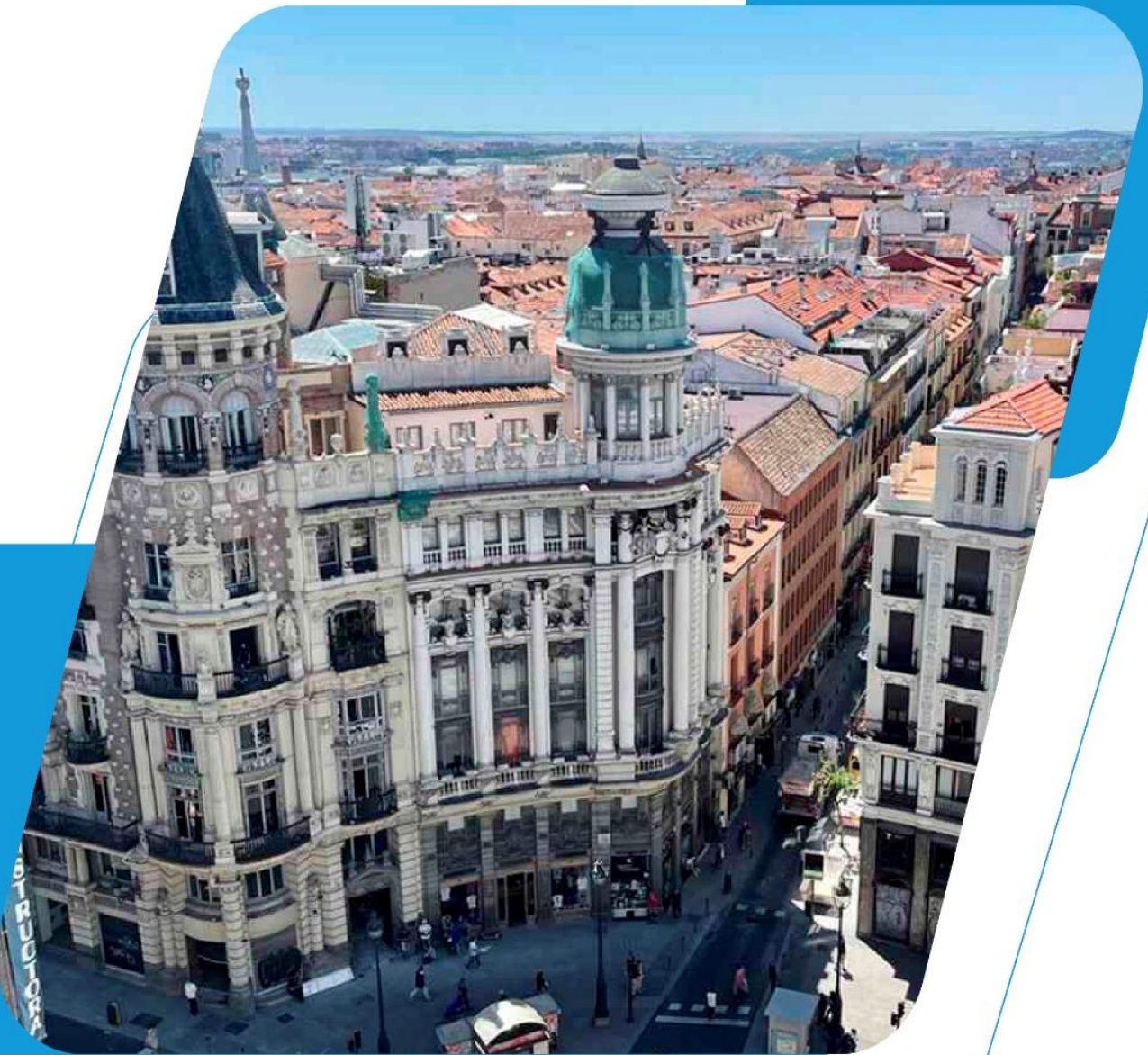




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*Proceedings of the I International Scientific
and Practical Conference*

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Chemical sciences

PYRIMIDINES-ANTIMETABOLITES WITH FREE 5 POSITION. SYNTHESIS OF 2-(4-ALKOXYBENZYL)-, 2-BENZYLTHIO-4,6-DISUBSTITUTED PYRIMIDINES

Hakobyan M.R.

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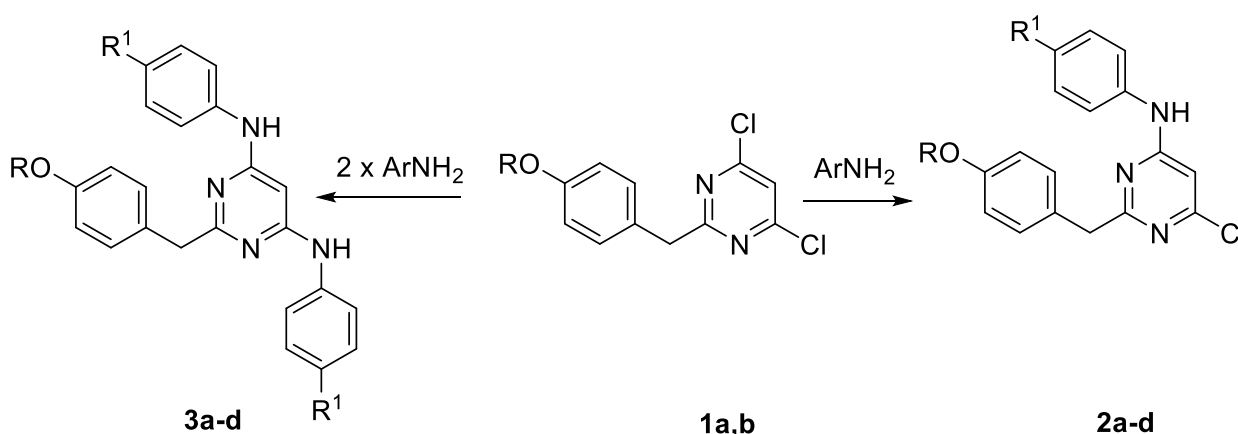
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Background. During the development of research on the synthesis of new potential drugs for effective chemotherapy of malignant neoplasms and infections, the theory of antimetabolites has proved to be very useful. The idea of creating molecular analogs (isosteres) of natural metabolites, which, due to their structural similarity with natural metabolites, are able to interact competitively with natural targets in a receptor-ligand manner has led to the creation of a number of effective drugs, such as 5-fluorouracil, cytosine arabinoside, 5-azacytidine, and others. This approach fully concerns the search for antimetabolite drugs in the series of substituted pyrimidines, taking into account the fundamental role of the latter as the structural basis for the life of all organisms.

Purpose of the study. Taking into account systematic studies on the synthesis of substituted pyrimidinones and the study of their biological activity [1,2], in this communication we describe the synthesis of two new series of pyrimidines **1-5**: 2-(4-alkoxybenzyl)pyrimidines functionalized in positions 4,6 of the ring with chlorine residues/aryl amines, **2a-d**, 4,6-diaryl amines **3a-d**, 2-benzylthio-6-methyl-N-arylpyrimidin-4-amines **4a-f** and 2-benzylthio-6-methyl-pyrimidine-4-thiol **5**. Presence of arylamino groups and the reactive chlorine atom creates, in addition to hydrogen bonds, the possibility for covalent receptor-ligand interactions. The general design of the synthesized compounds is shown in the scheme:



1a,b: R = Et (a), *iso*-Bu (b); **2a-d,3a-d:** R¹ = H (a), 4-Me (b), 4-MeO (c), 4-COOEt (d).

In the preparation of monosubstituted derivatives **2a-d** or bis-substituted derivatives **3a-d** 2-(4-alkoxybenzyl)-4,6-dichloropyrimidines **1a,b** were reacted with equal or double molecular amounts of aromatic amines.

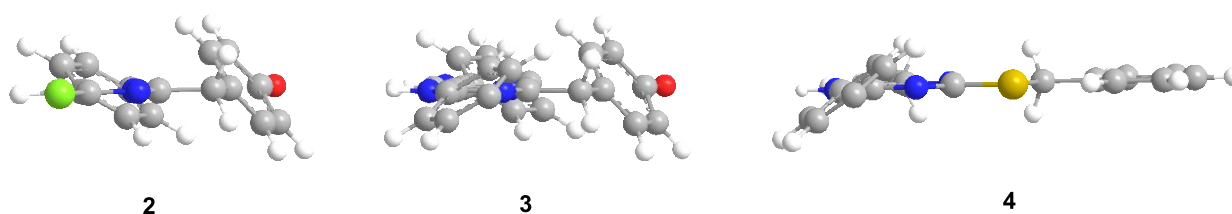
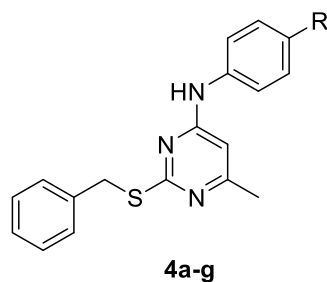
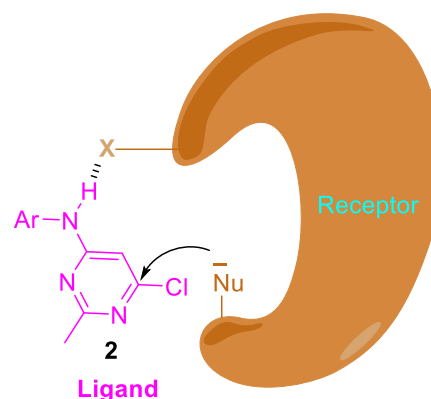
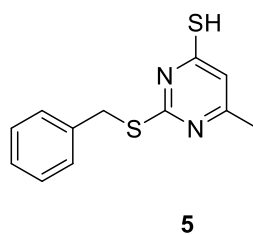


Figure 1 shows three-dimensional models of compounds 2-4.

It can be seen that the 2-benzylthio derivative 4 has a planar structure, while this structural motif is less pronounced in compounds of the 3,4 series.



4a-g: R = H, Me, MeO, EtO, COOEt, NO₂, I.



It can be assumed that a possible two-center mechanism of the interaction of pyrimidines 2 with cellular targets/receptors by the ligand-receptor type, when due to the amine fragment, the pyrimidine ligand is fixed on the receptor via hydrogen bonding, while the chlorine atom is attacked by nucleophilic groups (OH, SH, NH, NH₂) receptor. Molecular docking of the synthesized compounds was carried out and their effect on the level of tumor DNA methylation was studied under in vitro conditions in a 180 mouse sarcoma model.

Conclusion. New series of 2,4,6-trisubstituted pyrimidines with free position 5 of the ring and a reactive group in position 4 of the ring have been synthesized. Synthesized pyrimidines are considered as antimetabolites of pyrimidine metabolism. Compounds were docked and their biological activity was studied.

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Economic sciences

EVALUATION OF THE EFFICIENCY OF THE IMPLEMENTATION OF THE MANAGEMENT OF THE INDUSTRIAL ENTERPRISE

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ОЦЕНКА ЭФФЕКТИВНОСТИ РЕАЛИЗАЦИИ УПРАВЛЕНИЯ ПРОМЫШЛЕННЫМ ПРЕДПРИЯТИЕМ

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Реализация эффективного управления промышленным предприятием (ПП) является необходимым условием повышения его конкурентоспособности в долгосрочной перспективе, улучшения финансовых результатов и финансового состояния субъекта хозяйствования. При этом актуальной проблемой является разработка критерия эффективности управления ПП, обеспечивающего ее оценку в динамике с учетом тенденций развития субъекта хозяйствования и его целенаправленной деятельности. В связи с этим дальнейшего исследования требуют вопросы разработки критерия и оценки эффективности управления ПП.

Реализация эффективного управления ПП требует четкой постановки стратегической цели и определения задач его развития, выделение функций и разработки критериев эффективности деятельности субъекта хозяйствования, формирования организационно-экономического обеспечения достижения поставленной стратегической цели в соответствии с разработанными критериями и выделенными задачами деятельности ПП.

Стратегической целью развития системы может выступать достижение определенных социальных результатов, представляющихся желательными для данного состояния в данное текущее время понимания обществом своих будущих потребностей [1, с.21]. В свою очередь в качестве стратегической цели ПП может выступать совокупность результатов его хозяйственной деятельности, представляющимися желательными с точки зрения понимания высшим руководством компании ее будущего состояния с учетом факторов макро- и микросреды ПП, его внешней и внутренней среды [2, с. 15].

Реализация эффективного управления ПП требует комплексного и системного рассмотрения субъекта хозяйствования. ПП, как любую экономическую систему, можно представить в качестве процесса [1, с. 25]. С этой точки зрения ПП представляет собой систему, включающую совокупность хозяйственных подсистем, на вход которой поступают разнообразные ресурсы, преобразуемые в системе, что позволяет получить на выходе необходимые полезные результаты [2, с. 17].

Структуру ПП, исходя из его рассмотрения с позиций системного подхода, можно представить в виде трех блоков хозяйственных подсистем [2, с. 17]:

- исходной зоны, хозяйственные подсистемы которой обеспечивают снабжение необходимыми для осуществления деятельности ПП ресурсами;
- промежуточной зоны, в которой сгруппированы хозяйственные подсистемы, реализующие преобразование поступающих ресурсов в полезные результаты;
- замыкающей зоны, в которой сгруппированы хозяйственные подсистемы, отражающие достижение поставленных целей ПП.

Критерий эффективности (динамическая система показателей эффективности) представляет собой эталонный ряд, в соответствии с которым должна осуществляться динамика показателей, выраженная отношением значения прироста данного года к значению прироста в предыдущем году. Разница (степень совпадения) между эталонным и реальным порядком ускорений значений показателей характеризует эффективность деятельности.

Интегральный показатель эффективности ПП (ИПЭ) рассчитывается на основе сравнения эталонного порядка изменения значений показателей и реального по формуле (2):

$$ИПЭ = \frac{(1 + K_{откл})(1 + K_{инв})}{4}, \quad (1)$$

где $K_{откл}$ – коэффициент ранговой корреляции Спирмена (по отклонениям) (формула (2));
 $K_{инв}$ – коэффициент ранговой корреляции Кендалла (по инверсиям) (формула (3)).

$$K_{откл} = 1 - \frac{6 \sum_{s=1}^n Y_s^2}{n(n^2 - 1)}, \quad (2)$$

$$Y_s = s - X_s, \quad s = 1, 2, \dots, n,$$

где Y_s – разность между рангом в фактическом упорядочении и местом показателя s ;

s – место показателя в эталонном упорядочении;

n – число показателей, включенных в эталонную динамическую систему;

X_s – ранг показателя в фактическом упорядочении.

$$K_{инв} = 1 - \frac{4 \sum_{s=1}^n m_s}{n(n-1)}, \quad (3)$$

$$m_s = \sum_p a_p, \quad a_p = \begin{cases} 1, & X_s > X_p \\ 0, & X_s < X_p \end{cases},$$

где m_s – число инверсий для показателя s ;

s – место рассматриваемого показателя в эталонном упорядочении;

n – число показателей, включенных в эталонную динамическую систему;

a_p – функция, показывающая, находится или нет показатель в инверсии с рассматриваемым показателем s , и если находится, то $a_p = 1$, а если нет, то $a_p = 0$;

X_s (X_p) – ранг, который в фактическом упорядочении имеет показатель, занимающий в эталонном упорядочении место s (p);

P – место показателей, сравниваемых с рассматриваемым.

Значения интегрального показателя эффективности ИПЭ изменяются в диапазоне от 0 до 1. В случае совпадения реального порядка увеличения темпов приростов показателей с эталонным значение интегрального показателя эффективности будет равно 1. В случае диаметрально противоположного порядка для значений показателей и эталонного порядка интегральный показатель эффективности будет равен 0.

Последовательность построения критериев эффективности будет следующей. Прежде всего, устанавливается, что является входом для рассматриваемого ПП, какие процессы протекают внутри ПП и какие результаты имеются на его выходе. На этом этапе происходит первоначальное определение назначения ПП и дается характеристика процессов в исходной, промежуточной и замыкающей зонах. Далее выявляются функции ПП.

Следующий этап – регистрация всех используемых в процессе управления ПП показателей. Выбранные показатели группируются на показатели исходной, промежуточной и замыкающей зон системы. Из составленного списка необходимо устранить все показатели, которые рассчитываются как производные, например производительность труда, рентабельность и т.д. Удаляются также показатели, на значение которых рассматриваемая система влияния не имеет.

Такой отбор позволяет получить перечень показателей, необходимых для построения критерия эффективности функционирования ПП.

Перечень показателей является основой для построения окончательного варианта интегрированного показателя эффективности функционирования ПП. При определении нормативного порядка показателей можно использовать экспертный опрос лиц, выражающих интересы развития рассматриваемого ПП.

Таким образом, для построения критерия эффективности функционирования ПП используется подход, основанный на формировании порядка роста значений показателей, характеризующих реализацию целей развития данного субъекта хозяйствования. Как уже

указывалось, в этом случае более эффективной признается деятельность, при которой порядок роста темпов прироста значений показателей, отобранных в нормативный ряд, приближается к нормативно закреплённому порядку. Представление структуры ПП в виде совокупности комплексов исходной, промежуточной и замыкающей зон позволяет установить критерий эффективности его функционирования.

Предложенная методика оценки эффективности развития ПП с на основе динамической системы показателей включает следующие этапы [3]:

1. Определение целевой функции ПП.
2. Определение совокупности показателей, соответствующей функции ПП и адекватно отражающей происходящие в нем процессы.
3. Закрепление эталонного порядка показателей, в соответствии с которым должны изменяться значения отобранных показателей, на основе результатов экспертного опроса специалистов и исходя из теоретических представлений – формирование критерия эффективности развития ПП (динамической системы показателей).
4. Расчет на основе ранговых статистик (формулы (1)–(3)) интегрального показателя эффективности развития ПП на основе измерения динамики изменения значений показателей, включенных в критерий, за анализируемый период времени.

С помощью разработанного критерия эффективности развития ПП и расчета на его основе интегрального показателя деятельности можно оценивать успешность движения ПП к желательному состоянию, характеризующемуся достижением определенных результатов.

Критерий эффективности управления ПП приведен в таблице 1. При этом необходимо отметить, что все стоимостные показатели необходимо представлять в сопоставимых ценах [3].

Таблица 1.

Критерий эффективности развития ПП

Эталонный ранг движения	Показатель	Единица измерения	Зона
1	Чистая прибыль	млн юаней	Замыкающая
2	Операционная прибыль	млн юаней	Замыкающая
3	Добавленная стоимость	млн юаней	Замыкающая
4	Выручка от продаж новой продукции	млн юаней	Замыкающая
5	Количество патентных заявок	шт.	Замыкающая
6	Затраты на разработку новых продуктов	млн юаней	Замыкающая
7	Сумма инвестиций в НИОКР	млн юаней	Промежуточная
8	Затраты на внедрение, адаптацию и усвоение зарубежных технологий	млн юаней	Промежуточная
9	Инвестиции в основные средства и нематериальные активы	млн юаней	Промежуточная
10	Численность персонала, занятого НИОКР	чел.	Промежуточная
11	Затраты на оплату труда	млн юаней	Исходная
12	Затраты на топливно-энергетические ресурсы	млн юаней	Исходная
13	Затраты на сырье, материалы, полуфабрикаты и комплектующие	млн юаней	Исходная

Источник: авторская разработка.

Полученные результаты оценки эффективности управления ПП представлены в таблице 2 и на рисунке 1.

Таблица 2.

Значения коэффициентов $K_{откл}$, $K_{инв}$ и интегрального показателя эффективности развития ПП (ИПЭПП)

Наименование показателя	Номер периода (годы)		
	1 (2017–2019 гг.)	2 (2018–2020 гг.)	3 (2019–2021 гг.)
$K_{откл}$	-0,104	-0,159	-0,044
$K_{инв}$	-0,026	-0,103	-0,026
ИПЭПП	0,218	0,189	0,233

Источник: авторская разработка на основе расчетов.

Как видно из таблицы 2 и рисунка 1, в соответствии с разработанным критерием эффективности развития ПП в период с 2017 по 2021 г. интегральный показатель эффективности имел разнонаправленную динамику.

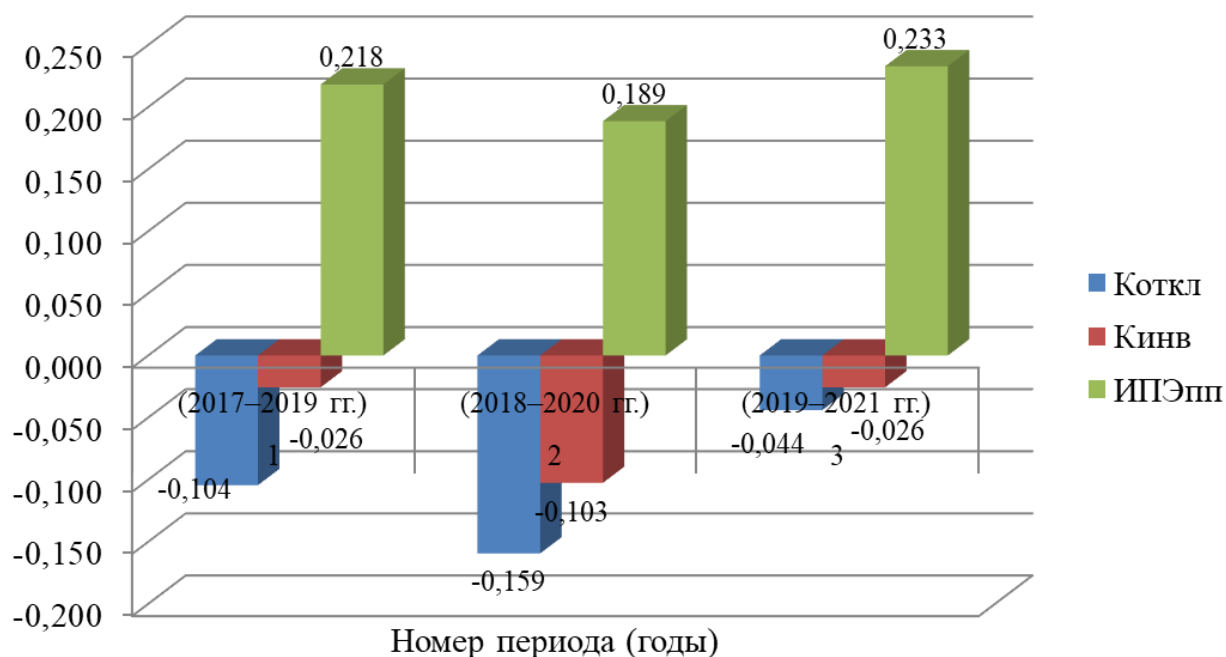


Рисунок 1. – Динамика коэффициентов $K_{откл}$, $K_{инв}$ и интегрального показателя эффективности развития ПП (ИПЭПП)

Источник: построено по данным таблицы 2.

Так, интегральный показатель эффективности управления и развития ПП наибольшего значения (0,233) достиг в третьем периоде, включающем сверстку показателей за 2019–2021 годы. Это свидетельствует о некотором повышении эффективности управления и развития ПП в данном периоде по сравнению с первым периодом, включающем сверстку показателей за 2017–2019 годы (значение интегрального показателя составило 0,218), и вторым периодом, включающем сверстку показателей за 2018–2020 годы (значение интегрального показателя составило 0,189). Однако значение интегрального показателя во всех трех периодах, охватывающих 2017–2021 годы, значительно ниже максимально возможного, равного 1, что свидетельствует о низкой эффективности управления и развития ПП.

В соответствии с предложенным критерием эффективности управления ПП и проведенной ее оценкой можно предложить следующие рекомендации, позволяющие субъекту хозяйствования достичь следующих результатов:

1. Увеличение чистой и операционной прибыли за счет повышения эффективности и инновационности развития ПП.

2. Сокращение энергоемкости и материалоемкости выпускаемой продукции за счет увеличения затрат на научно-исследовательские работы и внедрение новых технологий в процесс производства.

3. Увеличение производительности труда за счет более быстрого роста инвестиций и расходов на НИОКР.

4. Снижение себестоимости производства продукции на основе обеспечения роста более быстрыми темпами результатов производства по сравнению с затратами.

