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Arts

USE OF TEACHING METHODS IN ASSESSING STUDENTS IN FINE ARTS LESSONS

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ИСПОЛЬЗОВАНИЕ МЕТОДОВ ОБУЧЕНИЯ ПРИ ОЦЕНИВАНИИ УЧАЩИХСЯ НА УРОКАХ ИЗОБРАЗИТЕЛЬНОГО ИСКУССТВА

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Abstract

The success of learning depends to a greater extent on the mastery of knowledge, skills and abilities in a certain subject, as well as on a number of methods and tools used by the teacher. Teaching methods are understood as a system of activity of the teacher aimed at mastering the content of the "Educational process in kindergarten". Teaching methods are considered as separate details of the training component. For example, showing an object or its illustration in order to expand the child's imagination in the process of description is called a teaching method. Methods and means of teaching have a dialectical unity and can transition one into the other. The teacher's use of other methods and means of teaching in the course of instruction depends on a number of conditions. These include the content of the topic, its complexity and simplicity, the age level of the child, and the knowledge, skill level, etc. attributed. In order for learning to be successful, the tutor can conduct a pre-training focused observation. During an organised walk, children's attention should be drawn to natural phenomena in the surrounding world (trees in the park, their growth, trunk, branches, twigs and different leaves). The educator should do this piece by piece, returning to this part several times, depending on the age and level of understanding.

Аннотация

Успех обучения в большей степени зависит от овладения знаниями, навыками и умениями по определенному предмету, а также от ряда методов и инструментов, применяемых педагогом. Под методами обучения понимается система деятельности педагога, направленная на освоение содержания «Образовательного процесса в детском саду». Методы обучения рассматриваются как отдельные детали тренировочного компонента. Например, показ предмета или его иллюстрации с целью расширения воображения ребенка в процессе описания называется методом обучения. Методы и средства обучения имеют диалектическое единство и могут переходить одно в другое. Применение учителем других методов и средств обучения в ходе обучения зависит от ряда условий. Сюда входит содержание темы, ее сложность и простота, возрастной уровень ребенка, а также знания, уровень навыков и т. д. приписывается. Чтобы обучение прошло успешно, тьютор может провести предварительно целенаправленное наблюдение. Во время организованной прогулки следует обращать внимание детей на природные явления, происходящие в окружающем мире (деревья в парке, их рост, ствол, ветки, веточки и различные листья). Воспитатель должен делать это по частям, возвращаясь к этой части несколько раз, в зависимости от возраста и уровня понимания.

Keywords: learning, education, assessment, quality of teaching.

Ключевые слова: обучение, образование, оценка, качество преподавания.

Рисование, изготовление, аппликация и установка включают внешний (т. е. ручные движения: рисование, вырезание ножницами, изготовление и т. д.) и внутренний (восприятие предмета и рисунка, обдумывание того или иного способа его выполнения и т. д.) тип активности. . Применяемые методы обучения направлены на развитие изобразительной деятельности детей и обеспечение выполнения задач, стоящих перед воспитателем.

Наиболее точными являются развивающие, творческие, эффективные и приемлемые методы обучения, адаптирующиеся к современным требованиям обучения в детском саду:

1. Визуальная информация – (словесно-разъяснительное занятие)
2. Повторяющееся обучение (подкрепление)
3. Теоретические исследования – (исследования)
4. Эвристика – (система логико-методических методов теоретического исследования)
5. Проблемный - (обучение)

Рассмотрим, как эти методы применяются в тренировке действий.

1. Применяя «Способ усвоения зрительной информации (в некоторых случаях его еще называют изали У-телом иисультт)», воспитатель организует зрительное рассматривание и наблюдение описываемого предмета, игрушки и т.п. в виде рисунка, иллюстрации, природы и т. д. и педагога или сообщает информацию о событии (1, с. 76).

В результате дети знакомятся с предметами и событиями, получают необходимую информацию. Воспитатель должен заранее выбрать подходящий объект для наблюдения. Следует сформулировать более точные и наводящие вопросы для правильного описания. Понятно, что у дошкольников нет возможности длительное время обращать внимание на предмет. Особенно при работе с младшими дошкольниками (2-4 года) воспитатель проводит более короткие наблюдения. Постепенно расширяет воображение, возвращаясь к наблюдению одних и тех же деталей на 2-3 минуты. Все чаще в процессе наблюдения воспитатель должен стараться увидеть, достигли ли внимания детей эстетические линии, красота (в зависимости от возрастного уровня) предмета или изображения.

Наблюдения за природой должны проводиться последовательно и регулярно в течение длительного времени (в связи с сезонными изменениями). Вопросы следует задавать так, чтобы в процессе наблюдения ребенок мог получить точную и подробную информацию о предмете и событии. В результате полученные знания и понимание становятся более понятными. Прежде всего, воспитатель должен вести наблюдение таким образом, чтобы пусть в детях пробудятся эстетические чувства.

