically after this law and the social dynamics produced by it. Using participant observation, direct interviews, qualitative analysis, statistics, but also photo ethnography, we will elaborate in the paper the direct impact of these reforms on citizens. The feeling of illegality also constitutes the essence of the relations created with the general social, political and social system in the country.

Keywords: *property, law, political system, illegality, Albania.*

- ***Introduction***

The shadows of the ownership system follow every individual, group or society as the cultural construction of this system also determines the way society develops. The history of the ownership system in Albania is characterized by the duality between the state and traditional law, which has been accompanied by constant tensions. The period of Ottoman occupation between the years 1431-1912 was accompanied by the influence of Sharia, the sacred law (Duka.F, 2005). The reforms undertaken during the consulization period of the Albanian state, especially 1930-1938, were very important to introduce the role of the state and position the economic model with capitalist features. In this context, the Civil Code (1929) was a very important step for the recognition of the right to ownership, which stipulates that "no one can be constrained by giving up his possession or by allowing others to use it" (Civil Code, 1929). The period of 1945-1991 was the era of "socialist economy" that relied "on socialist property over the means of production", built "with its own forces" by prohibiting private property (Dervishi.K, 2006). The constitution approved on 28.12.1976 in articles 16-31 sanctions the economic order and finally the property belongs to the state (Constitution, 1976). While after the fall of the dictatorship in Albania, on 19.07.1991 Law 7501 "On Land" (Law 7501, 1991) was approved, which divided the land after the dissolution of agricultural cooperatives and farms. How the Albanians were experiencing this law is evidenced by the ethnographic film made by the Norwegian anthropologist Berit Backer in 1991 in Rragam te Tropoja (Backer, 1991). Two years later, the law "On the return and compensation of property to former owners" (Law 7698, 1993) was adopted, which aims to return property to the owners and their heirs.

This briefly described legal panorama is evidence of the defining relationship between political systems and property systems. After 1991, the period of experiencing the illegality of property begins. The tension created by law 7501 with law 7698 is the knot of conflicts even though the impacts are multifaceted. The property was also handled by various enforcement agencies of these laws. This legal and institutional situation led, on the one hand, to a narrowing of the fulfillment of the demands of the former owners to return their property and, on the other hand, created a conflict of jurisdiction which generated disagreements in the resolution of concrete issues (Commentary on the law on the treatment of properties, 2019).

- ***Literature review***

Due to history, Albanian society has constantly experienced a duality between experiencing traditional law and law, both imperial and state. This situation described above changes radically in favor *of the state during the dictatorship period. While with the acceptance of the democratic model of government, the social stratifications created by the groups of newly created and real owners were also accompanied by new movements of the population. In itself, the tripling of the population during communism caused the heirs to fight for a little land (De Waal, 2009). Through the villages the government redistributes land that was once collectivized. The area of arable land is not large and each family receives approximately 1.4 ha of land. This fact forced every Albanian family to produce to keep alive (Della Rocca, 2000).*

After 1990, the Albanian society experienced major changes which were basically related on the one hand to the inability to secure income from the land and on the other hand to the new opportunities that appeared to move freely. One of the main areas of this change is internal migration that has transformed Albanian cities but not only, as certain villages have also undergone these changes (although this phenomenon has not been studied, because it was probably even lower). It should be clarified that this mass movement of the population in this period was not dictated, directed or controlled by the state. If we define as 'formal' the recognition, influence, state control of a phenomenon, then in the case of the population movement, the state has failed to realize the formalizing, legitimizing function. This does not make the movement of citizens of the republic to change their place of residence "informal". The movement was public, an act that was not carried out in secret, even at certain moments it was massive, which shows that the eyes of the state were either consciously closed, or unable to control it, they allowed the citizens' initiative. This redistribution of the population was oriented from the northern and mountainous regions towards the center and the coast and especially in the cities, where the Tirana-Durrës area turned into an industrial and service area (this area dominates the distribution of the urban population), while the surrounding areas have turned into housing areas for thousands of migrants. The new geography of opportunities, against central planning, adapts to the new dynamics of the market, from the seemingly spontaneous and chaotic wave of movement, but dictated by the natural and practical counteraction of these opportunities (World Bank Report, 2007).