Таким образом методика оценки эффективности развития ПП с использованием динамической системы показателей позволяет измерять эффективность целенаправленной деятельности в динамике и с учетом тенденций развития экономики ПП, а также обоснованно подходить к разработке механизмов достижения поставленных целей развития в соответствии с предложенным критерием эффективности.

Для достижения вышеназванных целей развития субъектов экономических отношений необходимо обеспечить:

- выделение многообразия элементарных задач, получаемых декомпозицией показателей критерия эффективности на подзадачи в соответствии с основными этапами производственно-хозяйственной деятельности ПП (снабжение, производство и сбыт), по признаку ресурсного обеспечения (материально-технического, финансового, кадрового и информационного), по уровням управления (институциональный уровень, управленческий уровень, технический уровень и уровень конкретного работника), и по этапам управленческого цикла (прогнозирование, планирование, организация, анализ и др.);

- разработку организационно-экономического обеспечения решения выделенных задач, включающего совокупность методов, приемов, способов распределения ресурсов (материальных, финансовых, трудовых и др.) в пространстве и во времени и реализующихся соответственно в структуре и стратегии.

Необходимо особо подчеркнуть, что при разработке направлений повышения эффективности управления ПП необходимо учитывать его влияние на показатели, характеризующие финансовые результаты и эффективность производственно-хозяйственной деятельности субъекта хозяйствования.

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**MANAGEMENT EFFICIENCY AS THE MAIN INDICATOR OF MANAGEMENT RESULTS,
ACHIEVEMENTS AND BENEFIT TO HUMANITY**

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**БОШҚАРУВ САМАРАДОРЛИГИ - МЕНЕЖМЕНТ НАТИЖАЛАРИ, ЮТУҚЛАРИ ВА ИНСОНИАТГА
МАНФААТИНИНГ АСОСИЙ ИНДИКАТОРИ СИФАТИДА**

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**ЭФФЕКТИВНОСТЬ УПРАВЛЕНИЯ КАК ГЛАВНЫЙ ПОКАЗАТЕЛЬ УПРАВЛЕНЧЕСКИХ
РЕЗУЛЬТАТОВ, ДОСТИЖЕНИЙ И ПОЛЬЗЫ ДЛЯ ЧЕЛОВЕЧЕСТВА**

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Abstract

The article examines the final results, achievements and outcomings of management activities based on management efficiency. Also, the direct role of management in the discoveries made by mankind during the period of historical development has been highlighted, conclusions and recommendations have been developed for determining and evaluating the final results of the management system in enterprises and organizations.

Аннотация

Мақолада бошқарув фаолиятининг якуний қўлга киритадиган натижалари, ютуқ ва камчиликлари бошқарув самарадорлиги асосида тадқиқ этилган. Шунингдек, инсониятнинг тарихий тараққиёт даврида амалга оширган кашфиётларида бошқарувнинг бевосита ўрни ёритиб берилган, корхона ва ташкилотларда менежмент тизими якуний натижаларини аниқлаш ва унга баҳо бериш юзасидан хулоса ва тавсиялар ишлаб чиқилган.

Аннотация

В статье рассматриваются конечные результаты, достижения и итоги управленческой деятельности на основе эффективности управления. Также выделена непосредственная роль менеджмента в открытиях, сделанных человечеством в период исторического развития, разработаны выводы и рекомендации для определения и оценки конечных результатов системы менеджмента на предприятиях и в организациях.

Keywords: *Management results, management effectiveness, achievements and shortcomings, qualitative and quantitative indicators*

Калит сўзлар: *Менежмент натижалари, бошқарув самараси, ютуқлар ва камчиликлар, сифат ва миқдорий кўрсаткичлар.*

Ключевые слова: *Результаты управления, эффективность управления, достижения и недостатки, качественные и количественные показатели*

Introduction. *The indicator of economic efficiency obtained from the economic activity of enterprises and organizations is not only a product of economic processes, but there is also a special place of management related to the sector, namely, management. As the processes of the market economy are implemented on the basis of its existing laws, regular work is required on a number of tasks related to management, such as establishing rational management of the process, achieving optimal organization and planning, and implementing socio-economic events from customers, suppliers, marketing, and corporate relations. All of these are issues related to management performance.*

As in all fields, management has gained a number of results, achievements, and opportunities since the early industrial revolution, when it was formed as a science and began to be widely used in practice.

The experiments carried out by foreign researchers show that during the years 1990–2000 alone, modern foreign companies attracted investments in the amount of 30 billion US dollars to improve their management. Therefore, enterprises, organizations, and business entities should know that the results obtained from their activities are not only related to the economic activity itself but also depend on a properly implemented management system. Since management covers issues related to the rational management of economic and social processes, it is impossible to express its achievements and results in a simple way. However, it is possible to get a general idea by summarizing the results that management can achieve in the following tables and figures. (Figure 1)

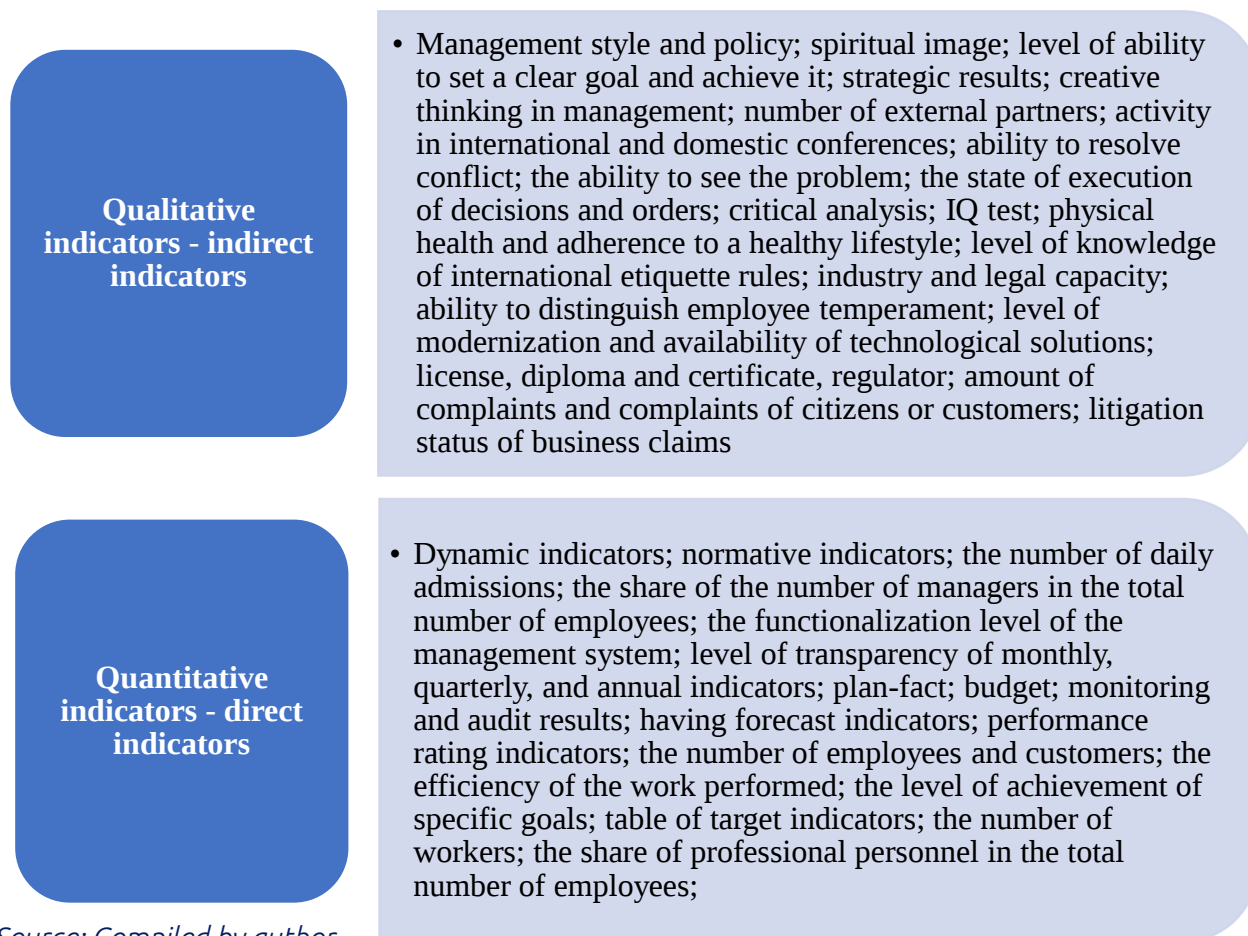
Literature review. *The early established schools of management had different approaches to the problem of management effectiveness. For example, proponents of the school of scientific management (F. Taylor, G. Gant, G. Emerson, F., L. Gilbert, etc.) studied how to improve management efficiency at the production level. G. Emerson, as a mature representative of this school, paid special attention to the study of this problem and attached great importance to the connection between management efficiency and the organizational structure of the enterprise. Representatives of the administrative (classical) school of management (A. Fayol, L. Urvik, D. Muni, etc.) considered management effectiveness in a broader sense, in connection with the activity of the entire organization. Their goal was to create universal management principles that should lead the organization to success (Henri Fayol's 14 management principles). Representatives of the school of human relations (G. Münsterberg, M. Follet, R. Likert, and A. Maslow) considered the human factor to be the main element of management efficiency and developed various theories related to increasing management efficiency through the use of human resources. [3]*

The problem of management effectiveness is an integral part of economics, which includes consideration of: management capacity, that is, the sum of all management resources that the management system has and uses; management costs determined by the content, organization, technology, and volume of work on the implementation of relevant management functions; and the nature of labor management. This includes the implementation of management effectiveness, that is, the effectiveness of people's actions in the process of organizational activity, in the realization of interests, and in achieving certain goals [8].

The main part. *Management results are expressed not only in the form of numbers, but also in socio-economically important criteria and levels of their achievement. It is necessary to properly classify management usefulness according to tangible and intangible aspects. For example, to increase the volume of sales, to introduce bonuses for special prices to attract the attention of customers faster, to create modern conditions in the workplace depending on the results of the employees, to present letters of thanks in front of the entire team, to take effective measures to influence the serious conflict between the employees in a timely manner, signing agreements with target partners, creating an enterprise or organization's own brand, choosing an attractive name, showing activity in socially important projects, demonstrating all the qualities characteristic of a leader in various presentations, ceremonies and celebrations, there are quality indicators that the field of management cannot be imagined without such indicators. Representation of a leader as a mature professional who ensures the moral image, management skills, social activity, balance of interests in the enterprise is an inseparable part of the chain of results that management should achieve.*

Therefore, a natural question arises as to how to scientifically research the results, achievements, and usefulness of management. By determining these indicators, it becomes possible to objectively assess the general and private state of management in the enterprise and organization. So, we need to define the methodology that we need to get all the ideas about management. And on the basis of this methodology, we should develop all the conclusions and proposals related to management in the future, which should help identify the shortcomings in the management of the enterprise and organization and develop management solutions. Theoretically, it is based on the study of scientific works and literature carried out in the framework of the research and the implementation of systematization and modeling based on their generalization, as well as empirical observation, survey, questionnaire, and comparative analysis.

When analyzing the results obtained by management, the following indicators are distinguished and classified in a certain order, which is the first step for research:



Source: Compiled by author

Figure 1. A system of indicators representing management results

After determining and classifying the qualitative and quantitative indicators of management, it is necessary to express them in terms of value. In this case, each indicator should be expressed separately, that is, if qualitative indicators are formed first, then you can work on quantitative indicators, or vice versa.

Quality indicators of management are a system of indicators of the results of management activities that cannot be expressed in terms of value, and these indicators are indicators that directly affect management and its quantitative indicators, and in some cases, indirectly. If the quality indicators of management cannot be expressed in numbers, how to form and digitize these indicators is one of the main problems of management science. Management quality indicators are subjective based on the assessment of the quality of the organization's performance and can be expressed on a scale of 1 to 10 points based on "very bad", "good", "very good", or based on a social survey. But, despite this, if we look at the scientific works of a number of scientists who have conducted scientific research in this field, we can witness that significant progress has been made in this regard.

Historical development gradually encouraged people to make many innovations and discoveries in their daily lives, and the satisfaction obtained from realized opportunities and their effective use caused the development to accelerate, and its scope continues even to this day. If we classify the results and opportunities achieved by mankind on the basis of the periodization of the formation of management, that is, management, we will be able to summarize the achievements presented in the following table in one place (Table 1). And when we analyze the gradual nature of management, we can see that management has a special place on the basis of human achievements.

Table 1

**Achievements and possibilities of the development of human thinking
comparative summation with the evolution of management**

Results and opportunities	
Discoveries made in the period from primitive society to the formation of modern people (from 2.6 million years BC to the 18th century)	Stone processing; use of fire; collective hunting of large animals; stone knives, sewing clothes, arrows and spears, visual arts, ceramics, boats and oars; cement; agricultural exploitation; the map is drawn; papyrus; paper; building materials; shagam; soap; otaravas; sewage; toilets; glass and mirror; iron smelting; alphabet; coin; icons; compass; cargo transport device; windmill; angel; hang glider; buttoning clothes; eye glass; mechanical tower clock; firearms; astronomical clock; typewriter; hygrometer; printing press; accounting; toothpaste; modern scissors; pen; Gregorian calendar; microscope; toilet bowl; telescope; calculator; logarithmic ruler; mechanical calculator; barometer; banknote; energy generating machine
Discoveries made during industrialization (between the 18th and 19th centuries)	Gas thermometer; steam engine; piano; submarine; stopwatch; circular saw; military rocket; balloon; steam engine; heat engine; nail making machine; optical telegraph; metal cutting lathe; vaccine; electronic battery; electric welding machine; steam engine; refrigerator; canning; stethoscope; electric motor; lighter; internal combustion engine; gasoline; gas stove; match; pen; electric generator; braille font; grain harvester; kerosene lamp; syringe; underwater communication cable; sewing machine; linoleum; mechanical piano; metropolitan; dynamite; stapler; reinforced concrete; modern typewriter; vacuum cleaner; hectograph; tram; telephone; sound amplifier; four-stroke gas internal combustion engine; phonograph; charcoal microphone; car; electronic railway; metal detector; trolleybus; motorcycle; transformer; bicycle; tractor; escalator; radio wave transmitter; a device that receives radio waves; radio communication; radio telephone; air conditioner; airplane; hair dryer; thermos; helicopter;
Discoveries achieved during the period of systematization (periods between XX-XXI centuries)	Projector; polygraph; hair removal device; cinematographer; television; cotton harvester; bulldozer; machinery for forming asphalt on roads; nuclear medicine; radio telescope; radar; computer; ATM; nuclear reactor; scuba diving; guided missile for military purposes; microwave oven; transistor; credit cards; high-speed trains; diskette; black box; UZI; AES; hard disk; videophone; remote control; VCR; artificial intelligence; earth satellite; electronic calculator; intercontinental ballistic missiles; laser; optical disc; space observatory; satellite television; computer mouse; e-mail; supersonic passenger aircraft; Arpanet network; MRT; computed tomography; touch screen; mobile devices; personal computer; flash memory; artificial heart; laptop; internet; Google; Wi-Fi;
Discoveries made in the age of information technology (From the 21st century to today)	Object mental management interface; robot; transmission of opinion to the Internet; cryptocurrency, Bitcoin; 3D printer; virtual reality viewing glasses; a method of manufacturing soluble electronics was discovered; laser space communication; MEMS (nanoinjector); nano electronic robotic device (NERD); discovery of the first nanotechnology particles;

Source: compiled by the author based on information from Wikipedia

The improvement of the human mind, the development and rise of the ability of intelligence and perception over several thousand years, has not only brought serious positive changes to his daily lifestyle but also to various types of activities, professional issues, the rational organization of processes, the positive impact of events, and finally, the field of management. also caused unprecedented changes. This is a great impetus for the gradual transition from the primitive form of management, as well as from Taylorism, which aims to benefit from the labor of the worker as a lifeless machine, to the modern management that raises human interests to a high level, works on the basis of democratic and legal relations between the employer and the worker, and calls for the establishment of management with modern models. it happened. As a result of the various discoveries classified in the table above, the final results of scientific research, and the transformation of scientific and technical achievements in the

implementation of management activities, the field of management has been further improved, creating an opportunity to make more accurate decisions, study the problem more deeply, and find more perfect solutions to it. began to give The final results of several years of research in science, technology, and management—the positive impact of inventions and discoveries on management—are analyzed in detail in the example of a picture below.

Table 2

The role of scientific and technical achievements, the introduction of scientific discoveries into management activities in the formation of modern management

TRADITIONAL MANAGEMENT	MODERN MANAGEMENT
Management problems are difficult to fully analyze. Management decisions are set only for a short period of time, if possible, they are changed from day to day.	Management problems are being identified with greater certainty thanks to the introduction of scientific and technical advances, and problem solving is being addressed based on scientific solutions rather than subjective views.
Management is not highly specialized and is often carried out by individuals who do not have specific knowledge and skills in the field.	Diversified management functions, forms and types arising from the characteristics of branches and industries began to emerge. The transition from general management to targeted management began to be observed more often.
Although producer and consumer relations are implemented based on the rules of the market economy, it is not always possible to find transparent legal and scientific-analytical solutions to the conflicting interests of the economic cycle.	The infrastructure of the market economy has become more transparent and systematized. New market mechanisms were introduced. Trading platforms based on modern technologies were introduced here.
In management, functional mechanisms are not given much place, but the main emphasis is placed on management based on the principle of autonomy.	The management process is diversified and carried out by personnel with management skills and potential in sectors and industries
In management, long-term goals, plans, and strategies are given little or no attention	High goals, mission and strategies, tactical decisions form the foundation of management, and tasks and assignments, measures are developed based on this.

Source: compiled by the author

Management, like any type of activity, requires an accurate assessment of the result of the activity to determine its effectiveness. But this issue is more complicated when looking at management because management evaluation is not always done directly due to the lack of formalized results related to management and because only certain types of work can be quantified. Therefore, it is often necessary to use indirect methods when measuring the effectiveness of management results.

The management process is based on the use of human, material, and financial resources and information, and depending on how skillfully and purposefully they are used, it achieves results in one form or another. Management effectiveness is the overall result of the interaction of management components, the effectiveness of the system, and the management process as the interaction of management and management systems. It can also be expressed in a simplified form as "management efficiency is a comparison of the resources consumed with the results obtained." The most difficult issue in evaluating the effectiveness of management is determining its result. Some production and economic results are often accepted as management results, for example, the growth rate of labor productivity, quality, work rhythm, etc. Each of these results, of course, includes the materialized labor of management personnel. However, the work of management is not directly reflected in these indicators but rather indirectly through its relevant influence on those who are directly engaged in effective work. At the same time, managers' influence in the form of orders, instructions, and orders often passes through a number of management levels from top to bottom. As a result, the work of lower-level managers is added to the work of managers at the highest level of management; that is, the final result of management and its effectiveness are achieved through general management work. The results and effectiveness of management work ultimately depend on many conditions, including the potential of the

employee, his ability to perform certain tasks, the means of production, and social aspects of the activities of employees and the whole team, such as organizational culture. They largely depend on the leader's personality, which is reflected in his authority, work style, etc. Therefore, all these factors act together in an integrated manner [5].

The final result of management is usually called management effectiveness. The basis of management efficiency is the influence of leadership. Influence in management is the result of the implementation of measures aimed at improving production, business, and the organization as a whole. The management effect consists of three elements: economic effect: the type of effect that has the form of direct costs, that is, measured in money or natural counters; The socio-economic effect has the complex nature of a combination of economic benefits and social stability and tranquility (for example, improving working conditions and reducing the level of occupational diseases), and under certain conditions it can become a simple economic effect; social impact is a type of impact that, in principle, cannot be converted into economic results. (for example, the prevention of social conflicts) [1].

There are many types of management efficiency, and it is appropriate to classify the main ones as follows [2]:

According to the means of exposure Targeted, strategic and tactical, planned, predictive, programmatic, conceptual, motivational, and motivational, resource and capacity	According to the content of exposure Economic, social, innovative, organizational, and ecological	According to the degree of manifestation of the effect National, economic, regional, branch, foreign economic
According to the types of management systems Marketing, innovation, production, finance	According to the form of effectivity Management activity, management apparatus, management process, management system, management innovations	

Source: compiled by the author

Figure 2. Classification of performance indicators representing management results

Let's consider the main factors affecting the effectiveness of management:

According to the duration of influence, factors are divided into those that have a long-term effect (technical level of production, management style, etc.) and those that have a short-term effect (absence of work, absenteeism, violation of labor discipline, etc.). Factors are divided into intensive and extensive according to the nature of their influence. The first one ensures management efficiency by mobilizing internal resources, improving the organization of the work of management staff and its conditions, and training management personnel, while the second provides for attracting additional resources, that is, increasing the number of management staff and providing technical equipment for the work of managers without changing in quality. expand. According to the content, scientific and technical (level of mechanization and automation of labor); organizational (rational structure of management apparatus, number of employees, labor discipline, etc.); economic (system of material incentives and responsibility); social-psychological (work motivation, interpersonal relations), and other forms of influence are distinguished by direct (personnel qualifications, state of equipment) and indirect factors (psychological climate, group dynamics). The first has a direct effect on the effectiveness of management work, while the second has an indirect effect.

Each of these factors can affect the management system both jointly and separately. If it provides a significant increase in management efficiency by having a positive effect, it reduces it by having a negative effect. The task of managers is to systematically influence these factors. Efficiency growth should be the object of continuous management activity at all levels of the organization. Thus, management efficiency is one of the main indicators of management improvement, which is determined by comparing management results and the resources spent to achieve them. Since the study of management efficiency is a rather complex process, it is necessary to take into account various factors and conditions that have a joint effect on management activity in its analysis [2].

As mentioned above, the assessment of management efficiency is very complicated, so there are many criteria and methods for such an assessment that take into account various factors affecting efficiency. In practice, it is customary to evaluate management efficiency by comparing it with the results obtained from the consumed resources and by comparing it with the obtained profit and management costs. **But this is a simplified type of assessment of management efficiency, which does not always give the right result, because:**

- 1) the result of management is not always profitable;
- 2) such assessment leads to a direct and indirect result, which hides the role of management in achieving it; the benefit often occurs as an indirect result;
- 3) the result of management can be not only economic, but also social, socio-economic;
- 4) it is not always possible to clearly determine management costs [8].

Therefore, to avoid inaccuracies in evaluation results, management effectiveness is often considered in two ways: effectiveness related to narrow management issues and effectiveness related to broad management issues. Efficiency in a narrow range is evaluated by comparing the costs of a certain management process with changes in the indicators of the current management system, and to assess its effectiveness, separate indicators such as changes in the level of technical equipment for management labor and changes in the share of management employees in the total number of industrial and production employees are suitable. The level of technical equipment for management labor is characterized by the cost of all technical means per administrative and management employee. It should be noted that in many enterprises this indicator is still at a very low level and is estimated to be dozens of times lower than the level of workers technical equipment. If we pay attention to the calculations of foreign experts, the funds spent on the mechanization and automation of management work pay off 3–4 times faster than the costs spent on new production equipment.

However, the narrow range of management effectiveness indicators does not directly reflect its effectiveness. Broad management efficiency is determined by comparing management costs with the general indicators of the entire enterprise [5].

It is important to correctly determine the structure of management costs to strengthen the efficiency of management in the enterprise. These costs include: the basic and additional wages of the enterprise's management apparatus and its units, with calculations; the amount of depreciation of the main means of management (buildings and buildings); the technical means of management (computers, communication equipment, office equipment, and household appliances); all types of energy costs for lighting, heating, and ventilation of control rooms; the price of various auxiliary tools and materials (stationery, paper, etc.); etc.; current repair costs of administrative buildings (offices) determine the composition of management costs and its dynamics in relation to the listed elements [6]. Another important indicator in the evaluation of management efficiency is profit and profitability indicators, which fully describe the final results of the enterprise and management efficiency.