Предварительный анализ имеет большое значение. Суть анализа заключается в том, что в ходе этого процесса будут описаны признаки и характеристики объекта в точно определенной последовательности объясняется, и в результате у детей возникают конкретные представления о признаках предмета (форме, цвете и т. д.) (2, с. 26).

Проведение анализа со словами и пояснениями дает более высокий результат. При объяснении того, на что смотреть, как смотреть, дети рассказывают об особенностях предмета; сначала они получают более точную и ясную информацию о форме, цвете, а затем о строении, частях и соотношении частей друг к другу. Использование «жеста» как активного средства обучения взгляду на предмет, на который он смотрит. применяет метод вербального обучения, приводит к более эффективным результатам. Воспитатель демонстрирует технологию рисования, прорисовывая от руки его окружность, передавая при этом, что предмет имеет форму сферы. Исследованиями уже доказано, что применение такого рода средств активного обучения не только при наблюдении и анализе, но и в процессе реализации дает эффективный результат, если педагог в установленном порядке проводит наблюдение и анализ до момента выполнения работы. малых и средних группах, он добьется эффективного результата в обучении. Большой и м Освоив этот процесс, дети дошкольной возрастной группы смогут последовательно планировать работу, самостоятельно заранее определяя более подходящий метод работы. В старших группах примеры, подготовленные воспитателем, используются редко. Для старших дошкольников, которые уже умеют выбирать хорошее из плохого, это не важно, потому что это не произведение искусства, дело рук педагога, оно им не нравится, эстетическое воспитание не важно.

В современной системе образования к воспитателю предъявляются новые требования: применяя творческий, активный, мыслительный метод работы, воспитатель задает детям наводящие вопросы о последовательности выполнения нового образа на основе реализации ранее освоенной работы, как бы направляя детей, и дети находят результат, а именно новаторство, думая самостоятельно, и процесс работы носит творческий характер (4, с.59).

Специалисты доказали, что демонстрация учителем каждый раз одного и того же метода работы замедляет развитие, в результате ребенок теряет энтузиазм, угасает интерес к упражнению.

Преподаватель, применяющий новый способ работы, лишь объясняет и демонстрирует разницу на основе уже приобретенных знаний и навыков. Во многих случаях, особенно в старших группах, он побуждает ребенка признать разницу, задавая наводящие вопросы. Дети старшей и находчивой группы также должны иметь контроль над процессом работы воспитателя, чтобы он мог выявить ошибку на месте. нужно время и направить его в нужное русло (технику работы).

При подаче заявления слова и пояснения воспитателя должны быть несколько эмоциональными. вызвать положительную реакцию у детей.

Использование художественных слов из средств обучения жеребят: стихов, пословиц, загадок и т. д. Применяя его, воспитатель воспитывает у детей художественный вкус и эстетические чувства.

Велика роль словесного объяснения при анализе детского творчества. В частности, старшие дошкольники с нетерпением и нетерпением ждут оценки работы сверстников и педагога. Когда учитель оценивает работу, он обращает внимание на аккуратность исполнения изображения, выразительность изображения. к успешным «находкам» и так далее. должен направлять.

Неполноценность путем развития умения правильно оценивать свою работу у детей-воспитателей при словесном объяснении. учиться знаниям и умениям видеть ошибки и определять пути их устранения. Анализ детских работ следует производить по-разному в зависимости от характера изображения и возрастного уровня детей. Проведение анализа иным способом повышает интерес детей к упражнению.

2. Тренировочный метод повторения важен для успешного усвоения упражнения, для преобразования приобретенных способов деятельности в знания и умения, для создания возможности отработки метода работы в той или иной деятельности, для его повторения. при необходимости восстановление усвоенного и заученного) называется методом. Выбор задания, повторение и тренировка осуществляются учителем.

Обучение – трудовое обучение проводится в разных группах детского сада. Однако ее форма и содержание изменяются в зависимости от возрастного уровня самих детей 2-4 лет того или иного описания; сферы, которые они сделали, круги, которые они нарисовали, и т. д. — с энтузиазмом повторяют они. Педагог на каждом уроке создает для этого возможности и условия. «много шаров», «много разворотов» и так далее. давая возможность мастерить и рисовать, способствует закреплению знаний, умений и навыков в освоении этого метода. Перед началом работы уместно повторить то же движение в пространстве для детей, испытывающих затруднения. большое значение при этом имеют дети спящей группы, которые охотнее участвуют в занятиях. Поскольку они уже выбирают хорошее из плохого и подходят к делу ответственно, то перед началом работы охотно применяют метод обучения (3, с. 120).

Например: на уроке аппликации тренируются вырезать лишнюю бумагу перед выполнением какого-либо сложного задания, а на уроке декоративной росписи тренируются располагать узоры ритмично и симметрично и, найдя совпадение, приступают к работе.

Когда задание сложное, уместно активизировать детей. Сначала каждый ребенок думает, с чего начать (не знаю, что буду делать, но мне интересно, хочу знать), размышляя, находя и схватывая. При планировании работы не уместно торопить детей, наоборот, уместно подойти к тому, кому трудно приступить к работе, и направить его.