The lands around the cities began to be filled with construction and the state was powerless. If an individual enjoys absolute property rights it is because others, on the basis of an agreement or "cognitive act" (by force, free will or a combination of these) that society (or others) have recognized. a right, or in other words the individual is taught that this is how it should be. And anyone who violates this right will be held accountable for such a thing, and usually this protection system is among the most broken in human society (Bardhoshi, 2011).

In modern countries, there is a social context of titles, which should also be included for property relations. The legal context can reflect the changes that can occur in society or can hide them, or can be used to promote them (Hann, 2009). In this context, a system of property overlap is created that places citizens in positions of illegality. The number of laws that influence, guide or hinder the legalization process is very high and makes the problem very complex. About eighteen laws have been approved in relation to property, and some of them are: the law on the granting of agricultural land for use and ownership, the law on the privatization of residential apartments, the law on the privatization of land and state buildings, the law on the verification of land titles ownership, the law for the development of priority areas for tourism, for the integration of informal constructions, etc. These laws regulate various sectors and also create multiple agencies for their implementation. Nine agencies have been created for properties that create an overlap of ownership titles, but also other institutions that have property as their object (Halilaj, 2021). What impresses is the political discourse of the parties, offering short-term solutions to maximize votes, an approach that turns them into fundamentally pragmatic parties (Lami, 2013).

Law number 9482 dated 04/03/2006 "On the legalization, urbanization and integration of unauthorized constructions", undertakes to challenge the illegality in favor of recognizing the created reality and solving the issue. This process was inspired by the researcher Hernando de Soto, who with his theory of the formalization of the economy and, in particular, of the legalization of "dead capital", as he calls the informal areas, has influenced this process quite a bit. De Soto explains that: "These areas that were in a very difficult economic situation, paradoxically they are so because they are not capitalized, that is, they are not legally recognized by the state and this fact affects the creation of the most different forms of breaking the law. They are assets that are used by residents, but they are not part of the legal system and no one knows who has them, what they have and where they are; who is responsible for fulfilling the obligations and what is the mechanism that will make them pay for the goods and services. If these areas will be legalized and become part of the market, then the residents of these areas will integrate and overcome economic difficulties. Business will revive and the economy will grow, the *parallel economy will be eliminated, but above all the people of these areas will have the opportunity to show their talents, enthusiasm and skills which until the legal recognition of their properties remain dormant." (De Soto, 2001). However, the data show that only 1/3 of over 450,000 constructions have been provided with legalization permits, while the constructions have not been stopped for a moment.*

The legitimate property owners who were expropriated during the dictatorship, the new land owners who benefited from the 7501 law, the land owners who bought their land from those who benefited from the "Land" law, the owners who occupied both state and private land, the owners who benefited from privatizations, etc., are some of the most widespread categories of owners that refer to the same land.

- ***Methodology***

To understand how this reality of property is refracted in the anthropological plane, which refers directly to the experience of citizens. For the purposes of this paper, we have completed a questionnaire in Google Forms, analyzed the extracted data, conducted 5 interviews with different categories of owners, paid attention to the ethnography of photography, ethnographic film, and conducted direct ethnographic observation in some areas of Tirana and Albania. During the research work we used the literature of some anthropologists and researchers who belong to different theoretical schools such as Leopold Pospisil and legal pluralism, Adamson Hoebel and legal realism, as well as the works of Albanian anthropologists such as Nebi Bardhoshi, Arsim Canolli, Olsi Lela, etc.

- ***Results and discussions***

From an anthropological point of view, property is a social, economic and legal institution. In this sense, the right to property is considered a human human right (Turner, 2017). 87 people participated in the online questionnaire through google forms. The questions aimed to identify what relationship people have with property, what are their experiences with it and how much influence the property system has had on their lives.

It turns out that out of 87 participants, 74 of them or 85% had problems with property. 70 of the respondents or 80% state that they have conflicted because of the property, while 43 of them or 49% declare that someone else has benefited from their property. These results match the reality explained above and constitute the map of the direct experiences of the citizens.