It is necessary to generalize and use the whole system of separate indicators in an integrated manner in the assessment of management efficiency. The effectiveness of management activities in relation to the subject of management can be characterized by quantitative (economic efficiency) and qualitative (social efficiency) indicators [5]. Quantitative indicators of the activity of the management system include a set of labor process indicators for achieving economy in the implementation of live work in the field of management (reducing the number of management processes, labor intensity); financial indicators of the management system (reduction of management costs); and indicators of time saving (reduction of the duration of management cycles as a result of the introduction of information technologies and organizational procedures).

Indicators of social efficiency (quality) of management are of particular importance as a means to: increase the scientific and technical level of management; improve the level of integration of management processes; train managers; increase the level of validity of the decisions made; form an organizational culture; manage the system; gain worker satisfaction from his work; gain public trust;

strengthen the social responsibility of the organization; It is manifested in ecological consequences. That is, the effectiveness of these indicators can be characterized by easing and improving working conditions, improving the psychological situation within the team, establishing meaningful relationships between managers and executives, etc. It is almost impossible to reduce these indicators in terms of value. The value of such efficiency is undoubtedly high [8].

If, as a result of management rationalization, it is possible to achieve the maximum level of the above indicators, then there will be a positive shift in the organization of the management system and economic efficiency will be achieved. also requires management evaluation. **Thus, in a generalized way, the following criteria of management efficiency can be distinguished:**

1. **Efficiency** - the level of achievement of the organization's goals.
2. **Profitability (by product)** - the ratio between the necessary and actual consumption of resources.
3. **Quality** - compliance of product (service) characteristics with consumer standards and requirements.
4. **Profitability (by activity)** - the ratio between income and total costs.
5. **Productivity** - the ratio of the volume of produced products (services) to the value of natural resources, costs, and other indicators and resources corresponding to a certain volume of production (resources: labor, material, financial, etc.) in a certain period.
6. **Quality of the work process** - working conditions of employees
7. **Innovative activity** - introduction of innovations in various functional areas of the organization [1].

Analyzing the category of efficiency, its determining factors, the content and results of management work, and the adequate content and forms of the manifestation of efficiency, depending on the purpose of the organization and the conditions of its operation, allows us to conclude that groups of indicators serve as a measure of efficiency, a criterion.

Improving management efficiency is a necessary component of the successful operation of any enterprise. Currently, there are many ways to increase management efficiency, and each of them is focused on the leader himself, his personal and professional qualities, or any element of management activity. Work on improving management efficiency can begin with any element, the improvement of which is most relevant for the organization. It is important to remember only the relationship of the elements to each other. The most common ways to improve management efficiency include:

1. Improving the management structure by simplifying it as much as possible, decentralizing most of the functions, and determining management powers taking into account qualifications and personal qualities
2. Developing a development strategy based on the analysis of the organization's strengths and weaknesses and developing norms and policies covering all functional areas of the organization
3. development of an information system for the organization that provides effective communication between employees and departments.
4. Development of a decision-making system, management rules and procedures, and incentive systems.
5. To create a continuous professional development system based on employee training, retraining, initiative, and creativity development.
6. Development of a system of selection, training, evaluation, and promotion of managerial personnel, planning of job levels for managers, use of a leadership style adequate to internal and external factors affecting the organization.
7. applying the most effective methods of personnel selection, evaluating it, and forming capable and suitable employees, creating the most favorable social and psychological environment.
8. Creating an organizational culture by working on the development of common values recognized and approved by employees [2]

Let's take a closer look at some ways to improve management efficiency. For the effectiveness of the management process in modern market conditions, any manager must not only have deep and versatile knowledge, but also be distinguished by efficiency and success, feel innovative, and always be proactive. It can affect the development of the employee's work efficiency, including in the field of management. An important motivational factor for improving the skills of a manager and developing his initiative is systematic promotion. The manager should be clear that the question of his promotion should be reviewed periodically. However, this promotion will largely depend on how he improves his business skills, how active he is at work.

Incentives for managers can be implemented in the following direction:

1. actions and wages of the same job category, but with an expansion of the performed functions;
2. salary increase without promotion;
3. create conditions to walk freely through the labor ladder [7].

The continuous training system in production helps increase management efficiency. Training is aimed at increasing and deepening the knowledge, skills, and qualifications of an employee in a specific activity. Periodic certification of managers plays an encouraging role in increasing the effectiveness of their activities. The main purpose of certification is to determine what this or that employee is capable of and what he deserves. A sense of responsibility before the next certification encourages the manager to use his abilities more fully to achieve better results at work.

One of the most important ways to improve management efficiency is to actively support innovation in the organization. Creating and supporting an environment of creative research is the direct task of company leaders [4].

Factors that support innovation include: ensuring the necessary freedom in the development of innovation, providing innovators with the necessary resources and equipment, support from top management; conducting discussions to exchange ideas; establishing effective relationships with colleagues, other departments, universities, and external scientific organizations; such as creating an environment of mutual understanding among employees.

One of the most effective ways to increase management efficiency is motivation [6]. Motivation is the process of stimulating activity and encouraging oneself and others to work to achieve personal, collective, and social goals, influencing human behavior. There is a certain system of labor motivations. It includes the following motives: the meaning of work, its social usefulness, status related to public recognition of work efficiency, and to have material interests. One of the main tasks of a manager to improve management efficiency is to determine the motives behind each employee's activity and to harmonize these motives with the company's goals.

The principle of delegation in management plays an important role in ensuring effective management, which means delegating certain tasks to subordinates. The advantages of this principle are as follows:

- the correct distribution of responsibility for the most important work;
- expanding the scope of tasks performed by the organization;
- development of initiative, skills, professional skills among subordinates;
- expanding the level of decision-making.

Managers should keep in mind that delegation of duties and responsibilities does not exempt them from responsibility. This is not a way of avoiding responsibility but a form of distribution of management work that allows to increase its efficiency [3].

The effectiveness or ineffectiveness of management is mainly determined by the organizational structure of management in the enterprise. The speed and effectiveness of decision-making, the effectiveness of the tasks set by the management, and therefore the overall effectiveness of management in the enterprise depend on the correct choice of organizational structure. To improve the efficiency of enterprise management, you can make any changes to the existing management structure or completely change it. The organizational structure, as a rule, is formed taking into account the nature and scale of the enterprise, the number of sales markets, the size of the management staff, etc.

Conclusions and suggestions.

In conclusion, the results of the management of enterprises and organizations are one of the most important indicators, as are their economic and financial indicators. Because the effectiveness of financial and economic indicators is an important sign of the effectiveness of the management of this organization. The main indicators of the results of management activities are qualitative and quantitative indicators of management, and their joint effectiveness is the indicator that allows determining management results, achievements, and shortcomings. Based on this conclusion, it is proposed to use the following as important factors for improving the effectiveness of management results and indicators in the management process:

- ✓ development of a comprehensive system of qualitative and quantitative performance indicators and evaluation criteria;
- ✓ identifying direct and indirect factors affecting management efficiency and measuring their impact level;
- ✓ Formation of a system of values affecting management problems;
- ✓ To have an effective data exchange system between manager and subordinate;

- ✓ *Formation of a monitoring and control system regarding the achievement of goals and tasks set by the management;*
- ✓ *Analyzing internal and external influences on management based on determining their interdependence is one of them.*

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INFORMATION-COMMUNICATION TECHNOLOGIES IN PUBLIC SERVICES**Statsenko O.A.***Ph.D. in economics, associate professor,
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ИНФОРМАЦИОННО-КОММУНИКАТИВНЫЕ ТЕХНОЛОГИИ В СФЕРЕ ОБСЛУЖИВАНИЯ НАСЕЛЕНИЯ**Стаценко О.А.***к.э.н., ассоциированный профессор,
университет МИРАС***Abstract**

The relevance of the chosen topic lies in the fact that the use of information and communication technologies in the service sector creates additional impulses to its dynamics, and, consequently, has an impact on improving the quality of life of the population. The article discusses the issues of the state and trends in the development of the service sector in Kazakhstan under the influence of digital solutions, the expansion of communicative contact between the state and society.

Аннотация

Актуальность выбранной темы заключается в том, что применение информационно-коммуникационных технологий в сфере услуг создает дополнительные импульсы ее динамике, а, следовательно, оказывает влияние на улучшение качества жизни населения. В статье рассматриваются вопросы состояния и тенденции развития сферы услуг в Казахстане под воздействием цифровых решений, расширения коммуникативного контакта государства и общества.

Keywords: *digitalization, electric trading, digital transformation, service sector, marketplaces, aggregator sites.*

Ключевые слова: *цифровизация, электроггая торговля, цифровая трансформация, сфера услуг, Маркетплейсы, Сайты-агрегаторы.*

В современных условиях развития экономики использование информационно-коммуникационных технологий является необходимой платформой современного ведения бизнеса.

Цифровая трансформация приводит к возникновению новых бизнес-моделей, включая так называемое проактивное обслуживание на основе данных. Чем больше провайдеры услуг знают о своих клиентах, тем более персонализированные предложения они могут создавать, предоставляя услуги, которые будут максимально соответствовать потребностям клиентов и даже предвосхищать потребности, о которых сами клиенты могут еще не знать. Это позволит предоставлять услуги гражданам и предпринимателям, предугадывая потребность в той или иной услуге, исходя из анализа транзакций.

Цифровизация сферы услуг в Казахстане происходит более быстрыми темпами чем в промышленных сегментах. Это связано, прежде всего с возможностями быстрой адаптации технологических решений в организационных процессах, тогда как в промышленных сегментах обновление основных фондов производится редко, часть используемого производственного оборудования было произведено и внедрено в эксплуатацию более 30 лет назад.

Помимо достижения экономического эффекта и роста конкурентоспособности цифровизация окажет положительное влияние на социальные сферы. Эффект от качественного развития образования, здравоохранения и инвестиционной среды будет замечен в долгосрочной перспективе и позволит сократить разрыв в социально-экономическом плане с развитыми странами. Пандемия коронавируса в Казахстане подтолкнула к массовому переходу в цифровую среду. Произошел и без того стремительный переход сферы услуг в онлайн.

Особый всплеск произошел в электронной торговле. Электронная торговля в настоящее время является ключевым драйвером роста торговли в развитых и во многих развивающихся странах, кардинально меняя привычные бизнес-процессы в сфере розничной торговли.

Электронная торговля стала неотъемлемой частью современной мировой экономики. Все больше потребителей в мире приобретают товары посредством Интернета, а коммерческие организации, так или иначе, используют возможности данной сети при осуществлении предпринимательской деятельности.

Электронную коммерцию можно отнести к сегменту экономики, включающий в себя Интернет-торговлю, а также дистанционную оплату услуг (в том числе при помощи электронных платежных систем).

Мировой рынок e-Соттерсе развивается за счет двух форматов:

- Интернет-магазины. Веб-сайты, через которые можно посмотреть информацию об интересующем товаре или услуге и сделать заказ. Количество предлагаемого ассортимента варьируется в широких пределах. Это самый многочисленный класс площадок онлайн-торговли.

- Маркетплейсы. Сайты-агрегаторы или специализированные посредники, которые автоматически выполняют сбор и обработку информации от различных поставщиков (офлайн и онлайн) по разным товарным группам, на многих из них сейчас можно заказать и купить товар, минуя заход на сайт поставщика [1].

Рост глобального рынка электронной коммерции наблюдается с 2014 года. Ежегодный прирост мирового объема электронной розничной торговли составляет 16-23 процента в 2015-2020 годах.

По данным консалтинговой компании IPG.ESTATE, в 2020 году мировой рынок e-соттерсе вырос на 17,9% и составил \$3,46 трлн. Фактически, к 2021 году на e-соттерсе приходится 17,5% от общего объема розничных продаж в мире. Лидерами этого рынка являются Китай и США: на их долю приходится около 40% рынка. В список крупнейших мировых рынков электронной торговли входят: Китай, США, Великобритания, Япония, Германия, Франция, Южная Корея, Канада, Россия и Бразилия [2].

В Казахстане по оценкам Бюро национальной статистики Агентства по стратегическому планированию и реформам РК пользователями глобальной сети являются 82.2% населения страны, и уровень проникновения Интернета постоянно увеличивается. Интерес предпринимателей к торговле в сети растет в том числе в связи с тем, что за последние годы появилось множество способов продвижения в Интернете, а маркет-плейсы, на которых размещаются компании, предлагают готовую целевую аудиторию, которую в оффлайне не всегда просто привлечь.

Несмотря на несопоставимые объемы розничной торговли в Казахстане по сравнению с мировыми показателями, развитие электронной коммерции в нашей стране демонстрирует высокую динамичность. При рассмотрении объемов розничной торговли через Интернет, то следует сказать, что доля торговли через Интернет в общем объеме розничной торговли страны составляет: в 2016 году 1,0%, в 2020 году – 4,1%. Структура рынка электронной коммерции в Казахстане состоит из 68% торговли товарами, и 32 % - услугами. Среди товаров большим спросом пользуются - строительные материалы, бытовая техника, косметика, одежда и обувь. Среди услуг – продажа авиа- и железнодорожных билетов, оплата культурных мероприятий и коммунальных услуг. Практически весь объем электронной торговли приходится на непродовольственные товары. Основную долю рынка среди областей и городов занимает город Алматы.

В Республике около 500 действующих интернет-магазинов и порталов, в том числе такие крупные, как Air-Astana, Казахтелеком, Казахстан Темір Жолы, Beeline, K-Cell, Sulpak, Планета электроники, Chokolife.me, BeSmart.kz, Ticketon.kz, MyPay.kz, e-government (государственные услуги) и пр. Планируется выход на рынок электронной коммерции таких крупных игроков как гостиничные сети, авиаагентства, турфирмы, платёжные агрегаторы, несколько торговых площадок, M-top Up и др[3].

В целом рынок электронной торговли отличается высокой степенью конкуренции, а в Казахстане имеет следующие особенности: различные навыки пользователей Интернет в зависимости от возраста, занятости, места проживания; низкий уровень доверия к интернет-торговле потребителей, которые имеют соответствующий уровень дохода; время и объем покупок зависит от уровня развития региона; сосредоточение интернет-торговли в крупных городах; различные возможности доставки по регионам, обусловленные состоянием и

развитием транспортной инфраструктуры; отсутствие транспортных компаний, оказывающих услуги не только по перевозке, но и хранение, упаковку, брендинг; ограниченность информации о деятельности интернет-магазинов, их истории, достижениях, проблемах.

Введение режима социального дистанцирования, карантина и другие ограничительные меры в ответ на пандемию COVID-19 привели к фундаментальному сдвигу в структуре глобального спроса на онлайн-покупки товаров, а также к увеличению использования цифровых инструментов коммуникации и дистанционного потребления, таких как социальные сети, Интернет-телефония, телеконференции, потоковое видео.

Увеличился и объем услуг через Интернет с 80198,4 млн.тенге в 2016 году до 209164,7 млн.тенге в 2020 году или в 2,6 раз (рисунок 1) [4].

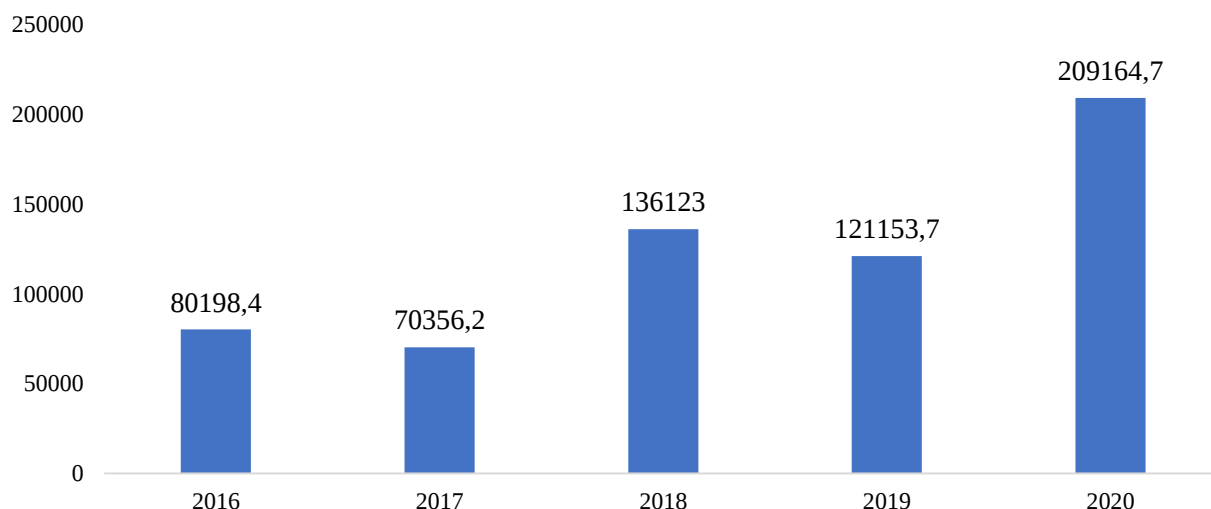


Рисунок 1 – Объем услуг через Интернет в Казахстане, млн.тенге

Пандемия стала мощным стимулом не только для перевода услуг в онлайн, но и к их диверсификации. Стали появляться новые направления и специальности, например, онлайн-няни, тренеры, а привычные услуги изменили формат - парикмахеров и мастеров маникюра все чаще приглашают домой, так безопаснее с точки зрения сокращения контактов, да и зачастую дешевле, чем в салоне.

Кризис, обусловленный пандемией COVID-19, ускоряет распространение электронной торговли в сторону новых фирм, клиентов и типов продуктов. Ожидается долгосрочное смещение операций электронной торговли с предметов роскоши и услуг на предметы первой необходимости [5].

По нашему мнению, для ускорения развития электронной коммерции в Казахстане необходимо:

- дальнейшее увеличение степени проникновения (покрытия) интернета, например, путём покрытия территорий городов беспроводной технологией LTE 4G, и Wi-Fi, что позволит увеличить охват целевой аудитории;

- повышение уровня доверия к Интернет-торговле и Е-коммерции в целом через информирования населения о безопасности электронной торговли;

- дальнейшее развитие рынка «электронных денег», популяризация «электронных кошельков» через информирование пользователей об альтернативе наличным деньгам и как о доступном и удобном платёжном средстве.

- развития пользовательских навыков;

- упрощение электронных взаиморасчетов через признание правомерности электронных счетов-фактур и фискализацию информационных систем;

- создание компаний, специализирующихся на доставке товаров, купленных через интернет.

Сфера предоставления государственных услуг в Казахстане осуществляется посредством следующих каналов: электронное правительство, ЦОН, государственные органы, Правительство для граждан (рисунок 2) [6].

В 2020 году Казахстан занял 29 место среди 193 стран в рейтинге ООН по уровню развития электронного правительства. Реализована возможность для граждан РК

дистанционного получения электронной цифровой подписи посредством удаленной идентификации по биометрии лица.

Электронное правительство	Центры обслуживания населения	Госкорпорация "Правительство для граждан"
• электронные госуслуги в едином портале с применением цифровой подписи	• оказание государственных услуг по принципу одного окна	• интеграция всех звеньев обслуживания населения в единую систему

Рисунок 2 – Каналы предоставления государственных услуг в Казахстане

Особого внимания заслуживает портал электронного правительства Казахстана – Egov.kz. Данный цифровой ресурс представляет собой прогрессивную информационную структуру, разработанную для облегчения взаимодействия государственной власти с населением страны. Электронное правительство базируется на распределенной ИКТ-инфраструктуре, развернутой в масштабах государства. Egov.kz является частью мероприятий административной реформы, цифровой трансформации, задаваемой принципами цифровой экономики[7].

Дальнейшая интеграция цифровых технологий имеет решающее значение для вхождения Казахстана в список 30 наиболее конкурентоспособных экономик мира и улучшения благосостояния казахстанцев.

Таким образом, процесс цифровой трансформации сферы услуг в Казахстане набирает темпы, что оказывает значительное влияние на качество жизни населения, с одной стороны, в силу увеличения места и значимости сферы услуг в национальной экономике. С другой стороны, цифровизация отдельных отраслей и видов деятельности, направленных на обслуживание населения, влияет на лояльность потребителей, экономию времени, более полное удовлетворение их потребностей, то есть способствует повышению качества жизни населения.

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INTERSECTORAL SOCIAL PARTNERSHIP IN THE ECONOMY OF KAZAKHSTAN**Zambinova Z.B.***Karaganda University of Kazpotreboysuz,**Karaganda, Kazakhstan**Doctoral student of the 3rd year
of the specialty "State and local government"***Abstract**

This article defines the model of corporate social responsibility in Kazakhstan. Dialectical, systemic, relative, territorial-evaluative approaches were used to determine trends in the formation of corporate social responsibility in the Republic of Kazakhstan. The article describes and analyzes the features of promoting the concept of corporate social responsibility (hereinafter CSR) in the Republic of Kazakhstan. All these elements underlying CSR in the Republic of Kazakhstan are considered as a single integral system, including conceptual foundations, stakeholders in the formation of CSR and legal support.

The analysis of the Kazakhstan model of corporate social responsibility in large companies, such as Kazzinc LLP, as well as an example of the practical implementation of its foundations at the present stage is carried out.

It was revealed that public investment was carried out within the framework of memoranda of mutual cooperation with the district executive authorities. The memoranda spell out the main intentions of the parties regarding the joint implementation of social projects, which are essentially aimed at fulfilling the social obligations of the state to its citizens and for the fulfillment of which corporations voluntarily give part of their profits.

It is determined that two financial mechanisms are used: direct financing of contractors of works and transfers to the Public Fund.

Non-profit organizations all over the world are an active participant in the implementation of the principles of the welfare state and are engaged in this in network cooperation with the state and the commercial sector. International organizations of various levels find confirmation of these processes in reports representing the experience of different countries in promoting the active role of NGOs in building civil society. [1] Various forms of partnership with the corporate sector in the regions of the Republic of Kazakhstan are evaluated and predicted. [2] International consulting organizations monitor developments in the field of civil society and the role of non-governmental organizations in solving various problems of the welfare state. [3]

In addition, it should be emphasized that corporate social responsibility plays a key role in ensuring the competitiveness of the organization. Changes in the degree of competitiveness are determined by competitive advantages, including processes and phenomena occurring in the internal and external environment. At the same time, the most common factors providing a competitive advantage are the use of innovative components, labor productivity, human capital, corporate social responsibility. [4].

Keywords: *social state, intersectoral partnership, non-profit sector, partnership, social.*

The sectors of the market economy function within the framework of a modern welfare state, one of the tasks of which is to ensure social justice in the concept adopted by society. Since each state simultaneously solves the tasks of increasing competitiveness and social development, it is natural that there is a shortage of resources, which are always limited. Therefore, all developed countries of the world are interested in attracting partners to implement social projects in line with the fulfillment of social obligations of the state. The mechanisms of such partnership are quite diverse and have peculiarities in different countries.

Kazakhstan has an institutionalized practice of intersectoral partnership and a number of mechanisms for its implementation are functioning, but there is also a problem of balance between projects of simple and expanded reproduction of human potential, between projects of a charitable nature and projects of strategic development. The mechanisms of interaction between the private and non-profit sector, with rare exceptions, are charitable in nature, do not fully activate the potential of such cooperation. Assessment of the effects of exposure is often not carried out or is carried out formally.

Kazakhstan has accumulated empirical experience and institutional foundations for some mechanisms of intersectoral partnership, but there is currently no stable system of interaction in the segment between the three sectors. The potential of the partnership still needs to be developed, the priorities of the intersectoral partnership in the strategic dimension, innovative implementation models for Kazakhstan and regular evaluation of the results of interaction. Many mechanisms lie in the field of organizational innovation and need adequate administration.

The issues of intersectoral partnership are considered by many theories in the modern economy:

- theories of public-private partnership,*
- theories of corporate social responsibility,*
- concepts of social responsibility of business and social entrepreneurship.*

In their theoretical developments, as a fundamental basis, they rely on the system-forming theory and the functions of the social state implemented by it through the public sector [4].

A broad category of public goods in relation to intersectoral social partnership identifies a group of individual goods that have the effect of appropriating the good both at the level of the individual and at the level of society. The hybrid concept of social entrepreneurship is a positive theory, a model of the concentration of advantages of three different sectors.