Исходя из требований, вытекающих из реформы развития, педагог должен помнить, что повторение одного и того же задания (механическое выполнение заданного задания) выключает у ребенка интерес к упражнению, обескураживает его. Поэтому задача должна быть несколько сложнее. В это время у ребенка может происходить и творческое развитие. Многие дети, обладающие творческими качествами, владеют своими умениями на уровне свободного мышления и восприятия. представлена на основе знаний и умений. Поскольку деятельность по рисованию на самом деле является практической деятельностью, в конце учителю целесообразно провести игровую деятельность. Например: они раздают то, что делают, на игрушки. Или мальчики строят гараж для машины, ездят и ставят машины в гараж, а девочки застилают кровать и укладывают кукол спать и т. д. При таком способе работы у детей не только развивается свобода, но и повышается их уверенность в себе, они стараются свободно выражать свои мысли и идеи. У детей развиваются творческие способности и воображение.

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Economic sciences

IMPORTANCE OF DEVELOPMENT PROGRAMS FOR ENTREPRENEURSHIP

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It is true that an individual must possess certain entrepreneurial qualities and need not necessarily belong to a particular caste, community, or group to become an entrepreneur. However, mere personality traits of a person would not be a sufficient condition for them to become an entrepreneur. Other social, cultural, and economic factors, as well as support systems, also significantly influence the promotion and development of entrepreneurship. Nevertheless, it has been observed that the entrepreneurial attributes of a person can be enhanced, to some extent, through stimulation and training, provided they have latent potential for entrepreneurship. The entrepreneurial potential of an individual thus developed can lead to the establishment of an enterprise with the assistance of counseling, infrastructural support, and financial aid from institutional sources. In this manner, the constraints in the development of entrepreneurship due to unfavorable personality traits, social conditioning, cultural ethos, and economic factors could be significantly reduced.

The development of entrepreneurship involves four fundamental issues: the availability of material resources, the selection of genuine entrepreneurs, the establishment of industrial units, and policy formulation for regional development. All these issues are closely interconnected. Given the resources and the entrepreneurs expected to utilize them, the central issue that remains is the type of industrial unit, particularly because it impacts the efficient use of raw materials and the marketing of the product. The interaction of the first two variables and the groundwork laid by the third one depend on the specific policies that consistently guide the direction of the region's economic development.

Developing an entrepreneur means instilling entrepreneurial qualities into a person, providing the necessary knowledge, enhancing technical, financial, marketing, and managerial skills, and fostering an entrepreneurial mindset. The process of entrepreneurial development involves equipping a person with the information required for enterprise creation and honing their entrepreneurial abilities.

Entrepreneurial development is an organized and systematic process. It is now seen as a tool for industrialization and a solution to the problem of unemployment. The goal of entrepreneurial development is to motivate individuals towards an entrepreneurial career and to make them capable of recognizing and successfully exploiting business opportunities. A trained entrepreneur can guide others on how to start their own enterprises and approach various institutions. In fact, trained entrepreneurs become catalysts for developing industry and driving economic progress.

An entrepreneurial development program (EDP) can be defined as "a program designed to help an individual strengthen their entrepreneurial motivation and acquire the skills and capabilities necessary to effectively perform their entrepreneurial role. It is essential to promote an understanding of motives and their impact on entrepreneurial values and behavior for this purpose. {1}

An EDP is based on the belief that individuals can be developed, their outlook can be changed, and their ideas can be converted into action through an organized and systematic program. EDP is not merely a training program; it is a process of enhancing the motivation, knowledge, and skills of potential entrepreneurs, stimulating and reforming their entrepreneurial behavior in daily activities, and assisting them in developing their own ventures or enterprises as a result of entrepreneurial action.

The urge to achieve is one of the most significant variables associated with economic development. People with high need for achievement tend to be more successful entrepreneurs as compared to people with low achievement. The man behind a project rather than physical and financial facilities is the key to entrepreneurial success. The significance of personality lies in the fact that it is the entrepreneur who has to start and run the enterprise and overcome obstacles in the process of building up and growth of enterprise. The objective of entrepreneurial training is to develop motivation and competence necessary for successful launching, management and growth of the enterprise. Entrepreneurial development is relatively a recent phenomenon as-compared, to executive development. The objectives of an entrepreneurial development programme (EDP) may be divided into two categories : short-term objectives, and long-term objectives.

Short-term Objectives: Short-term objectives refer to the goals that are to be achieved immediately after the completion of the program. Preparing an individual's personality for the entrepreneurial venture and making them competent to assess the environment and situation within the existing regulatory framework are the short-term objectives. In brief, the short-term objective is to assist a participant in setting their life goal towards entrepreneurship.

Long-term Objective: In the long run, an entrepreneurial development program aims to equip the participants with all the skills required for the establishment and smooth operation of business ventures. The ultimate goal is for the participant under training to establish their own venture. Thus, the objectives of an entrepreneurial development program are as follows:

- ✓ to increase the supply of entrepreneurs for rapid industrial development;
- ✓ to develop the small and medium enterprises sector, which is necessary for employment generation and broader dispersal of industrial ownership;
- ✓ to industrialize rural and underdeveloped regions;
- ✓ to provide gainful self-employment to educated young men and women;
- ✓ to diversify the sources of entrepreneurship; and
- ✓ to improve the performance of small-scale industries by developing managerial skills among small entrepreneurs.