During the interviews we classified almost one representative of the owner categories. During the conversation with one of the heirs of the Toptani family, he says: "We are owners without property. Tirana, Kamza, Rinasi were built on our lands and today we are not legitimate". In this regard, it is interesting how this family in 1995, through an agreement and good will of the former mayor of the Kamez Municipality at that time, Mr. Rruzhdi Keqi is allocated a piece of land through Law 7501.

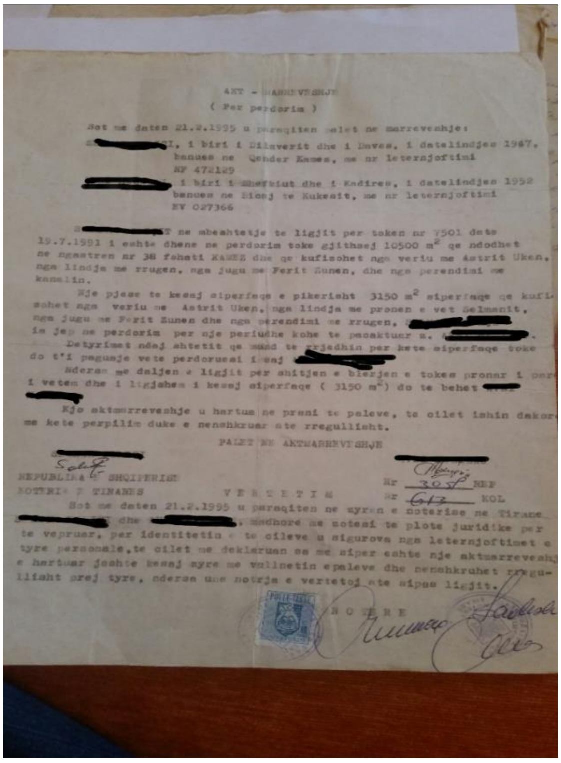
Photo 1

Land distributed to legitimate owners through Law 7501

P. Xhaja, an owner with Law 7501, says: "After we got about 10 dulyms of land, I sold a part of it in 1995, even though the law did not allow us to. I needed it as they had no income. With the land, we were tired of working it during the farm and we didn't value it". A newcomer to the Kamza area, F. Vata, says: "We have had a house here for 25 years. We don't have cards. The state does not recognize us. We bought the land from someone who was given it by the state with hand deeds". Another resident, R. Dogjani, in the area of the swamp in Durrës, who has built on a land that is considered state land, says: "This is new open land. It was the swamp. The state does not recognize us and even though we have the houses, they are not ours". During the interview with a resident who occupied the land of an owner, among other things, he said: "I took a place here." I didn't know whose it was. I could not live in the village. I know that I have occupied foreign land. I ask the state to help me".

The emotions of the interviews are subtle experiences that testify to the connection with property as a liquid field between the state and society. The illegality of the property is experienced by all parties:

The legitimate hereditary owner of the property does not own the property even though it is recognized as such, the owners of law 7501 have a benefit from this division but they have a very close relationship with the land, maintaining a dose of illegality since some of them were not returned to their ownership, those who bought from the latter do not have ownership titles, as those who have state land also feel illegal.



AKT - MARREVESHJE
(Per perdorim)

Sot me daten 21.2.1995 u paraqiten palet ne marreveshje:

[redacted], i biri i Dilaverit dhe i Daves, i datelindjes 1967, banues ne Qender Kames, me nr leternjoftimi NF 472129

[redacted] i biri i Shefkiut dhe i Kadires, i datelindjes 1952 banues ne Bicaj te Kukesit, me nr leternjoftimi EV 027366

[redacted] ne mbeshtetje te ligjit per token nr 7501 date 19.7.1991 i eshte dhene ne perdorim toke gjithsej 10500 m² qe ndodhet ne ngastren nr 38 fshati KAMEZ dhe qe kufizohet nga veriu me Astrit Uken, nga lindja me rrugen, nga jugu me Ferit Zunen, dhe nga perendimi me kanalin.