A fundamental issue is the systematization of mechanisms of intersectoral interaction for the subsequent qualitative analysis of their implementation and identification of the most effective and effective of them. [6]

All large corporations of Kazakhstan work in the social sphere of the economy on the basis of regular memoranda, which contain intentions for jointly implemented projects within the framework of the corporation's social responsibility. At the same time, the interaction of business and the state in the field of social partnership in the modern economy is not limited to this.

It is necessary to identify the content and structure of social responsibility through the prism of fulfilling the social obligations of the state. The result will be an assessment of the balance between the norms of corporate social responsibility and the answer to the question: does the corporate social responsibility action plan replace the state in performing its basic functions of producing public goods? What is the ratio of life-supporting infrastructure projects and human capital development projects? What financial mechanisms are used to implement PPP projects in the social sphere?

The answers to these questions will clarify the content of intersectoral partnership in the social sphere and infrastructure and assess their focus on the development of the human potential of citizens.

It will also be relevant to assess the interaction of corporations with partner structures in the sector of non-profit organizations and to identify the focus of projects implemented jointly with them on "survival" projects (a minimum of services necessary for life) or development projects of target groups and NGOs themselves.

The non-profit sector is an important actor of civil society, giving stability to the system of interactions between the state and business and realizing the interests of the population through an urgent agenda. [7]

In this regard, it is necessary to assess the results of its activities precisely from the standpoint of the ability to influence the situation of target groups, using corporate finances and the benefits of cooperation with the state. To identify the main parameters of the NGO sector's activity, it is necessary to use data from official statistics and sociological surveys, including materials from National reports on the status and development of the NGO sector.

It is advisable to determine the activities of the sector, sources of income, problems of the sector in the field of management, personnel, interactions with target groups, resource constraints.

An urgent task is the analysis of projects implemented jointly with corporations and the assessment of the nature of this cooperation on the part of the corporation (active or passive).

In our opinion, it is necessary to classify the project base and identify charitable projects, social security service projects and strategic projects based on the development of the human potential of target groups and the creation of opportunities for its implementation in the economy. Separately, it is necessary to investigate social entrepreneurship projects in the NGO sector, type business models and identify problems of their implementation.

The partnership between these two sectors can be very effective. In this case, the financial resources of corporations and the experience of NGOs in working with target groups are combined. In this work, they show mobility, flexibility, and the ability to work according to innovative schemes to solve social problems of society. Currently, if this cooperation takes place, it is either passive (an NGO is a financial agent for charitable assistance), or it is aimed at providing special services for target groups.

There are isolated cases of creative use of corporate resources for the cultivation of social entrepreneurs or the implementation of strategic projects aimed at the development of human potential.

It is necessary to develop models that are adequate for the current level of NGOs in Kazakhstan, but based on the synergetic effect of the formation of network structures with the participation of many companies and non-profit organizations that will help solve the sustainable problems of the labor market and the development of social entrepreneurship in Kazakhstan. In the models, it is possible to use the potential of state structures, which will create additional financial resources for NGOs and opportunities for target groups.

Since social entrepreneurship is a phenomenon that concentrates the advantages of three sectors of the economy and helps the state to fulfill its social obligations at a higher level without additional costs on its part, it deserves multifaceted support. World experience demonstrates many forms and methods of promoting social entrepreneurship, of which practically nothing is used in Kazakhstan. [8]

It is necessary to develop mechanisms of systemic support from universities, local governments, corporations, business associations that will allow social entrepreneurs to use network support.

Thus, it is necessary to develop and implement innovative models and mechanisms for the development of intersectoral social partnership to enhance the effects on the well-being of the population, including reducing social inequality based on the access of target groups to services for the development/realization of human potential.

The expected social effect of the development and implementation of such models in practice will be to achieve the goals of the modern socio-economic system: improving the well-being of the population and target groups in a difficult life situation. The economic effect, primarily for target groups, is to reduce discrimination in the labor market, including the participation of citizens in a difficult life situation in social entrepreneurship.

The conditions for achieving the effect will be the implementation of the developed proposals in the strategic documents of state authorities, social partnership of corporations and local authorities, as well as the practical activities of Employment centers, associations of non-profit organizations, associations of entrepreneurs.

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Pedagogical sciences

THE USE OF COGNITIVE AND LINGUOCULTURAL COMPLEXES IN LINGUOCULTUROLOGY IN TEACHING ENGLISH

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Abstract

The article highlights peculiar features and aspects of developing the linguocultural approach in Foreign Language Teaching (FLT) to students in the framework of the cognitive-linguocultural methodology which serves as the universal conceptual basis for the theory of modern Foreign Language Education (FLE) and multilingual education in the Republic of Kazakhstan. The authors of the article emphasize that in FLE special attention is paid not only to the target language, but to the target culture and linguocultural aspects in language teaching. And this is reflected in the content of the educational programs of Kazakhstan universities and in the applied methods of teaching. According to researchers, one of the major areas of linguistic research today is linguocultural studies: the use of the linguocultural approach in FLT contributes to a more effective formation of students' intercultural and professional communicative competence.

Keywords: *intercultural communication; intercultural and professional communicative competence; linguocultural studies; linguocultural approach; cognitive linguocultural*

In the conditions of intensive development of globalization and integration processes, the growth of professional and academic exchanges, foreign language education contributes to the intellectual formation of society in a young sovereign state, which is Kazakhstan today. Modern society has an urgent need for qualified specialists trained to carry out effective intercultural and professional communication with representatives of a different linguistic and cultural community in the international arena, and linguodidact researchers are increasingly they point to the increasing role of intercultural professional communicative competence, which ensures the formation of not only a multilingual, but also a multicultural linguistic personality in the context of globalization and the growth of professional communications. Any didactic thinking focused on foreign language education tends to take into account the axiom that language and culture imply a relationship of mutual belonging.

It should be noted that the issues of the inclusion of culture in teaching foreign languages, the theoretical analysis of various aspects of this problem attract the attention of many researchers in the field of foreign language education. The need to study this issue is discussed in the studies of I. I. Khaleeva, N. I. Gez, V. P. Furmanova, S. G. Ter-Minasova, V. V. Safonova, E. I. Passov, N. D. Galskova, O. A. Kornilov, S. S. Kunanbayeva, A. T. Chaklikova, T. V. Mikhailov, K. K. Duisekov and also in the works of scientists from abroad (M. Byram, M. Fleming, K. Kushner, etc.). These scientists are united by the opinion that along with learning a foreign language, one should study the world and culture of the people who speak this language. N. D. Galskova and N. I. Gez prove the importance of mastering the skills of interaction in an intercultural environment, and also emphasize that otherwise "communicants are, as it were, pre-programmed for a conflict of misunderstanding" [Galskova, Gez 2006, p. 56].

It should be noted that the reliance on the theoretical basis of linguoculturology, the introduction of data from this science into the educational process contributed to the formation of a linguoculturological approach in linguodidactics. Linguoculturology studies language as a cultural phenomenon expressing a special mentality and mentality, which allows it [language] to act simultaneously as a condition, basis and product of culture [Vorobyov 1997].

Today, the linguoculturological approach in teaching foreign languages (hereinafter referred to as) reflects the main trend in the sphere of foreign language education, mainly the shift of target accents,

the switching of interest from the formation of ZUN to the development . It is like being introduced to a different culture, mastering new socio-cultural content.

Increasingly, in the interpretation of the models of a modern specialist, the emphasis is not only on the mastery of a foreign language by a graduate, but also on the formation of the ability of such a specialist to comprehend, as well as to accept cultural values that differ from his own. Therefore, along with linguistic knowledge, the formation of speech skills, it is necessary to determine a set of cultural knowledge that will allow a future specialist in any field to use a foreign language in order to carry out intercultural and professional communication with native speakers of the foreign language being studied.

The effectiveness of the linguoculturological approach for the maximum full-fledged study of a foreign language and the formation of intercultural professional and communicative competence among students of non-linguistic specialties is beyond doubt in the didactic scientific environment. According to M. Byram, teaching culture in the process of language learning expands the horizons of students, which in general is of great educational and educational importance [Byram 1989, p. 4].

According to the priority areas, language and foreign language education in Kazakhstan is based on linguistic and cultural pluralism and is aimed at preparing and educating a multilingual and multicultural personality who is able not only to realize himself in professional activity, but also to preserve his ethnic self-determination in a multicultural society. The basis for the formation of such a multilingual and multicultural personality is the policy of compulsory trilingualism carried out in the Republic of Kazakhstan. Developed by the team of authors, which includes the co-author of this article, Professor K. K. Duisekova, "The concept of linguistic Education in the Republic of Kazakhstan" aims to ensure the universalization of language education in all languages of the Trinity on the basis of a single scientific and theoretical platform and the harmonization of domestic and modern international educational models [Concept of Education, 2010].

The implementation of trilingual education in Kazakhstan is carried out in accordance with the state mandatory standard of education "Languages of the Trinity" [GOSO RK. Languages of the Trinity 2010].

This GOSO RK defines the requirements for the content, the volume of the academic load, the level of training of university graduates in three target languages (Kazakh, Russian, English), which corresponds to the primary goal of its development – to ensure the regulatory framework of the state cultural project "Trinity languages". The concept of learning target languages in the higher school system of Kazakhstan within the framework of the implementation of the trinity of languages is based on the following scientific and didactic platforms:

- cognitive-linguoculturological methodology, defined as the conceptual basis of the modern theory of foreign and multilingual education, developed by academician S. S. Kunanbayeva;*
- the theory of intercultural communication, which acts as an implementing theory of learning;*
- competence modeling of foreign language education;*
- modeling and selection of content into cognitive-linguistic–cultural complexes (hereinafter referred to as CLC), reflecting the continuity of the formation of speech types and typologies of communications in the continuity of content, refracted through three systems: the language system, the speech system and the communication system.*

According to S. S. Kunanbayeva's methodology, the subject area "foreign language" has been expanded to the level of "foreign language education". The object of scientific and didactic study is not just language, but the category of "linguoculture", which is explained both

by the change of targets in teaching foreign languages, and by the focus on another end result in foreign language education – the formation of intercultural competence, and with it the ability to intercultural communication in a person acting in the context of such interaction as a subject of intercultural communication [Kunanbayeva 2005, p. 54].

In the Standard Curriculum for the general education discipline "Foreign Language" for higher education organizations , as the goals of the program, it is prescribed to form intercultural and communicative competence (hereinafter – ICC) for students in the process of foreign language education at a sufficient level (level A2) and the level of basic sufficiency (level B1). In the course of fulfilling the tasks of the program, a student who is defined as a subject of intercultural communication within the framework of foreign language education should have the following:

- communicative and functional competence and intercultural competence, realizing his ability to intercultural communication;*

– argumentation skills in the language, as well as an understanding of the linguistic and cultural characteristics of the country of the language being studied [Standard curriculum ... 2018].

As Professor S. S. Kunanbayeva notes, the structure of the ICC is a complex personal construct, including: knowledge about native and other cultures; skills and practical application of existing knowledge; a set of personality qualities that contribute to the realization of accumulated knowledge, skills and abilities; practical experience of using this knowledge and skills in the course of interaction with representatives of another culture. The components of the ICC include linguistic and cultural subcompetence, which, on the basis of its culture, forms a linguistic and cultural reflection of the national linguistic consciousness and mentality in a linguistic personality with a primary "conceptual picture of the world" [Kunanbayeva 2015, p. 113].

In our opinion, the selection of a fragment of culture for students to study, as well as the selection of cultural knowledge itself, should be carried out in accordance with the principle of cultural conformity proposed by V. V. Safonova. That is, the selection of linguoculturological material for educational purposes can be carried out taking into account the following provisions:

- determination of the value meaning and significance of the selected material. The linguoculturological material used should form undistorted ideas about foreign cultural reality; determining to what extent the material used encourages students to gain knowledge about key cultural concepts, such as: "cultural heritage", "cultural diversity", "dialogue of cultures", "cultural aggression", "multicultural personality", etc; taking into account the age and intellectual abilities of students in the selection of linguistic and cultural material [Safonova 2001].

We can say that when selecting or developing educational materials, first of all it is necessary to check their compliance with the stated learning goals, and, secondly, how fully the linguistic and cultural aspect is presented in them.

The next issue that needs to be addressed is the development of specific methods, techniques and forms of implementation of this approach in practice. Teaching the linguistic and cultural aspect in foreign language vocational education should be carried out through the use of a wide variety of types of work of a communicative and research nature, to which we offer include:

- the use of authentic materials (small reports, short news releases, video blogs, microblogs from Twitter);
- modern information technologies (educational computer programs and video games); mobile learning; participation in chats, video conferences, contests held on the Internet;
- acquaintance with folklore, phraseology;
- contextual learning; problematic dialog situations, close to real and characteristic of the culture of this;
- solving linguoculturological and sociocultural problems, getting used to the role of a native speaker of a foreign language being studied;
- technologies of situational analysis (case-study method);
- selection of linguocultures in educational texts, compilation of comments to them, determination of the cultural content of linguocultures.

Conclusion

It should be noted that in most existing studies, the problem of teaching foreign languages to students of non-linguistic specialties of universities is considered from the standpoint of the methodology of teaching foreign languages. At the same time, the design of a foreign language vocational education requires a comprehensive study, taking into account the specifics of the discipline "Foreign language", analysis of the features of professional training of a future specialist. In this paper, the linguoculturological approach is investigated as the basis of modeling foreign language education of non-linguistic specialists. Within the framework of foreign language education of students of non-linguistic specialties, it is advisable to single out linguistic and cultural competence (the term of V. V. Vorobyov - T. M., PhD) as a system of knowledge about culture embodied in a certain national language, as well as a number of skills in operating with this knowledge.

Successful intercultural communication is possible with adequate mutual understanding of interlocutors, speakers of different languages who belong to different linguistic cultures. Ideally, in intercultural communication, native speakers of one or more foreign languages should not

not only linguistically correctly decode the message received orally or in writing, but also promptly update the stock of knowledge about foreign language culture, which implies mastering knowledge about the linguistic picture of the world of native speakers of a particular national language.

The importance of linguoculturology and linguoculturological approach in teaching foreign languages in the Republic of Kazakhstan is associated with updating the methodology of foreign language education, with increased attention to languages and cultures. Implementation of the linguoculturological approach in teaching a foreign language to students of non-linguistic specialties of universities, it should significantly change the practice of organizing the educational process and requires a clear modeling of the language educational process.

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HEYDAR ALIYEV WAS AN INNOVATIVE PERSONALITY

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Heydar Aliyev's innovative personality was evident in his approach to national security. He recognized that a stable and secure environment was essential for the country's long-term development, and he took a number of steps to strengthen Azerbaijan's national security.

Under Aliyev's leadership, Azerbaijan modernized its armed forces, investing in new technology, training, and equipment to build a modern and capable military. He also worked to enhance Azerbaijan's intelligence capabilities, with a focus on countering terrorism and other security threats.

In addition to his efforts to strengthen Azerbaijan's military and intelligence capabilities, Aliyev also recognized the importance of a strong and effective law enforcement system. He introduced a range of measures aimed at improving the professionalism and efficiency of the country's police force, including reforms to recruitment, training, and management.

Under Aliyev's leadership, Azerbaijan also took a strong stance against corruption and organized crime, with a focus on promoting transparency, accountability, and the rule of law. He recognized that corruption and organized crime posed a significant threat to national security, and he took decisive action to root out these problems.

Heydar Aliyev's innovative approach to social justice and human rights helped to create a fair and inclusive society for Azerbaijan's citizens. His commitment to promoting access to education and healthcare, reducing poverty and inequality, and protecting human rights, while also promoting the rule of law and transparency, helped to position Azerbaijan as a responsible and progressive member of the international community. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's commitment to innovation, progress, and social justice.

Heydar Aliyev's innovative personality was also reflected in his efforts to promote social justice and human rights. He recognized that a fair and inclusive society was essential for the country's long-term development, and he took a number of steps to promote social justice and protect human rights.

Overall, Heydar Aliyev's innovative approach to national security helped to create a stable and secure environment for Azerbaijan's long-term development. His commitment to modernizing the military, enhancing intelligence capabilities, and strengthening law enforcement, while also promoting transparency and accountability, helped to position Azerbaijan as a responsible and reliable partner on the world stage. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's commitment to innovation, progress, and national security.

Keywords: Heydar Aliyev, innovative, nationality, security, economy, infrastructure, social service

Heydar Aliyev was one of the most influential figures in Azerbaijan's modern history. He was a visionary leader who brought stability, prosperity, and progress to his country. Throughout his life, Aliyev proved to be an innovative personality who introduced bold ideas and policies that transformed Azerbaijan into a modern state.

He was born on May 10, 1923, in the city of Nakhchivan, Heydar Aliyev began his career as a Soviet politician in the early 1950s. He served in various government positions, including Deputy Minister of Defense and Director of the KGB, before being appointed as the First Secretary of the Communist Party of Azerbaijan in 1969.

As the leader of Azerbaijan, Aliyev implemented a series of reforms that modernized the country's economy, infrastructure, and social services. One of his most significant achievements was the development of the oil and gas industry, which became the main source of Azerbaijan's wealth and economic growth. Under Aliyev's leadership, Azerbaijan began exporting oil to international markets, and the revenues generated from these exports helped to fund new infrastructure projects and social programs.

In addition to his economic reforms, Aliyev also focused on improving the lives of ordinary Azerbaijanis. He invested in education, healthcare, and housing, and worked to reduce poverty and unemployment. Aliyev also promoted the development of Azerbaijan's cultural heritage and supported the arts, literature, and music.

Aliyev's innovative personality was evident in his approach to foreign policy as well. He pursued a policy of strategic partnerships with countries such as Turkey, Israel, and the United States, and sought to integrate Azerbaijan into the global community. Aliyev also played a key role in resolving the Nagorno-Karabakh conflict, which had been a source of tension between Azerbaijan and Armenia for decades.[2]

Throughout his life, Heydar Aliyev proved to be a leader who was committed to improving the lives of his people and promoting Azerbaijan's interests on the world stage. His innovative ideas and policies transformed Azerbaijan into a modern state and laid the foundation for its continued development and prosperity. Aliyev's legacy continues to inspire and shape the future of Azerbaijan, and he remains an enduring symbol of the country's strength and resilience.

Heydar Aliyev's innovative personality was also evident in his leadership style. He was known for his pragmatism, adaptability, and strategic thinking. He was able to navigate the complex and changing geopolitical landscape of the late 20th century, and successfully steer Azerbaijan through a period of great change and uncertainty.

One of the key elements of Aliyev's leadership style was his willingness to embrace new ideas and technologies. He recognized the importance of innovation and technology in driving economic growth and development, and encouraged the adoption of new technologies in various sectors of the economy. For example, he supported the development of Azerbaijan's IT industry, which has become one of the country's fastest-growing sectors.

Aliyev was also committed to promoting democracy and the rule of law. He recognized that a stable and prosperous society requires a strong and accountable government, as well as an engaged and empowered citizenry. He therefore implemented a number of reforms to strengthen Azerbaijan's democratic institutions, including the adoption of a new constitution and the establishment of an independent judiciary.

Furthermore, Heydar Aliyev was a strong advocate for environmental protection and sustainability. He recognized the importance of preserving Azerbaijan's natural resources and biodiversity, and implemented policies to reduce pollution and protect the environment. For example, he launched a program to restore the Caspian Sea, which had been damaged by oil spills and other environmental problems.

In conclusion, Heydar Aliyev was an innovative personality who made significant contributions to Azerbaijan's development and progress. He was a visionary leader who introduced bold ideas and policies, embraced new technologies, and promoted democracy, environmental protection, and social justice. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's strength, resilience, and commitment to innovation and progress.

Another area where Heydar Aliyev demonstrated his innovative personality was in the realm of education. He recognized that education is a key driver of economic growth and social development, and he made significant investments in the education sector.

Under Aliyev's leadership, Azerbaijan's education system underwent a series of reforms aimed at improving the quality of education and increasing access to education for all. He introduced a new curriculum that focused on science, technology, and math, and he encouraged the development of new universities and research institutions. He also launched a program to provide scholarships to talented students, and established partnerships with universities in other countries to promote academic exchange and collaboration. [4]

Aliyev's innovative approach to education helped to create a new generation of young people who are well-educated, skilled, and globally aware. Today, Azerbaijan has a thriving education sector that is recognized for its high-quality universities and research institutions.

Finally, Heydar Aliyev's innovative personality was evident in his commitment to building strong and resilient communities. He recognized that social cohesion and community empowerment are essential for creating a stable and prosperous society, and he implemented a number of policies to support community development.

For example, he launched a program to provide affordable housing for low-income families, and established community centers that provided a range of services, including healthcare, education, and cultural activities. He also encouraged the development of small and medium-sized businesses, which created new jobs and helped to strengthen local economies.

Overall, Heydar Aliyev's innovative personality was a driving force behind Azerbaijan's transformation into a modern and prosperous country. His bold ideas and policies helped to create a strong and dynamic economy, a vibrant education sector, and resilient and empowered communities. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's commitment to innovation, progress, and social justice.

Another way in which Heydar Aliyev demonstrated his innovative personality was through his efforts to promote regional cooperation and integration. He recognized that Azerbaijan's economic and social development was closely linked to that of its neighbors, and he worked tirelessly to build bridges with neighboring countries and promote regional stability and cooperation.

Aliyev was a strong advocate for the development of regional transportation and energy infrastructure, which he believed was key to unlocking the region's economic potential. He played a key role in the construction of the Baku-Tbilisi-Ceyhan pipeline, which transports oil from Azerbaijan to Turkey and beyond, and the Baku-Tbilisi-Kars railway, which connects Azerbaijan with Georgia and Turkey. [3]

In addition to his efforts to promote regional integration, Heydar Aliyev was also committed to building strong ties with other countries and regions around the world. He recognized that Azerbaijan's future was closely tied to global trends and developments, and he worked to establish partnerships and collaborations with countries and organizations around the world.

Under Aliyev's leadership, Azerbaijan became an active member of the international community, participating in a range of global initiatives and organizations. He was a strong advocate for Azerbaijan's interests on the world stage, and he helped to build a positive image of Azerbaijan as a modern, dynamic, and forward-looking country.

Another way in which Heydar Aliyev demonstrated his innovative personality was through his efforts to preserve and promote Azerbaijan's rich cultural heritage. He recognized the importance of preserving Azerbaijan's cultural traditions, which reflect the country's unique history and identity, and he took a number of steps to support the arts, literature, and music.

Under Aliyev's leadership, Azerbaijan's cultural scene underwent a renaissance, with a new generation of artists, writers, and musicians emerging. He encouraged the development of new cultural institutions, such as museums and galleries, and provided support for the preservation of historic landmarks and cultural sites.

In addition to his efforts to promote Azerbaijan's cultural heritage, Heydar Aliyev was also a strong advocate for religious tolerance and interfaith dialogue. He recognized that Azerbaijan's diverse religious communities were an important part of the country's cultural fabric, and he worked to promote mutual respect and understanding between different faiths.

Aliyev's innovative approach to culture and religious tolerance helped to create a vibrant and inclusive society in Azerbaijan, where people of different backgrounds and beliefs can coexist peacefully and work together to build a better future.

Overall, Heydar Aliyev's innovative personality was a driving force behind Azerbaijan's transformation into a modern and prosperous country. His bold ideas and policies helped to create a strong and dynamic economy, a vibrant education sector, resilient and empowered communities, regional integration, global partnerships, and a rich cultural heritage. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's commitment to innovation, progress, and social justice.

Another way in which Heydar Aliyev demonstrated his innovative personality was through his commitment to environmental protection and sustainable development. He recognized that Azerbaijan's natural resources and biodiversity were essential for the country's long-term development and prosperity, and he took a number of steps to promote environmental sustainability.

Under Aliyev's leadership, Azerbaijan introduced a range of policies and initiatives aimed at protecting the environment, including the establishment of national parks, protected areas, and wildlife reserves. He also implemented regulations aimed at reducing pollution and improving the quality of air and water.

In addition to his efforts to protect the environment, Heydar Aliyev was also committed to promoting sustainable development, with a focus on renewable energy and green technologies. He recognized that the transition to a sustainable economy was essential for ensuring long-term economic growth and reducing the impact of climate change.

Aliyev's innovative approach to environmental protection and sustainable development helped to position Azerbaijan as a leader in the region, with a strong commitment to green growth and environmental responsibility.