Phases of Entrepreneurial Development Program an entrepreneurial development program consists of three broad phases:

- ✓ Pre-training Phase
- ✓ Training Phase
- ✓ Post-training Phase

1. Initial Phase: This phase includes the activities and preparations required to launch the training program. The main activities of this phase are:

- a) Arrangement of infrastructure for training
- b) Preparation of training syllabus and application form
- c) Coordination with guest faculty
- d) Designing tools and techniques for selecting trainees
- e) Formation of a selection committee
- f) Publicity campaign for the program

Thus, the initial stage involves identifying and selecting potential entrepreneurs and providing them with initial motivation. {2}

2. Training Phase: In this phase, the training program is implemented to develop motivation and skills among the participants. The objective of this phase is to bring about desirable changes in the behavior of the trainees. The trainers need to assess how much and how far the trainees have progressed in their entrepreneurial pursuits. A trainer should observe the following changes in the participants' behavior:

- a) Is there any change in their entrepreneurial outlook, role, and skills?
- b) Are they motivated to embark on entrepreneurial ventures and take the risks expected of an entrepreneur?
- c) What kind of entrepreneurial behavior do the trainees lack?
- d) Do they possess knowledge of technology, resources, and other related entrepreneurial information?
- e) Are they skilled in choosing the right project and mobilizing the right resources at the right time?

3. Post-Training or Follow-up Phase: In this phase, the extent to which the program's objectives have been achieved is assessed. Monitoring and follow-up reveal shortcomings in the earlier phases and suggest guidelines for framing future policies. In this phase, infrastructural support, counseling, and assistance in establishing new enterprises and developing existing units can also be reviewed.

Support programs provided by various state bodies in the field of development and support of entrepreneurship in Azerbaijan are as follows:

The Ministry of Economy of the Republic of Azerbaijan

- offers a range of programs to support entrepreneurship, including financial incentives, training and mentorship, and assistance with business registration and certification.

The Agency for Small and Medium Entrepreneurship Development of Azerbaijan

- provides support to small and medium-sized enterprises through various programs, such as access to credit, technical assistance, and market information.

The National Fund for Entrepreneurship Support of Azerbaijan

offers financial support to entrepreneurs through low-interest loans and grants for starting or expanding their businesses.

The State Fund for Development of Information Technologies of Azerbaijan

- provides funding and support to startups and tech companies in the country to help them grow and succeed in the global market.

The Innovation Agency of Azerbaijan supports innovation and technology

based entrepreneurial ventures through funding, mentorship, and networking opportunities.

The Ministry of Labour and Social Protection of the Republic of Azerbaijan

offers programs to support social entrepreneurship and employment for disadvantaged groups, such as people with disabilities and refugees.

The Center for Analysis of Economic Reforms and Communication of Azerbaijan

provides support and guidance to entrepreneurs through research, policy advice, and information dissemination.

A number of state programs and initiatives are implemented in the field of development and support of entrepreneurship in Azerbaijan. The current situation in this field can be assessed in terms of the following main aspects: {3}

1. State Support and Legislation

The government of Azerbaijan has adopted various legislative measures and state programs to support the development of entrepreneurship. The National Entrepreneurship Support Fund offers government programs and other initiatives for SME (Small and Medium Business) development, financial support, tax incentives and training programs for entrepreneurs.

2. Training and Consulting Services

Azerbaijan State University of Economics and other educational institutions organize training programs and courses on entrepreneurship. In addition, ASAN Service, the Ministry of Economy of the Republic of Azerbaijan and other organizations provide consulting and training services to entrepreneurs.

3. Infrastructure Support

Infrastructural facilities such as technology parks, business incubators and industrial parks are offered to entrepreneurs to establish and expand their activities. These facilities provide entrepreneurs with modern technologies, office space and other resources.

4. Access to financial resources

Azerbaijani banks and credit organizations offer loans and other financial products to entrepreneurs. The National Entrepreneurship Support Fund and other state funds provide special concessional loans and grant programs.

5. Innovation and Technology

The government of Azerbaijan implements special programs to support the development of innovation and technology. The Innovation Agency and other institutions support startups and technological entrepreneurs, facilitating their access to international markets.

6. Regional Development

Special initiatives for the development of entrepreneurship are implemented in the regions. There are special programs and incentives for the development of small and medium businesses in rural areas. These measures are aimed at diversifying the economy in the regions and combating unemployment.

CONCLUSION:

There are also certain challenges for the development of entrepreneurship in Azerbaijan. Development of infrastructure in some areas, improvement of knowledge and skills of entrepreneurs, facilitation of access to international markets and other issues are being continued.

As a result, there are wide opportunities and support mechanisms for the development of entrepreneurship in Azerbaijan. There is a great potential for further development of this field with the joint efforts of the state and the private sector.