Nje pjese te kesaj siperfaqe e pikerisht 3150 m² siperfaqe qe kufizohet nga veriu me Astrit Uken, nga lindja me pronen e vet Selmanit, nga jugu me Ferit Zunen dhe nga perendimi me rrugen, [redacted] ia jep ne perdorim per nje periudhe kohe te pacaktuar z. [redacted].

Detyrimet ndaj shtetit qe mund te rrjedhin per kete siperfaqe toke do t'i paguaje vete perdoruesi i saj [redacted]

Nderam me daljen e ligjit per shitjen e blerjen e tokes pronar i perr i vetem dhe i ligjshem i kesaj siperfaqe (3150 m²) do te behet [redacted]

Kjo aktmarreveshje u hartua ne prani te paleve, te cilet ishin dakord me kete perpilim duke e nenshkruar ate rregullisht.

PALET NE AKTMARREVESHJE

[redacted] [redacted]

REPUBLIKA E SHQIPERISE
NOTERIA E TIRANES

Nr 305 REP
Nr 613 KOL

V E R T E T I M

Sot me daten 21.2.1995 u paraqiten ne zyren e noterise ne Tirane [redacted] dhe [redacted], madhore me zotesi te plote juridike per te vepruar, per identitetin e te cileve u sigurova nga leternjoftimet e tyre personale, te cilet me deklaruan se me siper eshte nje aktmarreveshje e hartuar jashte kesaj zyre me vullnetin e paleve dhe nenshkruhet rregullisht prej tyre, nderse une noterja e vertetoj ate sipas ligjit.

N O T E R E

Photo. 2
Notarial deed for the sale and purchase of land, 1995

Among the most influential elements of the relationship with property is undoubtedly the local cultural context. Traditional culture, canonical norms and its system of meaning of property continue to have a very large impact on Albanian culture. In these texts codified by researchers, it is noted that the issue of property receives special attention. The psycho-social structures conceived in the collective memory are activated immediately after the fall of the dictatorial system and to a large extent, mainly in the mountainous areas of the country, these property division rules are applied and not the laws issued at this time. The return to the old traditional borders has been a difficult process, however this category will also feel illegal in relation to the property since the cadastres had to apply law 7501. Although some of them by agreement received the land in the parts where it was distributed according to the law, it was impossible to reconcile legal boundaries with traditional boundaries.

We emphasize that "informality" does not necessarily mean the absence of law. In many cases, they were created as centers of power (Bardhoshi, 2011), which then had political influence. The duality "between" law and culture, the low trust in the written law, has made citizens use the traditional right to escape the illegality of property even though the state keeps them under this intermediate tension.

Conclusions and recommendations

- *The history of property in Albania is a reflection of the forms of governance and power exercised in space and time.*
- *From an anthropological point of view, social dynamics have produced a continuous social, economic and legal tension.*
- *Citizens of all categories feel illegal in relation to their property both when they possess it and when they do not have it.*
- *Politics has used laws to have the greatest impact on citizens and their high number, constant changes and the variety of institutions have complicated the property situation.*
- *State law confronts the traditional system of understanding property.*
- *Verification of the implementation of the approved legal framework.*
- *Real field evaluation of the property to see the concrete match between the possessor, the potential owner and case-by-case decision making to stabilize the titles.*

• *Liberation of citizens from illegality and to create a solid system of relationship with property as the basis of the rule of law.*

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THE IMPACT OF SOCIAL ENTREPRENEURSHIP ON COMMUNITY DEVELOPMENT

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Abstract
Social entrepreneurship has emerged as a powerful force for driving positive change within communities worldwide. This study explores the impact of social entrepreneurship on community development, aiming to understand how innovative approaches to addressing social challenges contribute to sustainable growth and well-being. Through a review of literature and empirical analysis, the study examines the key objectives, methodologies, findings, and implications associated with the intersection of social entrepreneurship and community development. Findings suggest that social entrepreneurship initiatives play a crucial role in fostering economic empowerment, social inclusion, and environmental sustainability within communities. However, challenges such as access to funding, regulatory barriers, and scalability hinder the full potential of social entrepreneurship in driving community development. As conclusions with recommendations for policymakers, practitioners, and researchers to enhance the support and effectiveness of social entrepreneurship for creating meaningful and lasting impact on community well-being.