Heydar Aliyev's innovative personality was also evident in his approach to foreign policy. He recognized the importance of developing strong relationships with other countries and played a key role in promoting Azerbaijan's interests on the world stage.

Under Aliyev's leadership, Azerbaijan pursued an active and pragmatic foreign policy, focusing on building partnerships and collaborations with countries around the world. He worked to promote Azerbaijan's economic, political, and strategic interests, while also advocating for global peace and security.

One of Aliyev's key foreign policy priorities was to strengthen Azerbaijan's relationship with neighboring countries. He recognized that regional stability and cooperation were essential for Azerbaijan's long-term development, and he worked tirelessly to build bridges with neighboring countries, including Russia, Iran, and Turkey. [1]

At the same time, Aliyev also recognized the importance of building relationships with countries beyond the region. He worked to establish partnerships and collaborations with countries in Europe, Asia, and the Americas, and helped to position Azerbaijan as a key player on the world stage.

Under Aliyev's leadership, Azerbaijan became an active member of a number of global initiatives and organizations, including the United Nations, the World Trade Organization, and the Organization for Security and Cooperation in Europe. He was a strong advocate for Azerbaijan's interests on the world stage, and he helped to build a positive image of Azerbaijan as a modern, dynamic, and forward-looking country.

Overall, Heydar Aliyev's innovative approach to foreign policy helped to position Azerbaijan as a respected and influential player on the world stage. His commitment to building partnerships and collaborations with countries around the world, while also promoting Azerbaijan's interests, helped to create a stable and prosperous environment for the country's long-term development. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's commitment to innovation, progress, and global leadership.

Under Aliyev's leadership, Azerbaijan made significant progress in a number of areas related to social justice, including education, healthcare, and poverty reduction. He introduced a range of policies and initiatives aimed at improving access to education and healthcare for all citizens, and he worked to reduce poverty and inequality through targeted social programs.

In addition to his efforts to promote social justice, Heydar Aliyev also recognized the importance of protecting human rights. He introduced a range of measures aimed at strengthening the rule of law, promoting transparency and accountability, and protecting the rights of citizens.

Under Aliyev's leadership, Azerbaijan ratified a number of international human rights treaties, including the International Covenant on Civil and Political Rights and the Convention against Torture. He also established a number of institutions aimed at protecting human rights, including the Ombudsman's Office and the National Human Rights Commission.

In conclusion, Heydar Aliyev was an innovative personality who made significant contributions to Azerbaijan's development and progress. He was a visionary leader who introduced bold ideas and policies, embraced new technologies, and promoted democracy, environmental protection, social justice, education, regional integration, and global partnerships. His legacy continues to inspire and shape the future of Azerbaijan, and he remains a symbol of the country's strength, resilience, and commitment to innovation and progress.

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THE USE OF ACTIVE METHODS OF TEACHING A FOREIGN LANGUAGE TO SECONDARY SCHOOL STUDENTS

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Abstract

This article illustrates the use of active methods of teaching English. One of the types of active methods of teaching is The Task-based learning (TBL) has played a vital role in classroom second language teaching for many years, and these approaches have espoused a range of attitudes concerning the importance of modern teaching technologies. The author proposes the history of effective teaching methods in her article mentioning to the use of TBL. The Task-based learning (TBL) promotes meaningful and student-centered communication that allows one to use not only language forms to master a foreign language, but also to use them in real communication. The new technology of teaching English involves mastering the communicative cognitive aspect of the language, taking into account the communicative function of the language. The main goal of this method is to encouraging the actual use of language, which facilitates the effective integration of skills.

Keywords: *active methods, communicative competence, educational process, Task-based learning, student-centered communication*

Introduction. *The importance of language in the modern world is steadily increasing. As a result of the study of literary sources, it was possible to identify the following. Currently, serious attention is paid to the study of language problems and language education in the sociological literature. At the same time, different authors give their own sociological interpretation of this concept.*

According to the conducted research, the importance of language education in the modern labor market is paramount. A specialist who knows any foreign language can count on entering international contacts. S.G. Polyakova states that It seems that every person would like to be successful and successful in business. And in this case, again, knowledge of business English can help a lot [1].

The aim and tasks of the research: *The purpose of the presented research is to develop methodological recommendations on the use of active methods of teaching in the process of teaching foreign language to school learners.*

The goal is revealed in the following tasks: to analyze Internet technologies used to teach English grammar; to test an algorithm for the development of grammatical skills using active methods.

Literature review. *According to Sherba L.B., a special role is played by the provision that, while studying a foreign language, students receive a practical school of dialectics, because the work on the co-presentation of the native language and the foreign language being studied makes it possible to free themselves from the captivity of the native language [2].*

Galskova and Gez rightly notes that by joining a foreign language, a student learns [3]:

1) world culture, national cultures and social subcultures of the peoples of the countries studied and their reflection in the way and lifestyle of people.

2) the spiritual heritage of countries and peoples, their historical and cultural memory;

3) ways to achieve intercultural understanding.

Nowadays a big accent is paid on alternative methods of teaching professional English. Different scientists have worked on this issue. Teaching methods are defined differently in didactics and methodology. So, G.A. Nikitina believes that teaching methods constitute a system of interrelated activities of the teacher and students and teaching and learning techniques, and each technique is a system of actions and operations of the teacher and students, determined by rational consistency and purposefulness [4]. According to E.V. Kalugina, teaching methods are the combined activity of a teacher and students, aimed at mastering language knowledge, skills, and the organization of cognitive activity of students [5].

The classification of methods according to the method of interaction between the teacher and students in the classroom, justified by M.A. Adamko, seems to be the most acceptable for teaching English. The ways of such interaction may be different [6]:

- 1. The teacher presents the language material - students listen (story, explanation).*
- 2. Students and the teacher exchange opinions on issues that were studied in English classes, thanks to which they come to the necessary conclusions, generalizations, formulate definitions, rules.*
- 3. The teacher organizes students' observation of the facts and phenomena of the language being studied, followed by a collective discussion of its results.*
- 4. Students study the textbook independently under the guidance of a teacher.*
- 5. Students acquire the necessary knowledge by performing practical tasks and exercises. Based on this, appropriate methods of teaching a foreign language in higher education are distinguished*

Task-based Learning puts the focus of learning on the progress of specific tasks. Task-based Learning is an approach aimed at encouraging students to act at their speed and for processing and reorganizing their inter-language within their degree and field of interest. Meanwhile, Richards and Rodgers identify Task-based Learning as an approach that focused on using tasks as the center planning units and language teaching.

TBL is a framework for language teaching that concentrated on the students' allocated tasks. It is the focal point of language teaching activities that tasks are given. Generally, Students' tasks can be assumed to be TBL's basic principles. For this situation, however, the students' task toward the beginning of the material/meeting turns into this approach's sign. When a new type of material is given, the teacher can create a great deal of elaboration from various interactions that teachers sometimes insert an idea in the students' minds. In TBL, students will be expected to get a handle on the information to be transmitted initially in any case. Afterward, the teacher's draft will be restricted to false or true conclusions or maybe pure improvement. This approach will more enhance the role of teachers as supervisors. From the definitions above, it could be inferred that Task-based Learning is an approach that expects students to execute the task and utilize the task as the basis of unit preparation, preparing and executing practical activities that are essential to the learning process. Task-based Learning promotes the role of tasks as a significant element of the language classroom, as it gives a superior explanation for initiating learner acquisition processes and encouraging foreign language learning. Hence, TBL depends on a language learning theory rather than a language structure theory. The objective of Task-based Learning is to enhance the activities of language students rather than the activities of teachers. It is up to the teacher to perform various tasks that help learners experience the target language spontaneously, individually, and initially. Each task will give students new personal knowledge of the target language, and at this point, the teacher plays a significant role. The teacher must be responsible for the awareness raising process that must be followed by the experimental task. Simple pair work and group work are frequently used in Task-based Learning to promote student engagement and collaboration. Even more formal cooperative learning models can be used in Task-based Learning. Task-based Learning applies to all levels of language ability, but the activity's essence varies from level to level. Another essential feature of Task-based Learning is that it is not intended to dictate or control the learners' language forms. However, as they talk, learners will make some mistakes, but they must see their mistakes as a nominal part of learning. Learners must feel free to experiment for themselves and risk-taking with the target language. Therefore, the teacher should encourage them not to say anything but to take the risk of doing something wrong.

So, the language component presupposes the possession of the sublanguage of medicine and the ability to operate with this material in all types of speech activity, and the professional component means readiness for creative professional foreign-language communication and professional activity. The professional component includes both the ability to choose the necessary language facilities in the situation of professional communication, and the knowledge of the features of intercultural communication of native speakers, the realities of the health system in the country of the learning language and the readiness for professional communication in a foreign language. T. A. Bayeva offers effective ways of forming such a professional foreign language competence of a student. So she represents a theoretical model for the formation of professional foreign-language competence of students in the conditions of information and educational environment [7]; and offers a system of the most effective technologies, methods and techniques for working with students. However, the author does not consider such a component as an independent work of students. At the same time, the modern educational process assumes that most of the student's time is occupied by independent preparation. The importance of independent work in the preparation of future professionals has already been determined

by teachers and scientists as particularly important. Thus, A. P. Parakhonskiy emphasizes that independent work has not only learning but also educational significance. The author notes that the positive results of independent work, education and self-education of students in the process of university studying determine the opportunities for their personal and professional adaptation, indicators of health and quality of life, emotional well-being; contribute to the formation of a specialist capable of self-improvement [8]. A. P. Parakhonskiy sums up the basic principles of organizing independent work of students on the basis of profiling disciplines. However, his conclusions are fully applicable to the disciplines of the general education cycle, and, in particular, to professionally-oriented foreign language.

As noted by U. I. Kopzhasarova, N. A. Manuilova The use of the problem solving activities for development of student autonomy creates conditions for increasing motivation and quality of foreign language mastery and continuous independent language education, which is reasoned by the fact that within such activity students take responsibility for their own success in learning [9]...the improvement of independent work of students in the context of the use of the problem-solving approach to the foreign language teaching and learning process creates the best opportunity for the development of language skills, critical thinking of pupils; their self-improvement and self-assertion. Thus, it is difficult to overestimate the importance of independent work of students in the formation of their professional foreign-language competence. However, the effect of this work can be only with a competent organization by the teacher. Fundamentals of this are laid already in the formation of the educational and methodological complex of the course and the distribution of themes, forms and types of work when it is compiled [10]. Less hours are devoted today to independent work of students than to practical classes, and independent work of students with a teacher. However, in addition to the official hours for independent work of students, students can be motivated for additional language learning, using their free time. The question of motivation can be a subject of special research. In our work, we will only pay attention to the fact that properly selected tasks for the SIW can become an important factor in motivating students both for further independent study of the language and for further improving the language skills after completing the course of study at the university. For students of non-linguistic universities this is of particular importance, since the language, on the one hand, does not constitute their basic, professional activity, but, on the other hand, is an important part of their professional competence in the globalization of the global society and information space.

To our opinion, the guarantee of the successful organization of independent work of students in the study of a professional foreign language lies in the optimal choice of methods and forms of work, taking into account the level of language preparedness of students, the complexity of the studying materials, a combination of traditional and innovative methods.

Research methods. In order to obtain reliable results on the effectiveness of the proposed algorithm, an approbation was carried out with 8th grade students on the basis of a gymnasium named after Sh. Ualikhanov in region Temirlanovka. Two groups took part in the methodical experiment – control and experimental. The students of the control group studied according to the standard program without using active methods in the educational process. Students from the experimental group studied the same topic as the control group, but the material was worked out on the basis of a developed algorithm for teaching English using Task-based learning at the stage of basic general education.

Before and after training on the basis of the developed algorithm using active methods of teaching, testing was conducted, the purpose of which was to identify the level of language proficiency. If we compare the data obtained, it is clear that the students of the experimental group coped better with the task of testing, showing higher results compared to the students of the control group (Fig. 1, scale – in %).

Comparison of test results of two groups

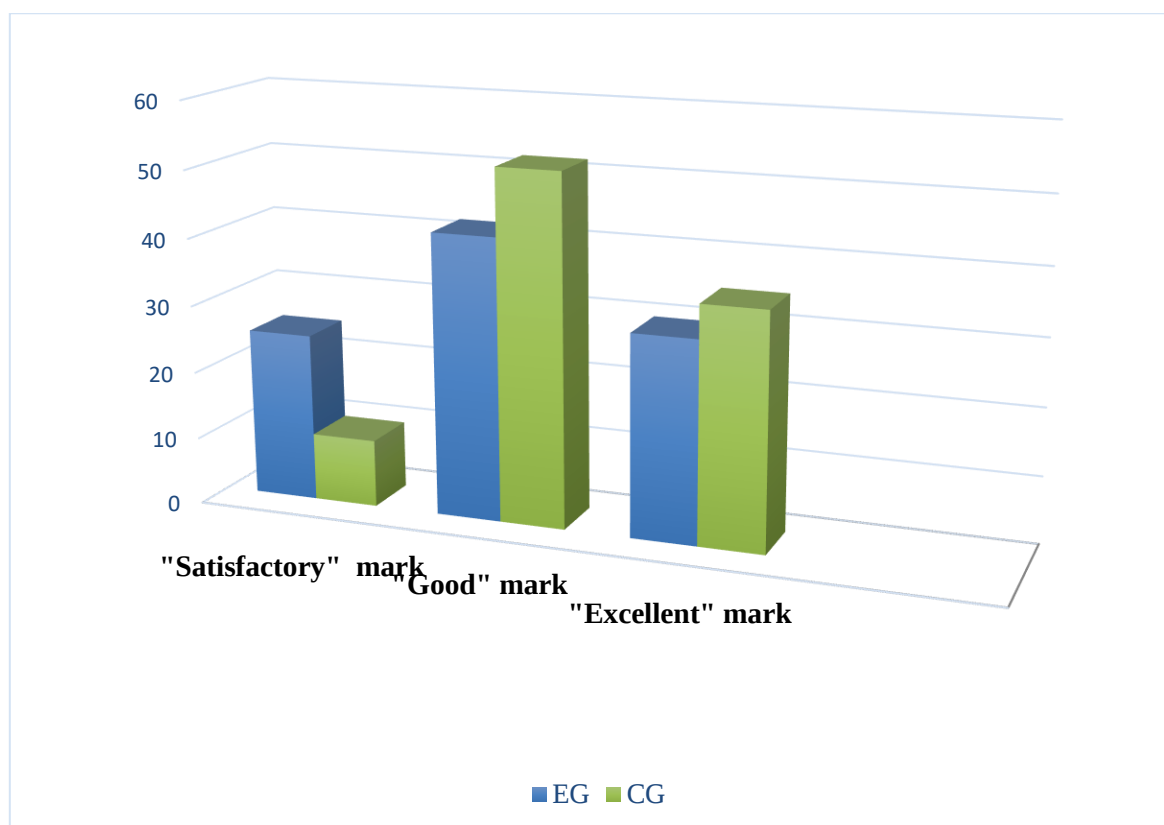


Figure 1. Comparison of the test results of the two groups after the experiment

Results and Discussion. There is a positive dynamics based on the results of testing, an increase in the effectiveness of grammar teaching within this particular topic, an increase in the number of students with a high level of grammatical skills development and a decrease in the number of students with an average level. Active learning engages students in learning, using activities such as reading, writing, discussion, or problem solving, which promote analysis, synthesis, and evaluation of class content. Active in-class learning also provides students with informal opportunities for feedback on how well they understood the material. We can say that the benefits to using such activities are many, including improved critical thinking skills, increased retention and transfer of new information, increased motivation, improved interpersonal skills, and decreased course failure average score in the control group was lower than in the experimental group.

Conclusion. Thus, the application of the algorithm of teaching English at school presented by the authors of the study on the basis of a communicative approach through the implementation of active methods of teaching makes it possible to increase the efficiency of the learning process, while the teacher should offer students functional installations, direct search activities, coordinate the processing of Active learning is an important technique in the modern classroom, especially with the various benefits and opportunities it brings. Active learning enables students to discover their own learning style. It helps them to shape their individual character.

As educators ourselves, we find that it is important to introduce active learning to students at a young age. Children are fast learners and can adapt quickly. When we expose them to active learning, the habits tend to stick and follow them into adulthood. Students are generally curious and inquisitive. They are always keen on learning new things and exploring the world around them. Compared to other age groups, they tend to experiment more. But when they fail, their self-confidence might take a hit. This would eventually happen at some point. Unfortunately, failure is part and parcel of life.

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Philological sciences

THEME OF SOUTH AZERBAIJAN IN THE STORIES OF MIR JALAL

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MİR CƏLAL HEKAYƏLƏRİNDƏ CƏNUBİ AZƏRBAYCAN MÖVZUSU

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Abstract

The article analyzes Mir Jalal's stories about South Azerbaijan. The stories of "Almond Trees" and "Mashriq" ("The West") of writer are depict the South Azerbaijani environment. The article deals with life, moral and social problems in Mir Jalal's stories as well as the life in South Azerbaijan. The story "Almond trees" is the most painful illustration of the South Azerbaijani environment. South Azerbaijan dedicated to the life of the writer of South Azerbaijan is the most painful images of "Almond trees". The story of "Mashriq" (The West) also reflects the life of South Azerbaijan.

Xülasə

Məqalədə Mir Cəlalın Cənubi Azərbaycan mövzusunda yazdığı hekayələr təhlilə cəlb olunmuşdur. Yazıcının «Badam ağacları» və «Məşriq» hekayələrində Cənubi Azərbaycan mühiti təsvir olunmuşdur. Mir Cəlal bu hekayələrində əhalinin yaşayış tərzini, həyatını, acınacaqlı güzəranını ustalıqla qələmə almışdır. Cənubi Azərbaycan həyatına həsr olunmuş «Badam ağacları» Cənubi Azərbaycan mühitinin ən ağırlı təsviridir. «Məşriq» hekayəsi də Cənubi Azərbaycan həyatını özündə əks etdirir.

Keywords: Mir Jalal, stories, South Azerbaijan, writer, almond trees

Açar sözlər: Mir Cəlal, hekayə, Cənubi Azərbaycan, yazıçı, badam ağacı

Mir Cəlal Əli oğlu Paşayev 1908-ci il aprelin 26-da Cənubi Azərbaycanın Ərdəbil vilayətində yoxsul kəndli ailəsində dünyaya göz açmışdır. Kiçik yaşlarında atası ailəsi ilə bərabər Şimali Azərbaycana köçmüşdür. Balaca Mir Cəlal sanki qəlbində Cənubi Azərbaycanı da özü ilə bərabər daşımışdır. O Cənubi Azərbaycan ki, Mir Cəlalın özü ilə birgə böyümüşdür. Bunun isə bir adı var: Vətən nisgili! Vətən həsrəti! Mir Cəlalın qəlbində bir həsrət kök salmışdı, ata yurdunu, uşaqkən yaddaşında həkk olmuş yerləri bir dəfə də görmək həsrəti... O həsrət ki, bəlkə də Cənubi Azərbaycanın özündən də "böyük" idi. Bu böyüklüyü onun hekayələrindən də duymaq olar. Yazıçı sanki öz dünyasından Cənubi Azərbaycana bir pəncərə açmış, gördüklərini oxuculara hekayələrlə çatdırmışdır.

Doğrudur, bu mövzuda yazılmış hekayələr çoxluq təşkil etməsə də, müəllifin mövzuya yanaşma tərz, yazıçı üslubu ilə onu düşündürən problemin hekayənin üst qatında deyil, daha dərin qatlarında gizlədilməsi oxucunu bir qədər düşünməyə vadar edir. Yazıcının «Badam ağacları» və «Məşriq» hekayələri bu baxımdan olduqca maraq doğurur.

"Badam ağacları" ədibin beynəlxalq mövzuya dair hekayələri içərisində ən dolğunu və qüvvətlişidir (İsmayılov, 2010:58). Cənubi Azərbaycan həyatına həsr olunmuş «Badam ağacları» Cənubi Azərbaycan mühitinin ən ağırlı təsviridir. Əsərin "Ədalət! Yaşadılarla gələn-gələn oynama! vaxtında səni çöllərə salanları, vətənin, xanımın, şərəfini tapdayanları tanıyırsanmı, qızım?" (Cəlal, 2005:100) cümləsi ilə başlayan proloqu hekayənin əsl mahiyyətinin açılmasına xidmət edir. Mir Cəlal bu proloqla yazıçı

mövqeyini sərgiləyir, bu müraciəti ilə sanki oxucunun gözünü açır, onun əsl düşmənin kim olması barəsində düşünməyə vadar edir.

Yazıçı «Badam ağacları» hekayəsində bir ailənin timsalında İrandakı zəhmətkeş siniflərin yerli hakimlərə, xarici imperialistlərə qarşı etirazını təsvir edir. Hekayənin konfliktli - ac-yalavac dolanan, hətta balası Ədalətə belə badamı əsirgəyən Ağarzanın əsl faciəsi onun bütün ümidini bağladığı, dişlə-dırnaqla becərüb yetişdirdiyi badam ağaclarının kəsilməsiylə başlayır. İranda təyyarə meydançaları tikən, əslində isə çoxlu qazanc əldə etməyə can atan imperialistlərin siyasi fitnəkarlığı «Badam ağacları» hekayəsində müvəfəqiyyətlə təsvir olunmuşdur. Hekayədə siyasi sfera məişətin, məişət problemləri isə siyasi motivlərin fonunda verilir. Sanki yazıçı öz fikir və ideyalarını rusların oyuncaq "Matruşka"sı kimi oxuculara təqdim edir: hər problemin bir qabığı, gözle görülməyən bir tərəfi var, içini açıdıqca yeni bir problem üzə çıxır.

Yazıçı əsərdə badam ağacını simvol kimi götürür. Badam ağacları məhsuldarlıqla yanaşı, kəndlinin həyatı, varlığı və gündəlik güzəranı ilə də bağlıdır. Kəndlinin onu «çörək ağacı» adlandırması çox təbiidir. Badam ağaclarını kəsdirmək-kəndlini həyat mənbəyindən məhrum etmək deməkdir. Əsərdəki ağac simvolunu ruhsal yaşam tərz, yaşam modeli olaraq da düşünmək mümkündür. Kökləri ilə yerin, torpağın, eləcə də Vətənin dərinliklərində artan, yuxarıya doğru ucalan, ruhsal təsirləri gövdəsində bir araya gətirən, birləşdirən bir həyat modelidir. Ağac modeli bir nəsil şəcərəsini də ifadə edir. Yazıçı belə bir üsul vasitəsilə insanın daxili aləmi ilə xarici mühit və təbiət arasındakı mənəvi vəhdəti əks etdirir.

Bu əsərdə balaca qızın adının Ədalət olması da ədəbi priyomdur. Sanki yazıçı hər bir addımda, hər bir qanunsuzluqda ədalət arayır.

Sözgedən hekayədə təsirli monoloq və dialoqlar bir-birini izləyir. Monoloq və dialoqlarda narazılıqdan intiqama, çarəsizlikdən nicata sarı dönüş öz əksini tapır.

Yazıçı böyükklərin deyə bilmədiyi sözləri qızciğaz Ədalətin dili ilə verir: "Yox! Pis adam çox pul versə də, satma! Badamı ona vermə, heyifdir! Pis adama qismət olmasın, ata!" (Cəlal, 2005:101) Qızciğaz Vətən malını pis insanlara layiq görmür, hətta pul qarşılığında belə satılmasına razı olmur.

Mir Cəlal təkcə Vətəninə deyil, onun daşına da, torpağına da sadıq idi. Bu sadıqlığı yazıçının digər əsər qəhrəmanları da sərgiləyirlər. Məsələn, "Bir gəncin manifesti" əsərində Sona xalçanı pulu ehtiyacı olsa da, əcnəbiyə satmır, satmağa ürəyi gəlmir, əks halda, özünü xəyanətkar kimi hiss edir. Hətta ingilisin yanındakı yerli tacir almaq istəsə də, ona da satmır, səbəbi isə yerli tacirin ingilisin yanında özünü kölə kimi aparması ilə bağlayır. Psixoloji zəmində böyük mənəviyyatı daşıyan Sona ilə böyük qəlbi olan Ədalət eyniləşdirilir. Yalnız Sona kimi qadınlar Ədalət kimi övladlar dünyaya gətirə bilər.