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CREATION OF MODERN TOURISM INSTITUTIONS

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MÜASİR TURİZM MÜƏSSİSƏLƏRİNİN YARADILMASI

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Ölkəmizdə turizm müəssisələrinin yaradılması, turizmi inkişaf etdirmək və turistləri cəlb etmək üçün vacibdir. Turizm infrastrukturunu gücləndirmək bu istiqamətdə atılan ilk addım olmalıdır. Restoranlar, otellər tur agentlikləri əyləncə obyektləri kimi müəssisələrin yaradılması, turistlərin rahatlığını və gələcəkdə onların sayına təsir edəcəkdir. Turizmde təhsil və bacarığın təkmilləşdirmək üçün xüsusi təlim tədbiri həyata keçirilir ki buda xüsusi turizm xidmət müəssisələri ilə müəyyən olunur. Mərkəzi turizm bölgələrinin tərkibinə maraqlı və unikal obyektlər əlavə etməklə turistlərin cəlb etmək olar. Təbii və tarixi zənginliklər qorunmalı və texnologiya istifadəsi də turizmə müsbət təsir göstərməklə turist axını təşvik edir.

Əsasən turizm müəssisəsinin yaratmaq üçün vacib olan hallar aşağıdakılar hesab edilir.

1. Bu mərhələdə müəssisəni acmaq üçün plan hazırlamaq əsas addım hesab edilir.

-gələcək hədəflərin müəyyən edilməsi.

-məqsədlərin planlaşdırılması.

-rəqiblərin araşdırılması və bunların arasında ən keyfiyyətli olması.

-marketing strategiyasını nüəyyələşdirilməsi.

-maliyyə imkanının müəyyələşdirilməsi.

2. Hüquqi normaların və sənədlərin əldə edilməsi.

-müəssisənin qeydiyyat mərhələsi, şəxsiyyətin növünə uyğun olaraq fərdi, sahibkar, MMC və.s

Müəssisənin qeydiyyatı üçün fiziki şəxsdən tələb olunan sənədlərə bunlar aiddir;

a) Müvəqqəti hesabın yaradılması üçün təsis qərarı.

b) Nizamnamə.

c) Qanuni şəkildə ünvanı müəyyən edən sənəd.

d) Dövlət rüsumunun ödənməsini təsdiq edən qəbz (11 azn).

e) Nizamnamə kapitalının ödənməsini təsdiq edən qəbz (qəbzde MMC –nin dəqiq adı, təsisçi adı, bankın VÖENi, təsisçi sayı çox olduqda hər birinin ayrıca adına qəbz tələb edilir.

f) Fiziki şəxsin, səlahiyyətli şəxsin təsdiq edən sənədin surəti.

g) Etibarnamə- bu fiziki şəxsə qanunvericilik əsasında verilmiş olan və müvəkkil edilmiş öhtəliyində olan şəxs tərəfindən imzalanır, notarial qaydaya əsasən təsdiq edilir. Bu qeyd edilən normalar hüquqi şəxs üçün keçərli hesab edilir, beləki fiziki şəxsdən fərqli olaraq təsisçi hüquqi şəxs olduqda onun Dövlət qeydiyyatı şəhadətnaməsi və nizamnaməsinin tələb edilir və notarial təsdiq ilə qəbul edilir.

-vergi normalarının müəyyən edilməsi.

-vacib olan icazələrin, lisenziyaların əldə edilməsi.

3. Müəssisəni acmaq üçün yerin, infrastrukturun müəyyən edilməsi və təhlükəsizlik imkanlarının yaradılması.

4. Şəxsi heyətin yəni işçi qrupunun yaradılması.

-yüksək keyfiyyətin əldə edilməsi üçün bacarıqlı işçilərin seçilməsi və onların təlimlərə cəlb edilməsi.

5. Xidmət və paketlərin hazırlanması.

-fərqli turizm xidmət və paketinin təqdim edilməsi (bura otel nəqliyyat, xidməti bələdçi xidməti) və s aiddir.

-müşətilərin tələbatına uyğun olaraq xidmət və paketlərin hazırlanması və s. Bütün bunlar müəssəsinin gələcək inkişafı və yaradılması üçün əsas mərhələ hesab edilir.