Keywords: entrepreneurship, community, development, sustainable growth

1. Introduction

Social entrepreneurship, a term first coined by Bill Drayton in the 1980s, has gained prominence as an innovative approach to addressing societal challenges (Austin et al., 2006). Unlike traditional entrepreneurship, which primarily focuses on generating profits, social entrepreneurship emphasizes creating a positive social or environmental impact while pursuing financial sustainability (Dees, 1998). This dual mission of social and economic value creation makes social entrepreneurship a compelling strategy for addressing complex social problems such as poverty, inequality, and environmental degradation (Mair & Martí, 2006).

The significance of social entrepreneurship lies in its ability to drive systemic change by harnessing the power of entrepreneurship for social good (Nicholls, 2006). By mobilizing resources, leveraging partnerships, and implementing innovative solutions, social entrepreneurs seek to address the root causes of social issues and create sustainable, long-term impact within communities (Dacin et al., 2010). In doing so, they contribute to the advancement of societal well-being and the attainment of the United Nations Sustainable Development Goals (SDGs) (Mair & Martí, 2006).

The purpose of this research paper is to examine the impact of social entrepreneurship on community development. Specifically, the study aims to analyze how social entrepreneurship initiatives contribute to economic empowerment, social inclusion, and environmental sustainability within communities. By exploring the key objectives, methodologies, findings, and implications associated with the intersection of social entrepreneurship and community development, this paper seeks to provide insights into the potential of social entrepreneurship as a catalyst for positive social change.

2. Definition and Conceptual Framework

Social entrepreneurship is a multifaceted concept that encompasses various definitions and interpretations within the scholarly literature. Dees (1998) defines social entrepreneurship as "the process of identifying, creating, and pursuing opportunities to address social problems" (p. 23). Central to this definition is the notion of leveraging entrepreneurial principles and techniques to achieve social impact. Furthermore, social entrepreneurship often involves innovative approaches, resource mobilization, and collaboration with stakeholders to address systemic issues and create sustainable solutions (Dees, 1998). Distinguishing features of social entrepreneurship include a dual focus on social and economic value creation (Austin et al., 2006). Unlike traditional entrepreneurship, which primarily seeks profit maximization, social entrepreneurship aims to generate both financial returns and positive social or environmental outcomes (Dees, 1998). This emphasis on a double bottom line sets social entrepreneurship apart and requires entrepreneurs to balance economic viability with social impact (Austin et al., 2006).

Theoretical frameworks and models play a crucial role in understanding and analyzing social entrepreneurship phenomena. One prominent theoretical framework is the "social innovation theory," which posits that social entrepreneurs act as catalysts for social change by introducing new ideas, products, or processes that address unmet social needs (Nicholls, 2010). This framework emphasizes the importance of creativity, adaptation, and experimentation in driving social innovation and impact (Nicholls, 2010). Another influential model is the "resource-based view," which suggests that social enterprises leverage their unique resources, capabilities, and networks to create competitive advantages and achieve social goals (Austin et al., 2006). According to this perspective, social entrepreneurs strategically deploy their assets to maximize social value creation and achieve sustainable outcomes (Austin et al., 2006).

In the context of social entrepreneurship, community development takes on heightened importance as it serves as the primary context and beneficiary of entrepreneurial efforts. Community development refers to a process of improving the quality of life and well-being of individuals within a specific geographic area (Ledwith, 2005). Social entrepreneurship contributes to community development by addressing pressing social issues, fostering economic opportunities, and empowering marginalized groups within communities (Mair & Martí, 2006). By promoting local participation, innovation, and resilience, social entrepreneurship plays a pivotal role in building vibrant, inclusive, and sustainable communities (Mair & Martí, 2006).