Ağarza bir vətəndaşdır. Mir Cəlal bir obraz ilə sanki bütün vətəndaşları danışdırır. Yazıçı Ağarzanın dilindən "Çıxın mənim bağçamdan!" əmri ilə yadellilərə qarşı hayqırır, onları "BAĞÇA" adlandırdığı Vətəninə qovmağa çalışır.

Mir Cəlal beynəlxalq imperializmin ağalığının bilavasitə əyani təsvirlərində deyil, əsasən qəhrəmanların mühakimələrində, daxili monoloqlarda göstərir. İngilislərin "Marşal planı" adı altında yürütdüyü siyasət, «Marşallaşmaya» münasibətin kəndli psixologiyasında əks-əda tapması, yoxsulların bu hadisəyə kinayə və istehzası əksini tapmışdır.

«Ay rəhmətlik oğlu, bu «Marşal planı» o yandan – Amerikadan gəlir. Bir bizim vətənə deyil, odur, türkcə də, yunana da, ərəbə də gəlir. Vergi-töycü kimi bir şeydir. Əvvəllər İrana vəba gələrdi, taun, çeyirtkə gələrdi. İndi də «marşallaşma» gəlir, Amerika soldatı gəlir, çürük mal, tısbağa yumurtası gəlir. Dünən bir kəndlinin cilovunda bit arıq at var idi, üfürsəydin, yıxılardı. Soruşdum ki: «Kəndli qardaş, at niyə bu kökə düşüb?» Kəndli gülüb dedi: «Marşallaşıb». Belə yekə bir kəndin bağ-bağatını kəsib tökürlər, soruşursan: «Bu nə həngəmədir?» Deyirlər: «marşallaşırıq». Şəhər küçələrində dilənçi əlindən keçmək olmur. Deyirsən: «Canım bu nədir?». Deyirlər, səsinə çıxarma «marşallaşırıq!». Kəndlilər bir-birini lüt, möhtac görəndə deyirlər: «Sən marşallaşıb qurtarmısan!». Heç bir zəlzələ, sel, heç bir səmum yeli kəndləri «marşallaşma» qədər yaman günə qoymamışdı» (Əliqızı, 2008:106).

«Badam ağacları»nda Cənubi Azərbaycan kəndlisinin hüquqsuzluğu geniş ölçüdə təsvir olunmuşdur. Qəsb olunmuş yerinin əvəzində bir şey tələb etmək hüququna malik olmayan Ağarzanın təqdim etdiyi yoxlamalara şəhərdə "gülürlər".

Müflisləşən kəndlinin hüquqsuzluğunun təsviri, zəhmətkeş insanın şəxsi ləyaqətini, onun arzuları ilə imkanları arasındakı uçurumu göstərmək yolu ilə ictimai ədalətsizliyə qarşı mübarizəni təbliğ etmək - ədibin əsərlərində güclü bir leytmotivdir.

Qərbin demokratik dəyərlərindən çox, onun xalqa zidd olan «Marşal planı»nın ölkəyə gətirilməsi xalqın fəlakəti idi. Yazıçının ustalığı ondadır ki, o, Cənubi Azərbaycan xalqının faciəsini, ağır həyat şəraitini, ümumiləşdirilmiş fakt və detallarla verməklə yanaşı, həm də imperializmin, təcavüzkarlığın əsl

mahiyyətini açmışdır. Bu əsər həm də müstəmləkə xalqlarını zülmə boyun əyməməyə, əsarətə qarşı olmağa, mübarizəyə səsləyir. «Badam ağacları» hekayəsi Mir Cəlalın yaradıcılığında qiymətli əsərlərdəndir.

«Məşriq» hekayəsi də Cənubi Azərbaycan həyatını özündə əks etdirir. "Badam ağacları" hekayəsində olduğu kimi burada da obrazın adı simvolikadır. Əsərin qəhrəmanının adının Ləbbeyk olması məsələsini açmağa çalışaq. Ləbbeyk sözünün mənası «baş üstə», «bu saat» verilən hər hansı icranın sözsüz-şərtsiz yerinə yetirilməsi mahiyyətini daşıyır (Əliqızı, 2008:67). Burada söhbət sovet rəhbərinin şəklinin xalça üzərinə köçürülməsindən gedir. Toxunulan xalçaları əcnəbi digər əcnəbiyə satır, bu isə Cənubi Azərbaycanda yerli əhalinin istismarına bir işarədir. Yazıçı təhkiyəsində fars şovinizmindən qidalanan rejimin Azərbaycan xalqına münasibətini çox qısa və sərrast ifadəsini görürük. Həbs olunub hansı tərəfə belə aparıldığı məlum olmayan oğlunun dərdi atası Məşriq kişini elə hala salmışdı ki, ümidini belə kəsmişdi. Qoca Məşriq qollarını qaldırıb, yumruqlarını göydə sıxır, sanki damarlarını silkələyib gənclik günlərini xatırlayır, ürəyindən qüvvət istəyirdi. Oğluna qovuşmağa can atırdı.

Mir Cəlal qüdrətli qələmi ilə, ürəyində vətən və millət sevgisi olan bir yazıçı kimi vermək istədiyi ideyanı oxucusuna bəzən eyham, simvolika, qapalı, bəzən isə açıq şəkildə vermişdir. Bu isə yazıçı sənətkarlığından irəli gəlmişdir.

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QUICK-WITTED IMAGES IN AZERBAIJANI AND KYRGYZ TALES

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AZƏRBAYCAN VƏ QIRĞIZ NAĞILLARINDA HAZIRCAVAB OBRAZLAR

Gulərə Quluzadə

BDU-“Azərbaycan şifahi xalq ədəbiyyatı”
kafedrasının dissertantı**Abstract**

The comparative analysis of Azerbaijani and Kyrgyz fairy tales in terms of the system of images is based on the folklore of these two peoples, as well as the concrete history of these two peoples. This closeness manifests itself on two levels: the first is at the typological level, and the second is at the level of all-Turkic folklore. First of all, we should note that the genre features of the fairy tale, in particular, artistic fiction (fantasy) play an important role in the creation of all fairy tales. The classification of fairy tales and their internal types also correspond to each other according to the nature of the genre.

One of the similar motifs in Azerbaijani and Kyrgyz tales is the hero participating in a question-and-answer contest and defeating the other party. The motif of constructing a subject based on questions and answers is also evident in both Azerbaijani and Kyrgyz tales. In fairy tales based on questions and answers, the hero has to solve a difficult task. The hero gives unsolvable riddles to his opponent or, on the contrary, finds the correct answer to the riddles. In this race, he fights one-on-one and wins. These fights are not with the help of magical objects, as in magical tales, but with the power of the mind. These tales are rich in subject matter. In such tales, the king and the subject, the rich and the poor are opposed.

There is a question-and-answer motif in the Kyrgyz fairy tale "The King and the Beggar". The tale describes the encounter of a beggar while the king and his two ministers were walking through the city. The king asks him several questions, and the beggar answers them. The two ministers do not understand anything from this question and answer. The Shah says that if the ministers do not know the answer to this question within three days, he will kill them. The ministers learn the meaning of this question and answer by giving a lot of money to the beggar. This tale is similar to the Azerbaijani tale "The King and the shoemaker" ("Shahla Pinachi"). The questions asked in both stories are similar.

Ceerenche Chechen puts his hand on his head and asks a question to Aldarkosoo in the Kyrgyz fairy tale "Ceerenche Chechen and Aldarkosoo". And Adarkosoo gives the answer to the question-riddle by hitting his hand on his tongue.

In general, in Azerbaijani and Kyrgyz tales, there are many images that are functionally and semantically close to each other. The article analyzes the images, subjects and motifs that resonate with each other in the tales of both peoples.

Xülasə

Azərbaycan və Qırğız nağıllarının obrazlar sistemi baxımından müqayisəli təhlili bu iki xalqın həm folklorunun, həm də konkret janrının ortaq cəhətlərə malik olduğunu üzə çıxartmışdır. Bu yaxınlıq özünü iki səviyyədə göstərir: birincisi tipoloji səviyyədə, ikincisi ümumtürk folkloru səviyyəsində. İlk növbədə nağılın janr xüsusiyyətləri, xüsusilə, bədii uydurmanın (fantaziyanın) bütün nağılların yaranmasında mühüm rol oynadığını qeyd etməliyik. Nağılların təsnifatı, onların daxili növləri də janr təbiətinə görə bir-birinə uyğun gəlir.

Azərbaycan və qırğız nağıllarında oxşar motivlərdən biri də qəhrəmanın sual-cavabda iştirak edərək qarşı tərəfi məğlub etməkdir. Sual-cavab üzərində sujetin qurulması motivi həm Azərbaycan, həm də Qırğız nağıllarında da özünü göstərir. Sual-cavab üzərində qurulan nağıllarda qəhrəman çətin tapşırığı həll etməli olur. Qəhrəman rəqibinə həlledilməz sual-tapmacalar verir və yaxud əksinə sual-tapmacalara düzgün cavab tapır.

Bu yarışda o təkbətək mübarizə aparır və qalib gəlir. Bu mübarizələr sehrli nağıllarda olduğu kimi, sehrli əşyaların köməyiylə deyil, aqlın gücü ilə olur. Bu nağıllar mövzu baxımından zəngindir. Bu cür nağıllarda şah ilə rəiyyət, varlı ilə yoxsul qarşı-qarşıya qoyulur.

Qırğız nağılı olan "Şah və dilənçi" nağılında sual-cavab motivinə rast gəlinir. Nağılda şahın iki vəziri ilə şəhəri gəzərkən bir dilənçi ilə qarşılaşması təsvir edilir. Şah ona bir neçə sual verir, dilənçi də o sualların cavabını verir. İki vəzir bu sual-cavabdan heç nə anlamır. Şah isə üç gün içində vəzirlər bu sual-cavabı bilməsələr, onları öldürəcəyini söyləyir. Vəzirlər dilənçiye çoxlu pul verərək bu sual-cavabın mənasını öyrənirlər. Bu nağıl Azərbaycan nağılı olan "Şahla pinəçi" nağılına bənzəyir. Hər iki nağılda verilən sual-tapmacalar oxşardır.

Qırğız nağılı olan "Ceerençe Çeçen və Aldarkösö" də Ceerençe Çeçen əlini başına qoyaraq Aldarkösöyə sual-tapmaca verir. Adarkösö isə əlini dilinə vuraraq sual-tapmacanın cavabını verir.

Azərbaycan və Qırğız nağıllarında, ümumilikdə, funksional-semantik baxımından bir-birinə yaxın olan obrazlar çoxdur. Məqalədə hər iki xalqın nağıllarında bir-birilə səsleşən, üst-üstə düşən obrazlar, sujet və motivlər təhlil edilir.

Keywords: Azerbaijan, Kyrgyz, fairy tale, question-answer, puzzle

Açar sözlər: Azərbaycan, qırğız, nağıl, sual-cavab, tapmaca

Giriş

Azərbaycan və qırğız nağıllarında oxşar motivlərdən biri də qəhrəmanın sual-cavabda iştirak edərək qarşı tərəfi məğlub etməkdir. Sual-cavab üzərində qurulan nağıllarda qəhrəman çətin tapşırığı həll etməli olur. Qəhrəman rəqibinə hələdilməz sual-tapmacalar verir və yaxud əksinə sual-tapmacalara düzgün cavab tapır. Bu yarışda o təkbətək mübarizə aparır və qalib gəlir.

Əsas hissə

Sual-cavab üzərində sujetin qurulması motivi həm Azərbaycan, həm də qırğız nağıllarında da özünü göstərir. Qırğız nağılı olan "Şah və dilənçi" nağılında sual-cavab motivinə rast gəlinir. Nağılda şahın iki vəziri ilə şəhəri gəzərkən bir dilənçi ilə qarşılaşması təsvir edilir. Şah ona bir neçə sual verir, dilənçi də o sualların cavabını verir. İki vəzir bu sual-cavabdan heç nə anlamır. Şah isə üç gün içində vəzirlər bu sual-cavabı bilməsələr, onları öldürəcəyini söyləyir. Vəzirlər dilənçiye çoxlu pul verərək bu sual-cavabın mənasını öyrənirlər (Arslan, Arapova, 2017: 259). Bu nağıl Azərbaycan nağılı olan "Şahla pinəçi" nağılına bənzəyir. Hər iki nağılda verilən sual-tapmacalar oxşardır.

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Qədimdə oğlanın kimliyi deyil, bacarığı, qabiliyyəti əsas rol oynaymış. Bunu bilmək üçün isə sual-cavabdan istifadə edirlərmiş. "İlyasın nağılı" bu fikri doğrulayan ən yaxşı sübutdur. Nağılda təsvir olunur ki, bir şəhərdə gözəllikdə tayı-bərabəri olmayan bir qızın yanına birinci şah, sonra vəzir, ondan sonra da İlyas adında bir bağban oğlu gedir. Qız eyni sualı əvvəlcə şah, sonra vəzirə, daha sonra isə İlyasa verir. Şah və vəzir bu suala düzgün cavab tapa bilmirlər. İlyas isə qızın "bir inəyim var, nə ariqdı, nə də kök, öldürsəm, nə qədər piy çıxar" –sualına "qəbuldu" cavabını verir. Bu cavab qızın xoşuna gəlir və İlyası otağına dəvət edir. Elə bu vaxt padnosda bir qayçı, bir nar, bir vələq kağız, bir top iynə, bir də Quran gətirirlər. İlyas qayçı ilə kağızı doğrayır, iynələri nara batırır və Qurani öpüb yerə qoyur. Bundan sonra qız İlyasa gedəcəyinə söz verir. Bundan xəbər tutan şah nə qədər edirsə də, İlyas sirri açmır. Belə olduqda şah onu dar ayağına çəkir, bu zaman bir atlı gəlib yerə nar vurur. Bundan sonra İlyas sirri şahı söyləyir (Azərbaycan nağılları, 2005: 138-145). Bağban oğlu İlyas sınaqdan müvəffəqiyyətlə çıxdığı üçün qız onu qəbul edir.

"Ər seçən qız" adlı qırğız nağılında da eyni motiv özünü göstərir. Qız evlənəcəyi oğlanı sınaqdan keçirmək istəyir. Qızla evlənmək üçün sınaqdan keçməyə gələnlərin çoxu sınaqdan keçə bilmir. Sonda qız özünün xoşuna gəlmiş oğlana yardım edir və onunla evlənir (Arslan, Arapova, 2017: 271). Bu nağıl Azərbaycan nağılı olan "İlyasın nağılı"ndan onunla fərqlənir ki, "İlyasın nağılı"ndakı qız evlənəcəyi oğlanı aqlına, bacarığına görə seçir. Bu nağılda isə qız özünün xoşu gələn oğlanla evlənir.

Bu cür nağılların əsasında sadə və yoxsul bir kəndlinin öz ağasına, şahı, vəzirə qarşı qoyulması dayanır. Sual-tapmaca vermə və onun cavabını tapmaqda personajlar əks tərəflərdə dayanır – şəhərli-kəndli, yoxsul-varlı. Bu müsabiqədə həmişə ağıllı yoxsul qalib gəlir.

Sual-tapmaca üzərində qurulmuş nağıllarda qəhrəman yalnız öz ağılı, dərrakəsi ilə deyil, öz cəsarəti, igidliyi ilə də onu əhatə edənlərdən fərqlənir. "Daşdəmirin nağılı"nda Daşdəmir cəsarətli bir qəhrəman kimi verilir. O, heç kəsin cəsarət edib girə bilmədiyi xaraba dəyirmanı girib mıx çalıb, geri qaydır. Dəyirməndə üzürütlü bir adamla vuruşur. Bu nağılda da sual-tapmaca motivi özünü göstərir. Daşdəmirin müəllimi Mirzə Möhsünün qızı Nardan xanım ilk olaraq Daşdəmirə bir top ignə, bir nar, bir qayçı, bir kağız, bir tikə ət, bir də bıçaq verir. Daşdəmir qızın nə demək istədiyini anlayır və and içir. Bundan sonra Nardan atasının zindana salındığını, oradan göndərdiyi şeyləri Daşdəmirə göstərərək deyir ki, atam bir armud, bir gavalı, bir əl dəyirmanı, bir parça dəmir, bir dənə də daş göndərüb, əl dəyirmanı ovdandı, daşla dəmir də sənə, amma armudla gavalını başa düşə bilmərəm. Daşdəmir armudla gavalının qoşun böyüyü Abbas bəylə vəzirə işarə olduğunu anlayır. Padşah nə qədər etsə də, Daşdəmir sirri açmır. Daşdəmir üç dəfə qonşu ölkənin sual-tapmacalarına cavab verərək öz ölkəsini xilas edir. Daşdəmir sirri açmadığı üçün şah onu dar ağacından asdıran zaman Nardan gəlib yərə bir nar vurur. Bundan sonra bütün sirli hadisələr açılır. Padşahın da dəyirmançı oğlu olduğu aşkar olur. Padşah vəzirə qoşun böyüyünü cəzalandırır və ölkəni ədalətlə idarə edir (Azərbaycan nağılları, 2005: 310-329).

Məişət nağıllarının böyük bir hissəsini satirik nağıllar təşkil edir. Bu nağıllarda padşahlar, tacirlər, ruhanilər, əsasən, mənfi planda verilir. Bunun əksinə olaraq xalq nümayəndələri: çoban, bağban, əkinçi, dəmirçi və s. bu tip nağılların müsbət qəhrəmanları kimi verilir. Şah obrazı nağılçılıqda yeni obraz deyil. Nağıllarımızda bu obrazın müsbət və mənfi cəhətləri əks olunmuşdur. "Padşah və dəmirçi" nağılında padşahın ədalətsiz və tələsik hökmlərinin insanlara ölüm, fəlakət gətirdiyi, sonrakı peşmançılığın heç bir nəticə verməyəcəyi, vaxtında ədalətli hökm çıxarmağın vacibliyi əks olunmuşdur. Nağılda təsvir olunur ki, şah dərdsiz, fikirsiz adam tapmaq xəyalı ilə vəzir ilə birlikdə libaslarını dəyişib ölkəni gəzməyə başlayır. Ancaq dərdsiz bir adamla rastlaşmırlar. Hərənin bir dərdi var. Bağban deyir ki, padşahın adamları suyumı kəsdi. Şah və vəzir gəlib bir yas məclisinə çatırlar. Burada biri deyir ki, cavan qızım ölüb, digər deyir ki, bircə oğlumu padşah dar ağacından asdırıb və s. Gördülər ki, burada da dərdsiz adam yoxdu. Bundan sonra toy məclisinə gedirlər. Padşah gördü ki, məclisin lap başında bıqıburma bir kişi oturub, üzünə baxan kimi başlayır gülməyə. Padşah fikirləşir ki, yəqin bu kişinin dərdi yoxdur. Söhbət zamanı məlum olur ki, bu kişinin iki qolunu padşah kəsdirib. Onun şahı düzəltdiyi qılınıcı darğa gizlədib, sınıq qılınıcı aparıb şahı verib. Padşah da dəmirçini belə cəzalandırır. Dəmirçi ilə söhbətdən padşah hər şeyi başa düşür. Bilir ki, bütün əmrləri belə verib, yaxın adamlarına inanıb günahsız insanların bədbəxtliyinə səbəb olub. Vəzirin tadbiri ilə əsl həqiqət üzə çıxır. Şahın əmri ilə zalım darğanın boynu vurulur. Özünü şən göstərməsinin səbəbini dəmirçi belə izah edir: "Qonaq qardaş, elə ki, padşaha lənət oxumağa başladım, bu söz gedib ona çatdı. Bu dəfə padşah vəzirini yanıma göndərdi ki, əgər bir də mənim pisliyimə danışsa, ağlayıb fəryad eləsə, onu dar ağacından asdıracağam, əgər məni tərifləsə, həmişə gülüb danışsa, onda onunla işim olmayacaq. Vəzir padşahın sözünü mənə deyən gündən başladım üzde həmişə gülüb danışmağa, amma ürəyimdə ikiqat qarğış tökməyə" (Azərbaycan nağılları, 1963:185). Dəmirçi bütün günahın padşahda olduğunu söyləyir.

Bu nağılda ədalətsiz və zalım padşahı olan xalqın böyük faciəsindən söz açılmışdır. Zalım padşahların əhatəsində olan adamlar hökmdarın sadələşməliyindən, ağılsızlığından istifadə edib öz istəklərinə nail olmaq üçün hökmdarla rəiyyət arasında uçurum yaradır, onların münasibətlərini çətinləşdirməyə çalışırlar. Bu adamlar padşaha onun taxt-tacına göz dikənlərin çoxaldığını söyləyirlər. Ağılsız padşahlar isə insanların çörək pulu çıxarıb dolandığı sənətləri qadağan edir, beləliklə, özünün taxt-tacda möhkəmləndiyini güman edir. Bu nağıllarda saray adamları və məmurlarına inanmağın fəlakəti göz qarşısındadır. "Pinəçi Muradla şah", "Pinəçi" nağıllarında bu motiv təsvir olunmuşdur. "Pinəçi" nağılında şahın kasıb bir pinəçinin başına gətirdiyi hadisələr şahın ədalətsiz, zalım olduğunu açıq-aydın əks etdirir. Pinəçiliyi qadağan edən zalım şah dərviş libasında pinəçiyə qonaq gəlir. Yenə də pinəçini şad-xürrəm görür. O, bunun səbəbini soruşduqda pinəçi cavab verir ki, adam ki zəhmət çəkməkdən qorxmur, müftəxorluğa, tənbelliyə öyrənmir, o ac qalmaz. Gördüm ki, pinəçiliyi qadağan elədilər, gedib odunçuluq elədim (Azərbaycan nağılları, 1976:167-168).

Bu cür nağıllarda padşahların qəddarlığı özünü göstərir. Belə ki, onlar rəqibləri qəbul etmirlər, lazım gəlsə ölümə məhkum edirlər. Onlar rəiyyəti özlərinə tabe etmək üçün hər cür cinayətə əl atırlar.

Nəticə

Belə nəticəyə gəldik ki, sual-cavab üzərində qurulan nağıllar hər iki xalqın folklorunda rast gəlinir. Hər birində qəhrəman öz ağılı ilə bu sınaqdan keçir və istəyinə çatır.

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HEYDAR ALIYEV AND HIS LANGUAGE STYLE

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Abstract

Heydar Aliyev was also known for his ability to use language to promote Azerbaijan's interests on the international stage. He advocated for Azerbaijan's sovereignty and territorial integrity and used his speeches to promote the country's strategic partnerships with other nations.

He was a skilled diplomat and negotiator, and he used his language to build bridges with other countries and to resolve conflicts peacefully. He also emphasized the importance of Azerbaijan's role in regional and international affairs and promoted the country as a reliable and responsible partner in various spheres of cooperation.

Keywords: Heydar Aliyev, language, politician, speech, style

Heydar Aliyev was a prominent Azerbaijani politician who served as the President of Azerbaijan from 1993 until 2003. He was known for his distinctive style of oratory, which was characterized by a formal, authoritative tone and a clear and concise use of language.

Aliyev's speeches and public statements were often delivered in a measured and deliberate manner, with a focus on clarity and precision. He was known for his ability to communicate complex ideas in a straightforward and understandable way, and his speeches often featured a clear and logical structure.

Aliyev also placed a strong emphasis on the use of correct grammar and vocabulary, and his speeches were notable for their grammatical accuracy and precision. He was a skilled orator who was able to convey his ideas effectively and persuasively to his audience.

In addition to his formal and authoritative speaking style, Aliyev was also known for his use of figurative language and rhetorical devices. He often employed metaphors, similes, and other forms of imagery to create vivid and memorable images in the minds of his listeners.

Overall, Heydar Aliyev's language style was characterized by clarity, precision, and authority, and his speeches and public statements were a reflection of his skill as a communicator and his ability to inspire and lead his country.[1]

Another notable aspect of Heydar Aliyev's language style was his use of historical and cultural references in his speeches. He often drew on the rich history and culture of Azerbaijan to emphasize the importance of national identity and pride, and to inspire his listeners to work towards a brighter future for the country.

Aliyev was also known for his ability to adapt his language style to different audiences and contexts. When speaking to international audiences, he would often switch to English or Russian, and his speeches would be tailored to the particular concerns and interests of his audience.