Turizmi təşkil edən müxtəlif müəssisələr vardır. Beləki turizm təşkilatçılara iki növ turizm müəssisələri turoperator və turagentliyi fərqləndirilir, və onlar birbaşa turizm xidməti göstərmirlər, istehlakçı ilə turist xidməti istehsalçı arasında vasitəçi kimi çıxış edir. Turoperatorları yerləşdirmə obyektləri nəqliyyat və digər xidmətlər daxil olmaqla, səyahət paketlərinin layihələndirilməsi və təşkili ilə bağlı öhdəlik daşıyırlar. Qüsursuz və xoş səyahəti təşkil etmək, səyahət təcrübəsini asanlaşdırmaq üçün onların rolu böyükdür. [10; səh 304]. Onlar turpaketlərin satışında və təbliğində, dəyərli məlumatların verilməsində və müştərilərin üstünlükləri və büdcələrinə uyğun olaraq düzgün variantları seçmələrində köməklik göstərir. Turoperatorlar və agentlər cəlbəedici və yüksək səviyyədə müəyyənəşdirilmiş paketlər formalaşdırmaqla, müştəri keyfiyyətini böyüdərək və biznesin inkişafına stimül verərək turizm müəssisələrinin nailiyyətinə çatmağını təmin edir. Onların birgə fəaliyyəti logistikanın idarə olunmasına və turistlər üçün unudulmaz təcrübələrin çatdırılmasına, istiqamətlərin marketinginə təkan verir. Turoperator fəaliyyəti ilə məşğul olan ölkəmizdə bir çox şirkətlər mövcuddur. Məsələn: Access Travel, Eko Travel, Aztur Travel, Baku Tur, İmprotex Travel, Azal, Victory Tour və s göstərmək olar. Bakı Tür ekskursiyalar təşkil edir həmçinin istirahət mərkəzi inşa edərək xidməti fəaliyyətini həyata keçirir. Turagentliyidə son dövrlərdə inkişaf etmişdir. Bunlara misal kimi Lənkəran, Gəncə, Naxçıvan və s göstərə bilərik. Turizm təşkilatı, qidalanma, əyləncə, xidmət kimi turist müəssisələri mövcuddur. Ölkəmizdə qeydə olunan bu turist müəssisələri hər biri öz növbəsində inkişaf edir. Son illərdə Azərbaycanda iqtisadiyyatın diversifikasiyalaşdırılması və onun strukturunun təkmilləşdirilməsi istiqamətində önəmli addımlar atılmış, islahatlar dərinləşdirilmiş və xüsusilə, iqtisadiyyatın neftdən asılılığının azaldılması istiqamətində kompleks və sistemli tədbirlər görülmüş, hazırda bu istiqamətdə reallaşdırılan tədbirlər intensiv fazaya keçmişdir. Sosial-iqtisadi islahatlar dövrün tələbi və global çağırışlara adekvat olaraq ortaya çıxan vacib tədbirlər kompleksi kimi diqqət çəkir. Belə ki, ölkəmizdə əhalinin yaşayış səviyyəsinin yüksəldilməsi, yeni iş yerlərinin yaradılması, əhalinin gəlirlərinin artırılması, iqtisadi inkişaf potensialından səmərəli istifadə olunması sahəsində prioritet vəzifələr müəyyənəşdirilmişdir. Milli iqtisadiyyatın inkişafının yeni hədəfləri və strateji aspektləri öz əksini ölkə Prezidentinin 6 dekabr 2016-cı il tarixli Fərmanı ilə təsdiq edilmiş "Milli iqtisadiyyat və iqtisadiyyatın əsas sektorları üzrə Strateji Yol Xəritələri"ndə tapmışdır

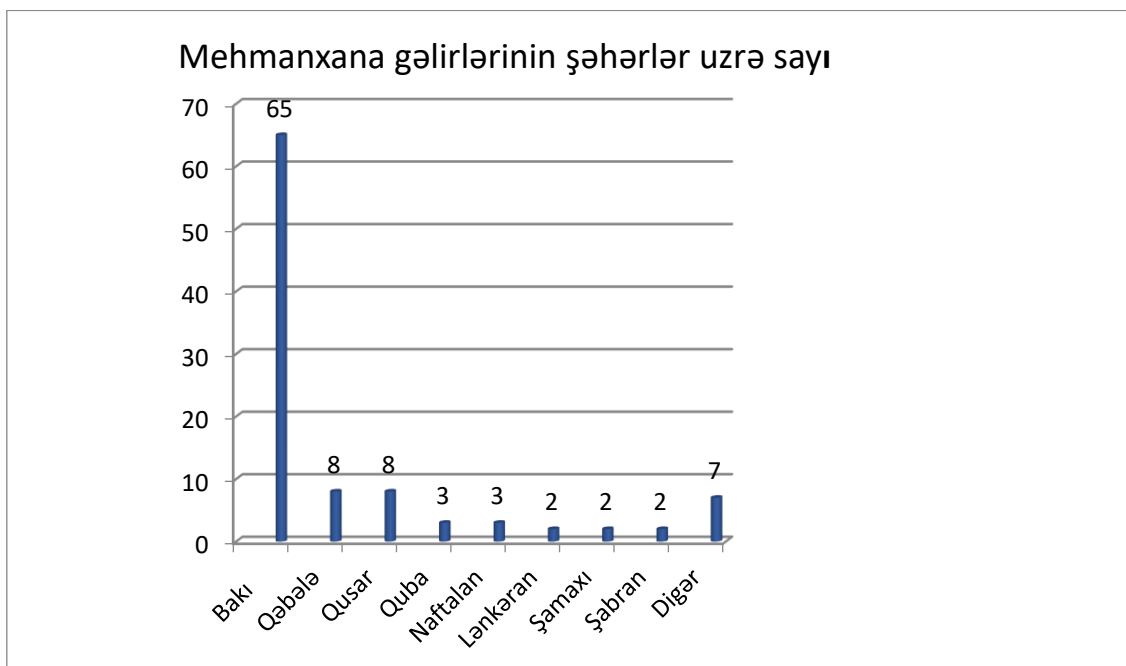
Ölkəmizdə turizm sektorunun yerləşdirmə müəssisələrinin inkişafı etdirmək üçün bir neçə tədbirlər görülür məsələn, 1-2 ulduzlu otellərin inkişaf, daxili turizm potensialı təkmilləşdirmək, xidməti təklifini böyütmək, qiymətin minimum həddə çatdırmaq əsas amildir.