3. Methodology

The literature review for this research paper will involve a comprehensive examination of existing scholarly works, theories, and empirical studies related to social entrepreneurship and its impact on community development. The review aims to synthesize relevant literature to provide a clear understanding of key concepts, debates, and trends in the field. The literature search will be conducted using academic databases such as Google Scholar, JSTOR, and Scopus, as well as relevant journals, books, and reports. Keywords including "social entrepreneurship," "community development," "impact," and related terms will be used to identify relevant articles and publications. The literature review will be organized thematically, focusing on key aspects such as the definition and conceptualization of social entrepreneurship, theoretical frameworks and models used to study social entrepreneurship, the role of social entrepreneurship in community development, and factors influencing the effectiveness of social entrepreneurship initiatives. Overall, the literature review will serve as a foundation for the research paper, providing theoretical and empirical context for the study of social entrepreneurship and its impact on community development. By synthesizing existing knowledge and identifying gaps in the literature, the review will contribute to advancing understanding and informing future research in the field.

4. The Role of Social Entrepreneurship in Community Development

Social entrepreneurship initiatives play a pivotal role in fostering community development by addressing pressing social issues and driving positive change within localities.

Social entrepreneurship initiatives targeting community development encompass a wide range of activities aimed at improving the well-being and quality of life of individuals within specific geographic areas. These initiatives often focus on addressing systemic social, economic, and environmental challenges through innovative business models, products, or services (Martin & Osberg, 2007). They may include initiatives such as microfinance programs, vocational training centers, sustainable agriculture projects, and renewable energy enterprises.

Numerous social enterprises around the world have demonstrated a significant impact on communities by addressing critical needs and catalyzing positive change. One example is Grameen Bank in Bangladesh, founded by Muhammad Yunus, which provides microloans to impoverished individuals, particularly women, to start small businesses and escape poverty (Yunus, 2007). Another example is BRAC, also based in Bangladesh, which operates a wide range of programs in education, healthcare, and economic development, reaching millions of people in rural communities (Abed & Gupta, 2005).

Several factors contribute to the effectiveness of social entrepreneurship in promoting community development. Firstly, a deep understanding of local contexts, needs, and challenges is essential for designing relevant and impactful interventions (Nicholls & Cho, 2006). Social entrepreneurs often employ participatory approaches that engage community members in the co-creation and implementation of solutions, thereby fostering ownership and sustainability (Mair & Martí, 2006). Additionally, strong leadership, effective partnerships, and access to resources and networks are critical for scaling impact and achieving long-term sustainability (Austin et al., 2006).

Social entrepreneurship initiatives have significant economic implications for communities, including job creation, income generation, and poverty alleviation. By providing employment opportunities, skills training, and access to finance, social enterprises contribute to local economic development and livelihood improvement (Bornstein, 2007). For example, organizations like Ashoka and Acumen have supported the growth of social enterprises worldwide, facilitating access to capital, mentorship, and market linkages for entrepreneurs (Bornstein & Davis, 2010).

Social entrepreneurship also yields important social benefits, including empowerment, social cohesion, inclusion, and access to essential services. By empowering marginalized groups, promoting social cohesion, and fostering inclusion, social enterprises contribute to building resilient and vibrant communities (Martin & Osberg, 2007). Moreover, initiatives such as healthcare clinics, education programs, and community centers address critical social needs and enhance the well-being of individuals and families (Bornstein & Davis, 2010).

In addition to economic and social benefits, social entrepreneurship initiatives often incorporate sustainable practices and environmental conservation efforts. Enterprises focusing on renewable energy, waste management, and eco-friendly products contribute to environmental sustainability and mitigate the adverse effects of climate change (Bornstein, 2007). By promoting resource efficiency, biodiversity conservation, and environmental stewardship, social enterprises play a crucial role in building environmentally sustainable communities (Waddock & Post, 1991). Cross-sector collaboration is pivotal in addressing complex community challenges effectively, leveraging the diverse expertise, resources, and networks of various stakeholders. Such collaborations bring together government agencies, non-profit organizations, private sector entities, academia, and community members to work towards common goals and foster sustainable community development (Austin et al., 2006).