Despite his formal and authoritative style, Aliyev was also capable of displaying warmth and empathy in his speeches. He would often use personal anecdotes and stories to connect with his listeners and to highlight the importance of human values and relationships.

In conclusion, Heydar Aliyev's language style was characterized by clarity, precision, authority, and adaptability. He was a skilled communicator who was able to inspire and lead his country through his speeches and public statements, and his legacy continues to inspire the people of Azerbaijan to this day.

Another notable aspect of Heydar Aliyev's language style was his use of rhetorical strategies to persuade his audience. He often used repetition, parallelism, and other rhetorical devices to emphasize key points and to create a memorable impact on his listeners.

For instance, in his speeches, he often repeated key phrases or ideas to emphasize their importance, such as his famous statement "Azerbaijan is my nation, my state, and my destiny." He also used parallelism, a technique of repeating similar grammatical structures, to create a sense of rhythm and balance in his speeches.

Aliyev's speeches were also known for their strong and decisive tone. He projected an image of strength and determination, and he used his language to reinforce this image. He would often use strong

verbs and phrases, such as "we will not allow" or "we must take action," to convey a sense of urgency and purpose to his listeners. [3]

Finally, Heydar Aliyev's language style was characterized by a focus on practicality and action. He was known for his ability to identify key issues and to develop practical solutions to address them. His speeches often outlined specific goals and objectives, and he emphasized the importance of taking concrete steps to achieve them.

Overall, Heydar Aliyev's language style was a reflection of his skills as a communicator, leader, and strategist. Through his speeches and public statements, he was able to inspire and lead his country towards a better future, and his legacy continues to be felt in Azerbaijan and beyond.

Another important aspect of Heydar Aliyev's language style was his ability to appeal to a sense of national pride and unity among the people of Azerbaijan. He often used language to emphasize the importance of national identity and to promote a sense of solidarity among Azerbaijanis.

Aliyev was known for his ability to connect with his audience on a personal level, using language that resonated with their experiences and aspirations. He often spoke about the challenges and struggles faced by the Azerbaijani people, and he used language to inspire them to overcome these challenges and to work together towards a better future.

At the same time, Aliyev was also skilled at using language to project a sense of confidence and authority on the international stage. He was a strong advocate for Azerbaijan's interests, and he used his language to promote the country's achievements and potential to the world.

One notable example of this was his advocacy for the development of Azerbaijan's oil and gas industry. He used his speeches and public statements to promote the importance of this industry to the country's economic future, and to emphasize Azerbaijan's potential as a major player in the global energy market.

Overall, Heydar Aliyev's language style was characterized by his ability to connect with his audience on a personal level, to promote a sense of national pride and unity, and to project a strong and confident image of Azerbaijan to the world. His legacy as a skilled communicator and leader continues to inspire the people of Azerbaijan to this day.

Heydar Aliyev was also known for his use of language to promote social and cultural values in Azerbaijan. He was a strong advocate for education and cultural development, and he used his speeches and public statements to emphasize the importance of these values to the country's future.

For instance, he often spoke about the importance of education as a means of developing human capital and promoting economic growth. He emphasized the need for quality education that would equip young Azerbaijanis with the skills and knowledge necessary to succeed in a rapidly changing world.

Similarly, he also promoted cultural development as a means of strengthening national identity and promoting social cohesion. He used his speeches to emphasize the importance of preserving Azerbaijan's rich cultural heritage, while also promoting cultural exchange and dialogue with other nations.

In addition, Heydar Aliyev was known for his ability to use language to promote social harmony and inclusion in Azerbaijan. He emphasized the importance of tolerance and respect for diversity, and he used his speeches to promote social and political equality for all citizens, regardless of their background or beliefs.

Heydar Aliyev was a skilled negotiator and diplomat, and he used language to promote peace and stability in the region. He was instrumental in negotiating a peaceful resolution to the conflict over Nagorno-Karabakh, and he used his language to emphasize the importance of dialogue and cooperation in resolving conflicts.

Heydar Aliyev's language style was characterized by his ability to use language to promote social and cultural values, to advocate for education and cultural development, and to promote peace and stability in the region. His legacy as a skilled communicator and leader continues to inspire the people of Azerbaijan and beyond.

Another aspect of Heydar Aliyev's language style was his ability to adapt his language to different audiences and contexts. He was known for his linguistic flexibility, and he could speak fluently in Azerbaijani, Russian, and English, among other languages.

He was also skilled at using language to communicate with different groups of people, such as youth, women, and ethnic minorities. He used his speeches to address the concerns and aspirations of these groups, and he advocated for their rights and interests. [4]

At the same time, Heydar Aliyev was also able to use language to bridge cultural and linguistic differences, and to promote international cooperation and understanding. He used his speeches to

emphasize the importance of cultural exchange and dialogue, and he promoted Azerbaijan as a bridge between different regions and cultures.

In addition, Heydar Aliyev's language style was characterized by his ability to use language to inspire and motivate his audience. He was a skilled storyteller, and he often used anecdotes and examples to illustrate his points and to capture his listeners' attention.

He also used language to promote a sense of optimism and hope for the future. He was a strong believer in the potential of the Azerbaijani people, and he used his language to inspire them to work together towards a better future.

Overall, Heydar Aliyev's language style was characterized by his linguistic flexibility, his ability to adapt his language to different audiences and contexts, and his skill at using language to inspire and motivate his audience. His legacy as a skilled communicator and leader continues to inspire the people of Azerbaijan and beyond.

Heydar Aliyev's language style was also characterized by his ability to use language to connect with the younger generation of Azerbaijanis. He recognized the importance of engaging young people in the country's development and used language that resonated with their experiences and aspirations.

He advocated for the inclusion of young people in decision-making processes and encouraged their participation in various spheres of society, including politics, education, and cultural development. He also emphasized the need to provide young people with opportunities for personal and professional growth.

In addition, Heydar Aliyev was known for his ability to use language to promote innovation and modernization in Azerbaijan. He recognized the importance of keeping pace with the rapidly changing world and advocated for the adoption of new technologies and ideas.

He used his speeches to promote the development of Azerbaijan's infrastructure, including transportation, communication, and energy. He also emphasized the importance of promoting innovation and entrepreneurship to spur economic growth and create new opportunities for the Azerbaijani people.

Furthermore, Heydar Aliyev's language style was characterized by his ability to use language to build bridges between different communities in Azerbaijan. He emphasized the importance of promoting unity and cooperation among different ethnic and religious groups in the country. [2]

He used his speeches to emphasize the shared values and interests that unite Azerbaijanis, regardless of their background or beliefs. He also promoted the preservation of Azerbaijan's cultural heritage as a means of promoting national unity and pride.

Overall, Heydar Aliyev's language style was characterized by his ability to connect with young people, promote innovation and modernization, and build bridges between different communities in Azerbaijan. His legacy as a skilled communicator and leader continues to inspire the people of Azerbaijan and beyond.

Heydar Aliyev's language style was also characterized by his ability to use language to promote economic development and prosperity in Azerbaijan. He recognized the importance of a strong economy for the country's future and used his speeches to emphasize the need for economic reforms and investment.

He advocated for the diversification of the Azerbaijani economy and encouraged the development of new industries and sectors. He also emphasized the need to attract foreign investment to the country, and he worked to create a favorable business environment for both local and foreign investors.

Finally, Heydar Aliyev's language style was characterized by his ability to use language to build trust and confidence among the Azerbaijani people. He was a charismatic leader and a skilled communicator, and he used his speeches to create a sense of unity and shared purpose among the Azerbaijani people.

He emphasized the importance of national pride and the need for all Azerbaijanis to work together towards a better future. He also promoted social and political stability in the country, and his legacy continues to inspire the Azerbaijani people to work towards a brighter and more prosperous future.

In conclusion, Heydar Aliyev's language style was characterized by his ability to use language to promote economic development, advocate for Azerbaijan's interests on the international stage, build trust and confidence among the Azerbaijani people, and promote social and political stability in the country. His legacy as a skilled communicator and leader continues to inspire the people of Azerbaijan and beyond.

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Political sciences

CONGRESS OF LEADERS OF WORLD AND TRADITIONAL RELIGIONS AS A REAL INSTRUMENT OF GLOBAL INTER-RELIGIOUS DIALOGUE

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СЪЕЗД ЛИДЕРОВ МИРОВЫХ И ТРАДИЦИОННЫХ РЕЛИГИЙ, КАК РЕАЛЬНЫЙ ИНСТРУМЕНТ ГЛОБАЛЬНОГО МЕЖРЕЛИГИОЗНОГО ДИАЛОГА

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Abstract

In Kazakhstan, a model has been created that implements the principle of freedom of conscience, state non-interference in the sphere of citizens' beliefs. When all confessions receive freedom of worship and are freed from political functions, interfaith dialogue becomes an effective mechanism for consolidating society, strengthening spiritual and civil harmony in society. The Kazakh model of achieving and strengthening inter-ethnic, inter-confessional and civil accord is unique and has international significance as an example of common sense in solving problems in a multicultural, multi-ethnic and poly-confessional country.

Аннотация

В Казахстане создана модель, где реализован принцип свободы совести, государственного невмешательства в сферу убеждений граждан. Когда все конфессии получают свободу отправления религиозного культа и освобождаются от политических функций, межконфессиональный диалог становится действенным механизмом консолидации общества, укрепления духовного и гражданского согласия в обществе. Казахская модель достижения и укрепления межэтнического, межконфессионального и гражданского согласия уникальна и имеет международное значение, как пример здравого смысла решения проблем, в мультикультурной, полиэтнической и поликонфессиональной стране.

Keywords: religious tolerance, interfaith dialogue, polyconfessionalism, congress of leaders of world and traditional religions

Ключевые слова: религиозная толерантность, межконфессиональный диалог, поликонфессиональность, съезд лидеров мировых и традиционных религий

Евразия - это ни Восток, ни Запад, это особая срединная территория со своим культурно-историческим прошлым. Религиозный фактор является мощной духовной силой, способной влиять на человека, его жизненные ценности. В VIII веке ислам приходит на территорию Казахстана. Одной из особенностей процесса исламизации в нашей стране является достаточно длительная протяженность между моментом проникновения ислама и собственно исламизации территории современного Казахстана. Она составляет более восьми веков, начиная с VIII по XVI в. Следует отметить, что даже в XVIII веке восприятие ислама не было повсеместным, было разобщенным и оставалось на поверхностном уровне, на уровне массового сознания. Это связано, в первую очередь, с тем, что ислам не является коренной, изначально присущей тюркскому народу религией [1].

Важное место в системе верований занимали автохтонные древнетюркские верования, среди которых можно выделить тенгрианство – обожествление неба, анимизм, поклонение природе, почитание предков, магию, а также шаманизм. Огромное влияние на мифологические представления древних тюрков оказал восточно-иранский зороастризм. Наряду с древними мифологическими верованиями, на обширной и просторной территории Казахстана

сосуществовали христианство несторианского толка, буддизм, наиболее популярный в аристократической среде первого Тюркского каганата, манихейство и другие религии. Сосуществование различных религии и верований в конечном итоге привело к синкретизму – их смешению. Подобный способ религиозной идентичности в целом характерен для всего доисламского периода. С приходом и распространением ислама, мировоззрение тюрков подверглось значительным изменениям. Часть верований в процессе трансформации и приобщению к мусульманской культуре, ушли в прошлое, не найдя место в новых условиях. Наиболее жизнеспособными оказались древние тюркские представления: тенгрианство, шаманизм, которые вместе с исламом в дальнейшем и составили традиционный уклад жизни казахского общества [1].

К XVI веку казахи уже имели достаточно четкую мусульманскую религиозную идентичность, считая себя суннитами ханифитского толка. Процесс исламизации в Казахстане занял длительное время, насчитывающее более восьми веков и современный казахстанский ислам является сочетанием традиционного ислама с автохтонными тюркскими верованиями. Чокан Валиханов в своей работе «Шаманизм в степи» подчеркивает специфику функционирования ислама в казахской степи, сочетание ислама с элементами шаманизма, что оказывает влияние на его функционирование в условиях XXI века.

В Казахстане из всех течений и направлений ислама распространение получило лишь одно – суннизм ханифитского толка. Для данного течения характерна терпимость к инакомыслию и другим религиям, признание свободы мнения в религии, отсутствие фанатичной строгости в соблюдении обрядовых и правовых норм шариата. А в решении правовых вопросов данное течение ислама допускает использование местного обычного права, свободного индивидуального суждения (рай) и суждение по аналогии (кияс). Суннизм ханифитского толка исповедуется, прежде всего, казахами, уйгурами, узбеками, татарами, верующими ряда других национальностей, проживающих в нашей стране.

В Казахстане представлены также и другие направления ислама. Так, суннизм шафиитского мазхаба распространен среди чеченского населения республики. А шиизм – среди азербайджанского, курдского населения.

Что касается современного состояния религиозной ситуации, то главной ценностью в казахстанской модели межэтнического и межконфессионального согласия считается не только сохранение и укрепление межэтнического согласия, но и сохранение, и упрочение религиозной толерантности, межконфессионального диалога и согласия. Поликонфессиональность Казахстана используется для укрепления страны, в стране сформирована система диалога различных конфессий. Диалог как форма сотрудничества есть реальная альтернатива насилию, господству, угнетению. В своем выступлении на первом Съезде лидеров мировых и традиционных религий Президент страны подчеркнул: «Нельзя создать единое религиозное пространство. Нельзя преодолеть до конца имеющиеся различия, тем более, что порой они затрагивают основы великих религий. Однако ценность постоянного диалога состоит в том, что, несмотря на существующие разногласия, сохраняется сам смысл и процесс поиска некой «золотой середины». И главное – диалог создает территорию мира и согласия, время гармонии и ясности. И в этом я вижу несомненную ценность религиозного диалога» [2].

Инициативы Казахстана имеют исторический характер: это приглашение Папы Римского Иоанна Павла II, проведение Съездов лидеров мировых и традиционных религий в качестве создания в Астане центров пересечения мировых религий. В Казахстане выстроена целая стратегия межконфессионального диалога как основы духовного согласия и взаимопонимания народов планеты. По словам Иоанна Павла II, опыт Казахстана уникален и поликонфессиональность и полиэтничность самые важные его достижения. «В Казахстане совместное проживание и согласие между различными народами могут быть указаны миру как красноречивый знак призвания всех людей жить вместе в мире, во взаимном познании и радушном приеме... Казахстан – земля встреч, обмена, новизны; земля которая стимулирует в каждом интерес к новым открытиям и побуждает переживать различия не как угрозу, но как обогащение» [3]. Лидеры мировых и традиционных религий пришли к выводу, что в условиях утраты духовных истоков, обнищания человечества в области гуманности, милосердия на долю религии выпадает особая миссия: возрождения нравственно-духовные ориентиров.

Президент Казахстана опроверг тезис о конфликте, разломе цивилизаций, противопоставив другое утверждение. Надо говорить не о конфликте, а о «встрече цивилизаций». Мир развивается сегодня под знаком сближения народов, конфессий, культур,

цивилизаций, стремится к конструктивному диалогу, культурному взаимодействию. «Религия является, пожалуй, единственным глобальным явлением до наступления эпохи глобализации, сохранившим и несущим миру идеи гуманизма и культурного диалога. Кроме духовного универсализма религия являет собой и действенный институт международного сотрудничества», отметил Назарбаев, выступая на Съезде. Съезд лидеров мировых и традиционных религий стал огромным опытом создания территории мира и согласия, гармонии и света. Знаменательным моментом Съезда стала общая молитва представителей всех конфессий у подножия монумента Байтерек. Это было беспрецедентное событие в мировой истории.

Главная идея президента, высказанная на открытии первого Съезда - это единство и согласие, достигаемые через сохранение различия и многообразия. «Любая моносистема, в этом мое глубокое убеждение, не в состоянии обеспечивать баланс, стабильность и развитие не то что, всего человечества, но даже его части. Она всегда будет таить в себе угрозу конфликта и взрыва. Верна лишь формула: единство – в многообразии, в многонациональности, в многоконфессиональности. Необходимо осознавать и считаться с тем, что есть другие цивилизации, культуры, религии, которые имеют не менее глубокую и значительную историю, располагают своей символикой и ментальностью. И этого нельзя сломать никакими силовыми и волевыми методами» [4], отметил Президент. И Президент, и участники Съезда пришли к выводу, что диалог – это та форма духовного общения, которая соответствует принципам каждой религии, и потому корни диалога уходят в далекое прошлое. «Диалог – это процесс возведения очень хрупких мостов. Это мосты между нами и теми, кого мы традиционно называем другими. Мы обнаружили, что эти отношения нельзя выстроить сразу. Нужны время, терпение и смирение» [4].

Значение Съезда всемирных религий в том, что он не только объединяет их и тем самым объединяет народы в борьбе за укрепление мира и безопасности. Казахский лидер предполагает, что на нем могут обсуждаться вопросы повышения роли религий в развитии человечества и укреплении безопасности, а также вопросы борьбы с терроризмом. Различия в религиях не могут быть преодолены до конца, но процесс поиска «золотой середины» должен продолжаться. В связи с этим, президент обратился к представителям всех религий и конфессий с предложением проводить форум религий на постоянной основе. Именно постоянный режим работы диалога позволит системно осуществлять контакты между религиозными деятелями.

В Астане построен Дворец наций, где в едином комплексе располагаются мечеть, церковь, синагога, буддийский храм как знак единства мировых религий, символ их конструктивного диалога. Во дворце наций расположены также Ассамблея народов Казахстана и национально-культурные центры. В рамках политики конфессиональной безопасности Казахстан предлагает меры, которые должны укрепить межконфессиональную стабильность и согласие. Одна из таких мер носит просветительский и образовательный характер и направлена на широкое освещение интеллектуального и духовного творчества таких выдающихся представителей исламской цивилизации, как аль-Фараби, ибн Сина, Фирдоуси, ибн Рушд.

Уникальный казахский опыт оказался востребованным на глобальном уровне, поэтому именно Астана стала местом встречи и диалоговой площадкой религиозных лидеров мирового сообщества.

I Съезд лидеров мировых и традиционных религий состоялся 23-24 сентября 2003 года в Астане. В форуме приняли участие представители 17 религиозных организаций ислама, христианства, буддизма, иудаизма, индуизма, синтоизма, даосизма и других конфессий из 13 стран Европы, Азии, Африки и Ближнего Востока.

Съезд убедительно продемонстрировал актуальность и необходимость воплощения идеи сотрудничества и единства представителей различных религий во имя мирной и достойной жизни людей всей планеты.

Его итоги нашли отражение в Декларации, где, в частности, отмечается, что целью каждой религии должна быть проповедь таких великих и непреходящих ценностей, как справедливость, истина, человеколюбие, терпимость. Экстремизм, терроризм и другие виды насилия и злодеяния, совершаемые под прикрытием религиозных знамен, не имеют никакого отношения к подлинной вере, заявили участники форума.

Большим достижением Съезда стало то, что Казахстан предстал перед всем миром страной, где достигнуто подлинное общественное и межрелигиозное согласие и единство.

В ходе I Съезда его участниками было также принято решение о проведении форумов лидеров мировых и традиционных религий на регулярной основе и создании рабочего органа – Секретариата Съезда лидеров мировых и традиционных религий.

Цели съезда:

- поиск общечеловеческих ориентиров в мировых и традиционных формах религий;
- функционирование постоянно действующего международного межконфессионального института для осуществления диалога религий и принятия согласованных решений.

Главные приоритеты съезда:

- утверждение мира, согласия и терпимости в качестве незыблемых принципов человеческого существования;
- достижение взаимного уважения и толерантности между религиями, конфессиями, нациями и этносами;
- недопущение использования религиозных чувств людей для эскалации конфликтов и военных действий.

Задачи съезда:

- укрепление традиций межрелигиозного и межконфессионального диалога в форме межрелигиозных съездов;
- создание постоянно действующего органа Съезда для согласованной, объективной и компетентной подготовки идеологии и концепции будущих съездов;
- сотрудничество и взаимодействие со всеми международными организациями и структурами, нацеленными на продвижение диалога между религиями, культурами и цивилизациями;
- расширение диалога представителей разных культур и религий с привлечением к нему представителей светских и религиозных СМИ, молодежных объединений, научной и творческой интеллигенции;
- углубление и упрочение взаимного понимания и уважения между религиозными общинами;
- развитие культуры толерантности и взаимоуважения как противовеса идеологии ненависти и экстремизма;
- недопущение возобладания тезисов о «столкновении цивилизаций», выражающихся в противопоставлении религий и дальнейшей политизации теологических споров, а также попыток дискредитации одной религии со стороны другой;
- продвижение глобального диалога между цивилизациями, культурами и религиями.

Значение первого Съезда заключалось в его концептуальной идее – диалог религий – эффективный инструмент для разрешения споров и противодействия террору. Целью первого конгресса было найти общие ориентиры в мире для создания постоянного международного института и обеспечения религиозного диалога и принятия согласованных решений.

12-13 сентября 2006 года в Астане в специально построенном в столице Казахстана здании – Дворец мира и согласия состоялся II Съезд лидеров мировых и традиционных религий, в котором приняли участие 29 религиозных делегаций из 26 стран мира. Съезд проходил под общей тематикой «Религия, общество и международная безопасность» по двум направлениям: «Свобода вероисповедания и уважение последователей других религий» и «Роль религиозных лидеров в укреплении международной безопасности». Участники форума обсудили самые злободневные проблемы человечества в условиях глобализации – свобода вероисповедания, уважение представителей других религий и роль религиозных лидеров в укреплении международной безопасности с учетом новых угроз и вызовов нашего непростого времени.

О необходимости укрепления межрелигиозного партнерства, дальнейшего развития межконфессионального диалога с целью сохранения и упрочения ценностей современной цивилизации в своей речи на форуме сказал Президент РК Нурсултан Назарбаев. Он сформулировал принципы межконфессионального диалога в современном мире, которые нашли отражение в принятом на Съезде уникальном совместном документе «Принципы ведения диалога».

В период с 1 по 2 июля 2009 г. в III Съезде лидеров мировых и традиционных религий приняли участие 77 делегаций из 35 стран мира. Среди более чем 300 участников форума – лидеры и представители всех основных религиозных конфессий, а также действующие политики, видные деятели и эксперты, занимающиеся вопросами межрелигиозного и межкультурного диалога, представители международных организаций, объединенные благородной идеей открытого диалога между культурами и религиями с целью построения безопасного и стабильного мира.

На Пленарном заседании Съезда, тема которого обозначена как «Роль религиозных лидеров в построении мира, основанного на толерантности, взаимном уважении и сотрудничестве», подняты важнейшие проблемы современности, связанные с необходимостью совершенствования межрелигиозной гармонии, взаимного уважения, предупреждения и избежания конфликтов на религиозной почве.

Заинтересованный обмен мнениями по таким тематическим блокам, как «Моральные и духовные ценности, мировая этика», «Диалог и сотрудничество» и «Солидарность, особенно в период кризисов», состоялся в ходе секционных заседаний. Прошедшие дискуссии ещё раз показали готовность и высокую заинтересованность всех собравшихся в Астане духовных лидеров к диалогу и взаимопониманию.

Будучи последовательными в стремлении достичь поставленной цели, духовные лидеры определили «Мир и согласие как выбор человечества» в качестве основной темы очередного 4-го Съезда лидеров мировых и традиционных религий, состоявшегося 30-31 мая 2012 года в Астане.

Участники Съезда в лице видных деятелей религий, известных теологов, политиков и общественных деятелей провели дискуссии в рамках секционных заседаний на такие актуальные для мирового сообщества темы как «Роль религиозных лидеров в достижении устойчивого развития», «Религия и мультикультурализм», «Религия и женщина: духовные ценности и современные вызовы» и «Религия и молодежь». В рамках 4-го Съезда начал работу Совет религиозных лидеров, инициативу о создании которого Глава государства выдвинул на предыдущем Съезде. В контексте совершенствования деятельности форума на Совет возлагаются большие надежды, как на руководящий орган Съезда мировых и традиционных религий.