Müasir turizm qidalanma müəssisələrinin yaradılması ictimai qidalanmanın inkişafı, səmərəliliyin və effektivliyin artırılması, biznesin və yeyinti müəssisələrinin vahid təchizatın yaranması iqtisadiyyat inkişafına böyük stimül verir.

Dünyada məşhur olan Mc Donald's ölkəmizdə fəaliyyəti nəticəsində istər yerli istərsə də xarici turistlər üçün əvəz olunmaz fast food məkanındır. Bu restoran şəbəkəsinin bir neçə fransızca öz xidmətini həyata keçirir Mc Donald's maraqlı yenilikləri və yüksək xidməti ilə turistləri cəlb edir və bir çox restoranlarında WiFi xidməti təklif edir. Digər tərəfdən ölkəmizdə xidmət müəssisəsi kimi KFC-Kentucky Fried Chicken adı altında restoran şəbəkəsi fəaliyyət göstərir. Bu restoran şəbəkəsi ABŞ-da yaradılmışdır. Ölkəmizdə isə 2011-ci ildən fəaliyyətə başlamışdır. Müasir texnologiya ilə təchiz edilmişdir. Qidalanma müəssisəsi kimi bu restoranlar həm turistlərə həm də yerli qonaqlar üçün böyük əhəmiyyət kəsb edir.

Ölkəmizdə 2023 ilin hədəfində 340 yaxın turizm şirkəti 1400 yaxın mehmanxana, yerləşdirmə obyektləri 95 min proqnozlaşdırılmışdı buda müasir turizm müəssisələrinin yaradılması istiqamətindəki hədəflərdən idi. Həmçinin mövcud imkanlardan effektiv şəkildə istifadə edərək müasir turizm məkanı kimi ölkəmizdə hər cür turizm infrastrukturunu və xidmət sahəsini inkişaf etdirərək 2025-ci ilin hədəfi kimi nəyin ki, regionda hətta dünyada tanınmağı məqsədə uyğun görülür.

Biznes kimi müasir mehmanxana sahəsinin inkişafı, o XIX əsrdə elmi ixtiraların kəşf edildiyi mərhələni əhatə edir. Otellərdə qalan turistlərin tələbatı gündən – günə böyüyürdü. Turist qonaqlar müxtəlif xidmətlər və rahat şərait və keyfiyyət tələb edirdilər və nəticədə, mehmanxanalar daha çox fərqli və keyfiyyətli xidmət avadanlıqlarla təchiz olunurdu. Xidmət sferasının genişlənməsi isə təbii ki, mehmanxanaların əldə edə biləcəyi qazanca müsbət təsir göstərirdi. Bunu aşağıda əks olunan diaqramda görə bilərik.



"Hilton Orilded" böyük və geniş imkanları olan və global trendi ilə ölkəmizdə böyük imkanlar yaratmışdır. Bakının mərkəzində 2011-ci ildə Hilton Bakı otelinin açılışı olmuşdur. Ölkəmizdə iqtisadiyyatın inkişafına təkan verməklə yanaşı həmçinin turizm müəssisi kimi xarici turistlərə effektiv və komfortlu şərait yaradır.

Ölkəmizdə turizmin inkişafına hər zaman xüsusi diqqət göstərilmişdir.. Ümummilli lider Heydər Əliyevin təsdiq etdiyi "Azərbaycan Respublikasında 2002-2005-ci illərdə turizmin inkişafına dair Dövlət proqramı" və Azərbaycan Respublikasının prezidenti İlham Əliyevin 2010-cu ildə imzaladığı "Azərbaycan Respublikasında 2010-2014-cü illərdə turizmin inkişafına dair Dövlət Proqramı" Turizmin inkişafına göstərilən qayğıdan irəli gəlir. Bu proqramların qarşısında duran vəzifələrin yerinə yetirilməsi nəticəsində, son illərdə ölkə iqtisadiyyatında turizm sektorunun payı əsaslı dərəcədə artmışdır. Ölkəmizdə bir neçə turizm müəssisələri, otellər və mehmanxanalar inşa edilərək istifadəyə verilmişdir.