One notable example of successful cross-sector collaboration is the Partnership for Public Service in the United States. This organization works to improve the effectiveness of government agencies by partnering with private sector companies, non-profit organizations, and academic institutions. Through collaborative efforts, the Partnership for Public Service has implemented initiatives aimed at enhancing government services, promoting innovation, and addressing societal challenges (Partnership for Public Service, n.d.). Another example is the Sustainable Development Goals (SDGs) initiated by the United Nations. The SDGs serve as a global framework for addressing pressing social, economic, and environmental issues. Achieving the SDGs requires collaboration among governments, non-governmental organizations (NGOs), businesses, academia, and communities worldwide. Through partnerships and collective action, stakeholders pool resources, share knowledge, and implement solutions to advance sustainable development goals (United Nations, n.d.).

In the field of environmental conservation, the Conservation Alliance for Seafood Solutions is a collaborative effort among leading conservation organizations, seafood companies, and foundations. This alliance aims to promote sustainable seafood practices, protect marine ecosystems, and support coastal communities. By bringing together stakeholders from different sectors, the Conservation Alliance for Seafood Solutions facilitates knowledge sharing, promotes best practices, and drives positive change in the seafood industry (Conservation Alliance for Seafood Solutions, n.d.). These examples demonstrate the power of cross-sector collaboration in addressing complex community challenges. By leveraging the expertise, resources, and networks of diverse stakeholders, collaborative initiatives can achieve greater impact and contribute to sustainable community development.

5. Case Studies or Empirical Analysis

Case Study 1: Grameen Bank (Bangladesh)

Founded by Muhammad Yunus in 1976, Grameen Bank pioneered the concept of microfinance, providing small loans to impoverished individuals, particularly women, to start businesses and improve their livelihoods (Yunus, 2007). Through its innovative lending model, Grameen Bank has empowered millions of borrowers, enabling them to generate income, build assets, and escape poverty. Studies have shown that access to microfinance services has led to increased household income, improved living standards, and enhanced social status for borrowers (Pitt et al., 1999). Furthermore, Grameen Bank's emphasis on social collateral and group-based lending has fostered social cohesion and community solidarity, contributing to broader social and economic development in rural Bangladesh (Hashemi et al., 1996).

Case Study 2: Barefoot College (India)

Barefoot College, founded by Bunker Roy in 1972, is a pioneering social enterprise that empowers *rural communities through education, training, and technology. The college trains illiterate and semi-literate women from rural villages to become solar engineers, providing them with the skills and knowledge to install, repair, and maintain solar-powered systems in their communities (Roy, 2011). By equipping women with renewable energy skills, Barefoot College not only addresses energy poverty but also promotes gender equality, economic empowerment, and community self-reliance. Studies have shown that solar electrification projects led by Barefoot College have improved access to clean energy, enhanced educational opportunities, and catalyzed economic development in rural areas (Kumar & Jain, 2014).*

Several key success factors emerge from the case studies and empirical evidence on social entrepreneurship and community development. Firstly, a deep understanding of local contexts and needs is critical for designing relevant and sustainable interventions (Bornstein & Davis, 2010). Successful social enterprises like Grameen Bank and Barefoot College demonstrate the importance of grassroots engagement and participatory approaches in fostering community ownership and empowerment (Yunus, 2007; Roy, 2011). Additionally, effective partnerships with local stakeholders, governments, and international organizations play a vital role in scaling impact and ensuring long-term sustainability (Bornstein & Davis, 2010). Furthermore, a focus on innovation, adaptability, and continuous learning is essential for addressing evolving challenges and maximizing social value creation (Nicholls & Cho, 2006).

Conclusion

In conclusion, the exploration of social entrepreneurship's role in community development reveals its transformative potential in addressing complex societal challenges and fostering positive change within communities. This section provides a summary of key findings and implications, reflects on the overall impact of social entrepreneurship, and issues a call to action for stakeholders to support its growth for positive community outcomes.

Social entrepreneurship holds tremendous promise as a catalyst for community development, offering innovative solutions to address pressing societal challenges and create positive social change. By recognizing its potential, investing in its growth, and fostering an ecosystem of support, stakeholders can work together to harness the power of social entrepreneurship for the benefit of individuals, communities, and society as a whole.

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