В период с 10 по 11 июня 2015 года состоялся V Съезд. Его можно назвать беспрецедентным с точки зрения качественного состава его участников. В нем приняли участие главы государств и целого ряда влиятельных международных организаций, таких, как Генеральный секретарь ООН Пан Ги Мун, Король Иордании Абдалла II, Президент Финляндии С.Ниинисте, Генсек ОБСЕ Л.Заньер, Генсек ОИС И.Мадани, Высокий представитель Альянса цивилизаций ООН Насир Абд аль-Азиз Ан-Насер, Заместитель Генерального секретаря Всемирной Исламской Лиги Абдрахман бен Абдалла аль-Заид, Митрополит Франции Эммануил Адамакис, Муфтий Арабской Республики Египет Шауки Ибрагим Абдул Карим Аалям, Президент Всемирной лютеранской федерации М.Юнан, Председатель Управления мусульман Кавказа Шейх-уль-ислам Аллашшукюр Паша-заде, и многие другие.

В первую очередь, это связано с тем, что инициатива Казахстана по созыву Съезда сохраняет свою высокую актуальность, предоставляя платформу для диалога представителей различных религий и конфессий.

С другой стороны, на фоне многочисленных конфликтов во многих регионах мира, ведущих к критической эскалации напряженности, росту вооруженных столкновений многократно возросла необходимость в коллективных/солидарных усилиях религиозных, политических и общественных лидеров ради сохранения безопасности и мира на планете.

Именно поэтому, интерес к Съезду проявили представители теологических университетов (Папский университет Саламанки, международный исламский университет Исламабада и др.), религиозных объединений (Всеафриканская конференция церквей, Всемирная исламская лига и др.) и общественных организаций (Конференция «Религия за мир», Движение умеренных сил и др.), оказывающих большое влияние на умы общества.

Всего в работе V Съезда приняли участие около 80 делегаций из более чем 40 стран, включая представителей Ислама, Христианства, Иудаизма, Буддизма, Индуизма, Даосизма, Синтоизма, Зороастризма, Бахаизма и др.

В октябре 2018 года выражая единогласное согласие и акцентируя внимание на главной теме VI Съезда «Религиозные лидеры – за безопасный мир», участники обсудили вопросы сближения культур и цивилизаций, говорили о глобальной безопасности и мерах по борьбе с экстремизмом и терроризмом.

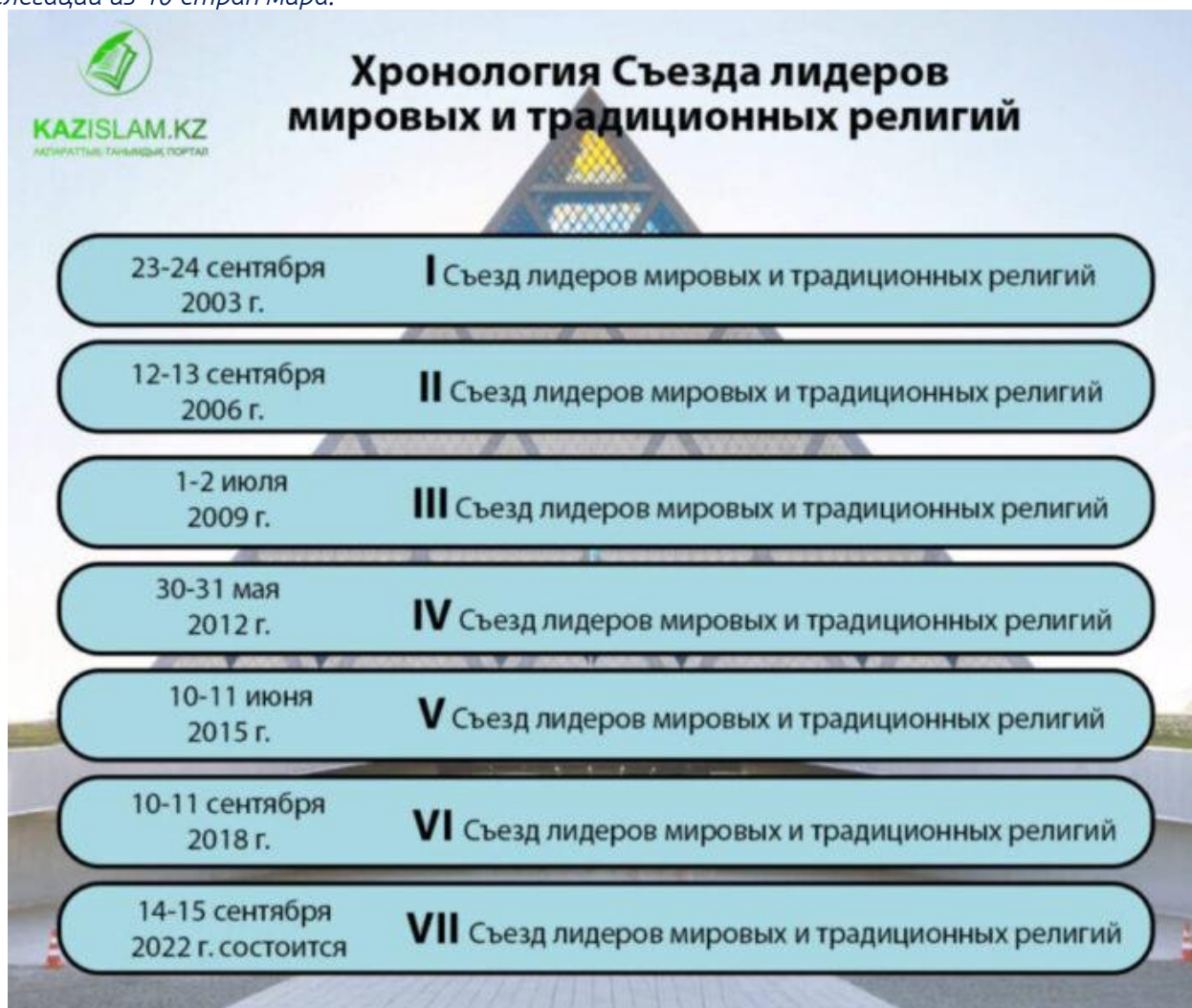
Результаты работы VI Съезда лидеров мировых и традиционных религий показали, что необходимо выходить на новый уровень взаимодействия. В Декларации участников Съезда подчеркнуто, что всем духовным лидерам необходимо обратиться к мировому сообществу, людям, государствам с призывом о мире и безопасности.

VII Съезд - 14-15 сентября 2022 года. Участники - более 100 делегаций из 50 стран мира, представляющие все мировые и традиционные религии, а также авторитетные религиозные и международные организации.

Ключевая тема – «Роль лидеров мировых и традиционных религий в духовном и социальном развитии человечества в постпандемический период».

Во-первых, это весомый вклад нашей страны в международный диалог, необходимый всему человечеству как в военное, так и в мирное время. В военное – для прекращения конфликтов, в мирное – для интеграции человечества на пути решения глобальных проблем.

Во-вторых, это уникальная площадка, консолидирующая совершенно отличные религиозные традиции разных стран: от мазхабов ислама и направлений христианства, буддизма до даосизма и синтоизма и других. К примеру, на четвертом съезде присутствовало 85 делегаций из 40 стран мира.



В настоящее время в Казахстане в гармонии и согласии живут представители более 100 этносов, свободно действуют около 4 000 религиозных объединений, представляющих 18 конфессий. «од воздействием цифровых технологий фрагментируются и поляризуются общество. Для многих виртуальный мир уже заменяет реальный. Поэтому в новой цифровой реальности нужно по-новому ставить вопрос о культивировании духовных ценностей и нравственных ориентиров. Культ знаний и образования без правильной системы воспитания молодых поколений не приведет человечество к всеобщему прогрессу и благополучию. Религии во все времена выполняли эту базовую функцию воспитания. Коран, Библия, Тора и другие священные писания пропитаны идеями гуманизма, сострадания и милосердия. Они отвергают агрессию, не приемлют радикализм, осуждают насилие, проповедают толерантность и умеренность. В современную эпоху высокая миссия религиозных лидеров – нести эти фундаментальные истины людям, – отметил Президент Касым-Жомарт Токаев на открытии VII Съезда лидеров мировых и традиционных религий [5].

Таким образом, в Казахстане создана модель, где реализован принцип свободы совести, государственного невмешательства в сферу убеждений граждан. Когда все конфессии получают свободу отправления религиозного культа и освобождаются от политических функций, межконфессиональный диалог становится действенным механизмом консолидации общества, укрепления духовного и гражданского согласия в обществе. Казахская модель достижения и укрепления межэтнического, межконфессионального и гражданского согласия уникальна и имеет международное значение, как пример здравого смысла решения проблем, в мультикультурной, полиэтнической и поликонфессиональной стране.

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THE ROLE OF THE COLLECTIVE SECURITY TREATY ORGANISATION IN COUNTERING THREATS OF TERRORISM AND EXTREMISM IN CENTRAL ASIA

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Abstract

Ensuring national security is the primary responsibility of the state. Experience over the years has shown that unification of states in global organizations is not effective in combating threats such as illegal migration, drug trafficking, religious extremism and international terrorism. Regional organisations are more productive in tackling these problems as they include states of the same region where there is closer co-operation.

This article will focus on the CSTO. The geopolitical location of the member states of the Collective Security Treaty Organization includes three regions that are directly under the protection and responsibility of the CSTO - the Eastern European region, the Caucasus region and the Central Asian region, where the states constantly have to face the threats of terrorism, extremism, drug trafficking and transnational organized crime.

Keywords: CSTO, security, terrorism, extremism, counterterrorism.

Today, the Collective Security Treaty Organization (CSTO) is one of the most important international institutions to protect Central Asian space. One of the key areas of CSTO's work is to counter the terrorist threat. The problems of suppressing activities of terrorist and extremist organizations, countering terrorist recruitment and combating propaganda of terrorist and extremist ideology are a priority.

International terrorism throughout the history of its existence has undergone many transformations, evolving in the late XX - early XXI century into a global threat. Today, the terrorist threat continues to grow, the danger of broad expansion of extremist ideas, changes in methods and increased brutality of their use, increase in the number of victims. There is also a continuing threat of the transit of fighters from defeated terrorist groups in Syria and Afghanistan to the states of Central Asia. In the context of worsening conflicts and the activation of terrorist groups in the Middle East and North Africa, greater cooperation by states through international organisations is required.

The purpose of the Organisation is to strengthen peace, international and regional security and stability and to defend, collectively, the independence, territorial integrity and sovereignty of its Member States, in the attainment of which the Member States shall give priority to political means.

The principles of the Organization are:

- Strict respect for independence;
- voluntariness of participation;
- Equality of rights and duties among Member States;
- Non-interference in matters within the national jurisdiction of Member States.

The main lines of action of the Organization:

- Comprehensive development of political cooperation;
- Development and improvement of the military component;
- Countering international terrorism and extremism, illicit drugs, arms trafficking and other threats.

The main tasks of the Council:

- Defining the strategy, main directions and prospects for the development of politico-military integration.

- Coordination and deepening of member states' interaction in the foreign policy sphere, development of cooperation with relevant international organizations, individual states or groups of states.

- Development and improvement of the collective security system and its regional structures.

- To develop and deepen cooperation in the politico-military, military, military-technical and other fields.

- Definition of the main directions of joint fight against international terrorism, extremism, illegal drug and arms trafficking, organized crime, illegal migration and other threats to security.
- Organization of peacekeeping activities of member states.

Secretary-General of the Organization

- Administers the Secretariat.
- Organises consultations of the Member States on the implementation of the Treaty.
- In accordance with the decisions of the Council, shall co-ordinate the elaboration and agreement of relevant draft decisions and other documents for the sessions of the Council, meetings of advisory and executive bodies of the Organization and for consultations of various kinds.
- Upon instructions from the President of the Council, arranges for the signature of Council decisions by Heads of State, as appropriate, in accordance with the Rules of Procedure of the Organization's bodies.

With regard to the role of the Collective Security Treaty Organization itself in overcoming the threats of terrorism in Central Asia:

- Joint activities of the CSTO member States in this area are carried out with the direct participation of a specialized unit of the CSTO Secretariat - the Directorate for Combating Challenges and Threats.

- A normative framework for cooperation is being developed. Agreements have been adopted to train personnel for units engaged in combating terrorist manifestations and to provide them with special equipment and special means.

- Collective measures to counter the forces of terrorism and extremism are refined during joint operational and combat training of the command and control bodies and formations of the forces and means of the collective security system.

- Work is under way to provide information support for the activities of the counter-terrorism agencies of CSTO member States, and the procedure and mechanism for information exchange has been defined. A list of organizations identified as terrorist and extremist organizations in CSTO member States has been agreed upon.

- Close working contacts are being maintained with the UN Security Council Counter-Terrorism Committee, the OSCE counter-terrorism unit and the UN Office on Drugs and Crime.

Thus, looking back at the CSTO's long experience and its importance in ensuring security in the CAR, it is necessary to identify and define the external and internal threats and problems arising with it. In relation to the Central Asian region, three main factors can be identified as determinants of existing threats.

The first factor is Afghan. The military threat from the Afghan mujahedeen was the first impetus for the creation of a collective security system to ensure peace in the region and throughout the post-Soviet space. The former post-Soviet states relied on the CSTO and its forces to eliminate the threat from Afghanistan. But so far, neither Russia nor the CSTO has been able to fully resolve the long-standing problem of Afghanistan's neighbourhood.

The second factor is to be linked with religious extremism and separatism.

The third factor is the military-economic one, which is not directly related to external or internal threats to CSTO member states, but determines the approaches used to ensure national security. It is important to note the fact that global security is threatened by the presence, which cannot be denied, and increasing role of non-traditional actors of the world politics, namely "network" structures - international terrorist groups as well as religious extremism, ethnic separatism, drug trafficking, piracy, hacker attacks and so on.

The main problem in identifying the main security challenges and threats to the region is that the participating states still lack a common understanding of them. The problem lies in the fact that different security threats are present in the three CIS subregions: in Europe, the expansion of NATO and the EU; in the Caucasus, ethnic conflicts and international conflicts arising from them are still topical; in Central Asia, religious extremism, border problems, illegal migration, drug trafficking and the division of water resources. Under these conditions, each state tends to identify its own list of security threats, which may differ fundamentally from the priority list of threats faced by other states.

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Technical sciences

ANALYSIS OF THE OPERATION OF RELAY PROTECTION AND AUTOMATION DEVICES FOR TECHNICAL REASONS

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Abstract

The analysis of the operation of relay protection and automation devices for seven technical reasons is considered. The paper considers such technical reasons as: defect or malfunction of the control current circuits; defect or malfunction of electromechanical equipment; defect or malfunction of microelectronic and semiconductor equipment; defect or malfunction of microprocessor equipment; defect or malfunction of the equipment designed to ensure the functioning of interconnected relay protection devices; defect or malfunction of technical means of communication intended for the organization of communication channels; software defect or failure. Statistical data for 2019-2022 of 7 manufacturers were used. According to the analysis, it was found that about 42% of the incorrect operation of relay protection devices was due to defects or malfunctions of electromechanical equipment. Defects in microprocessor equipment and defects in equipment designed to ensure the functioning of interconnected relay protection devices also showed a high level of reasons for incorrect operation of relay protection devices (15% and 12%, respectively). However, a defect or malfunction of technical means of communication designed to organize communication channels used to transfer information between relay protection and automation devices showed the lowest result (6%). Analysis of statistical data on the number of incorrect operation of relay protection devices for various technical reasons can be used to improve the design and development of relay protection devices. Also, the analysis of statistical data can be used to determine the requirements for maintenance and technical support of relay protection devices.

Keywords: Relay protection, defects, technical accounting, performance analysis.

Introduction

Relay protection ensures the safety and reliability of electrical installations by quickly and accurately detecting and shutting down electrical networks in the event of emergencies or abnormal operating modes [1]. Relay protection detects abnormal situations by monitoring the parameters of electrical networks, such as current, voltage, frequency, etc. If the specified values of these parameters are exceeded, the relay protection is triggered and decides to turn off the section of the electrical network to prevent further development of the emergency. Thus, relay protection plays an important role in ensuring the safety and reliability of electrical installations [2].

According to [3], it is necessary to maintain technical records and analyze the functioning of devices and complexes of relay protection and automation (RPA) and the RPA functions implemented in them. As part of technical accounting, it is necessary to analyze the operation of relay protection devices. Analysis of the operation of relay protection devices is necessary to ensure the reliable operation of electric power systems. The main purpose of the analysis is to identify possible malfunctions, errors and shortcomings in the work of the relay protection, as well as to determine the effectiveness of existing measures to prevent emergency situations in electric power systems.

Analyzing the operation of relay protection devices helps to identify problems and determine measures to eliminate them, which in turn increases the reliability and safety of electric power systems [4].

There are technical and organizational reasons for incorrect operation of RPA devices. Technical reasons are the causes of incorrect operation of the device, RPA function caused by a defect or malfunction, failure of the device software, RPA function, incorrect actions of personnel, violations of the requirements of regulatory and technical documentation [3].

Today, one of the major manufacturers of relay protection devices are: ABB, Siemens, Schneider Electric, «Relematika», «EKRA», etc. [5]. A variety of manufacturers of relay protection devices allows you to choose the most suitable devices for specific needs and operating conditions. Each manufacturer may have its own characteristics in the design, functionality and characteristics of their devices. This may allow obtaining more accurate and effective protection of electrical equipment, taking into account the features of its operation and the requirements for protection reliability. Also, the presence of different manufacturers can stimulate competition in the market and improve product quality.

Main Body

In this paper, we consider the practical application of various terminals from various manufacturers. Comparing the data of manufacturers for technical reasons of incorrect operation of relay protection devices. For each reason, we will give the corresponding code: 112 - Defect or malfunction of the control current circuits; 113 - Defect or malfunction of electromechanical equipment; 114 - Defect or malfunction of microelectronic and semiconductor equipment; 115 - Defect or malfunction of microprocessor equipment; 116 - Defect or malfunction of the equipment designed to ensure the functioning of interconnected relay protection devices; 117 - Defect or malfunction of technical means of communication designed to organize communication channels used to transfer information between RPA devices; 118 - Software defect or failure [3].

Consider the statistical data on the results of the operation of relay protection and automation devices in the Unified Energy System of Russia over the past four years [5]. In the Unified Energy System under consideration, 7 main manufacturers of relay protection and automation can be distinguished, whose devices have been used for several decades: Siemens, ABB, LLC «Uralenergosservice», JSC «Cheboksary Electrical Apparatus Plant», LLC Research and Production Enterprise «EKRA», «Relematika» LLC, the former name of EC «Bresler», JSC «RADIUS Avtomatika» (Table 1).

Table 1

Manufacturers and type of relay protection device.

Nº	Manufacturer	RZA device type
1	Siemens	6MD66, 6MD664, 6MD6646, 7SA52, 7SA522, 7SA612, 7SD5, 7SD522, 7SD523, 7SJ64, 7SS522, 7UT635, 7VK61, 7VK611, BF 80/Q
2	ABB	CP24, REB670, REC670, RED670, REF615, REL511, REL551, REL650, REL670, RET521, RET670
3	«Uralenergosservice» LLC	AC "Triton", ACE "KEDR"
4	Joint Stock Company "Cheboksary Electric Apparatus Plant"	BRE 2801, BEMP KP-DLP, BEMP KP-FP, BEMP-DTP.02, DPP-2, DPP-201, EBP-1636, EBP-1636-67, EBP-1636-67/1, EBP-1636-67/1M, EBP-1636-67/2, EBP-1636-67M, EBP-1636M, EBP-1637, EBP-1643, EBP-1643A-91, EBP-1644, EBP-611-64
5	Limited Liability Company Research and Production Enterprise "EKRA"	ED 2502A0402, ED 2704, ED 2704 011, ED 2704 012, ED 2704 062, ED 1111, ED 1113, ET2607 011, ET2607 011011, ET 2607 011021, ET 2607 012021, ET 2607 013, ET 2607 013013, ET 2607 013022, ET 2607 014022, ET 2607 015, ET 2607 016, ET 2607 017, ET 2607 018025, ET 2607 019, ET 2607 021, ET 2607 022, ET 2607 031, ET 2607 032, ET 2607 041, ET 2607 042, ET 2607 049, ET 2607 051, ET 2607 051051, ET 2607 061, ET 2607 062, ET 2607 063, ET 2607 071, ET 2607 072, ET 2607 072072, ET 2607 081, ET 2607 082, ET 2607 083, ET 2607 085, ET 2607 086, ET 2607 087, ET 2607 088, ET 2607 091, ET 2607 092, ET 2607 093, ET 2607 103, ET 2607 104, ET 2607 321, ET 2710 511, ET 2710 521, ET 2710 542, ET 2710 542543, ET 2710 582, ET 2710 591, EET 244 0201
6	LLC "Relematika" former name of IC «Bresler»	Bresler CT 2310.515, Bresler CL 2604, Bresler CL 2604.11, Bresler CL 2604.12, Bresler CL 2604.14, Bresler CL 2606, Bresler CL 2606.10, Bresler CL 2606.10.14, Bresler CL 2606.13, Bresler CL 2606.14, Bresler CL 2606.14 06.10 16.12, Bresler CL 2606.16, Bresler CL 2606.19, Bresler CL 2606.510, Bresler CL 2606.514, Bresler CL 2606.514 06.516, Bresler CL 2606.516, Bresler CL 2108, Bresler CC 2310.512, TOR 300 DTP 513, TOR 300 DSP 503, TOR 300 DSP 510, TOR 300 DSP 514, TOR 300 DSP 617
7	JSC "RADIUS Avtomatika"	Sirius-2-DLP-01, Sirius-21-L, Sirius-3-HF-01, DSP-01, Sirius-3-LS-02, Sirius-3-LS-03, Sirius-3-SS, Sirius-T-3, Sirius-KS.

Table 2 shows data on the number of cases of incorrect operation of relay protection and automation devices for technical reasons for 2019-2022.

Table 2

Technical reasons for incorrect operation of relay protection devices

№	Производитель	Codes of technical reasons for incorrect operation of relay protection devices							Total cases
		112	113	114	115	116	117	118	
1	Siemens	7	10	1	12	4	0	18	52
2	ABB	1	6	0	16	3	2	17	45
3	«Uralenergосervice»	0	2	1	6	2	3	2	16
4	JSC "Cheboksary Electric Apparatus Plant"	38	444	100	31	89	47	7	756
5	«EKRA»	31	35	2	75	40	23	48	254
6	LLC «Relematika»	3	6	1	34	2	1	22	69
7	JSC «RADIUS Avtomatika»	0	4	1	5	2	1	1	14
Total		80	507	106	179	142	77	115	1206

It should be noted that defects or malfunctions of electromechanical equipment account for 42% of all considered technical causes of incorrect operation of relay protection devices. These statistics may show the use of worn out equipment. Defects in microprocessor equipment and defects in equipment designed to ensure the functioning of interconnected relay protection devices also showed a high level of reasons for incorrect operation of relay protection devices (15% and 12%, respectively). However, a defect or malfunction of technical means of communication designed to organize communication channels used to transfer information between RPA devices showed the lowest result (6%).

Statistical data on the number of incorrect operation of RPA devices for various technical reasons can be used to improve the design and development of RPA devices. Knowing the causes of malfunction, engineers can develop new devices that take these factors into account and improve existing ones. The considered statistical data can be useful in the selection and installation of relay protection devices. Customers can use this data to select the most reliable protection relays for their systems. Also, the analysis of statistical data can be used to determine the requirements for maintenance and technical support of relay protection devices. For example, if statistics show that a certain type of RPA device has a high level of malfunction, this may indicate a need for improved service and support.

Conclusion

The paper analyzes the operation of RPA devices for technical reasons for 2019-2022 with various manufacturers. According to the analysis, it was found that defects or malfunctions of electromechanical equipment account for 42% of all considered technical causes of incorrect operation of RPA devices. Analysis of statistical data on the number of incorrect operation of relay protection devices for various technical reasons can be used to improve the design and development of relay protection devices. Statistical data on incorrect operation of RPA devices can be useful for improving the reliability and efficiency of protection and control systems.

Despite the variety of terminal cabinets, the quality of manufacturing of electromechanical equipment requires careful production. Also, a software failure can make it difficult for the operational personnel of control panels to identify the place of damage to the operation of relay protection devices.

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