Turizmin inkişafının təmin edilməsi üçün özəl sahələrdə də bir sıra islahatları həyata keçirilmişdir. Respublikamızda ölkə prezidentinin azad sahibkarlığa olan dəstəyi və özəl turizm müəssisələrinin inkişafına şərait yaratması ilə ölkənin iqtisadi inkişafında azad sahibkarların rolu gündəndən artmaqdadır. Ölkəmizdə müasir mehmanxana (otel) kompleksləri durmadan inkişaf edir və buna nümunə olaraq: Home Boutique Hotel, Dubai International Hotel Bakı, Chinar Hotel & SPA Naftalan, JW Marriott Absheron Bakı Hotel, Excelsior Hotel & SPA Bakı, Continent Hotel Bakı, Ambassador Hotel Bakı, AF Hotel Aqua Park Novkhani, Abu Arena Hotel və.s. göstərə bilərik

Bakı ilə yanaşı, ölkəmizin digər regionlarında da müasir turizm tikililəri inşası həm yerli, həm də xarici qonaqlar üçün əlverişli mühit yaradır. Həmçinin, daimi inkişaf edən turizm bölgədə hotel biznesinin böyüməsinə və keyfiyyətə yeni mühitin formalaşmasına təkan verir. Bunun nəticəsi olaraq, ölkəmizin şimal-qərb ərazisində bir sıra əhəmiyyətli strateji obyektlər, beynəlxalq səviyyəyə uyğun olan hotellər istifadəyə verilib. Oğuz şəhərində yeni inşa edilən mədəniyyət və istirahət parkı, bundan əvvəl istifadəyə verilən hotel istər daxili, istər xarici turizmin inkişafı üçün əsas amil hesab edilir. Qax rayonunda yeni tikilmiş "El Resort" hotel kompleksi, Şəkiddə "Green Hill Inn" mehmanxanası, Qəbələdəki "Qafqaz Sport Hotel"-in açılışı ölkənin şimal-qərb bölgəsində turizm potensialının inkişaf etdirilməsi üçün əsas potensialdır "Green Hill Inn" mehmanxanası Şəkinin turizm potensialının nümunəsi olaraq bu bölgənin əks etdirirdi. Ölkə iqtisadiyyatının kompleks inkişafını təmin etmək üçün bu əsas addım hesab edilirdi. http://www.anl.az/down/meqale/yeni_az/2012/fevral/229737.htm

Azərbaycan Respublikası regionlarının 2014-2018-cü illərdə sosial-iqtisadi inkişafı Dövlət Proqramının" yekunların burada bir çox turizm müəssisələri mehmanxana (otel) komplekslərinin yaradılması ilə bağlı görülmüş işlərin nəticəsi əks olunmuşdur. 2014-ci ildə Gəncədə "VEGO" oteli istifadəyə verilmişdir və müasir standartlara uyğun şəkildə fəaliyyət göstərir. "Şamaxı Palace" Şamaxı şəhərində açılmışdır. Bu Şamaxı şəhərinə gələn turistlərə yüksək xidmətlə göstərir. Müasir infrastruktur obyektlərini yüksək keyfiyyətdən xəbər verir. Qəbələdə "Qafqaz Yengicə Termal Hotel və SPA kompleksi" 61 nömrədə otel hər cür şəraitlə təmin olunmuşdur. Naftalan "Qarabağ SPA and Resort" yaradılmışdır.

Həmçinin 2015-ci ildə Qusar rayonundan "Park Chalet Shahdag" oteli və 1 nömrəli kanat yolu, xizək eniş istifadəyə verilmişdir. Daha sonra isə Mingəçevirdə Kür çayının sağ sahilində "Ağsaray" oteli həmçinin burada otellə yanaşı əyləncə mərkəzi, kafe-bar, konfrans zalı istifadəyə verilmişdir. Şabran rayonunda "Qalaaltı Hotel və SPA müasir müalicə-istirahət mərkəzi, Lənkəranda "Xəzər Palace" oteli və İstisu və İstirahət mərkəzi, Qaxda "Yurd Hotel", Şəkidə "Marxal" müalicə-istirahət mərkəzi yerli və xarici qonaqlar üçün istifadəyə verilmişdir. Qeyd etdiyimiz bu dövlət proqramının əsas hədəflərindən bir də yuxarıda da dediyimiz kimi xidmət sektorunu və turist obyektlərini yeni infrastrukturla təmin etmək idi. Bununlada 2014-2018-ci ilin hədəflərində bölgələrdə yeni hostellər, otellər və turizm obyektləri inşa edilmişdir. Həmçinin turizm sahəsində yenilik olaraq Azərbaycan Respublikasının Prezidenti tərəfindən imzalanmış 20 aprel 2018-ci il tarixli Sərəncamla Azərbaycan Respublikası Dövlət Turizm Agentliyinin yaradılması turizmin inkişafında yeni sfera yaratmışdır və ə bu sahədə gələcək mövqeyi hədəfləyirdi.

Ölkəmizdə regional yerləşmə obyektləri olan mehmanxana və oxşar müəssisələrin sayı ilə bağlı, Dövlət Statistika Komitəsinin 2019-cu il üzrə verdiyi göstəriciyə əsasən, ən çox tədarük Quba-Xaçmazdadır. 100-dən çox oteli ehtiva edən bölgəni (bütün bölgələrdəki otellərin yüzə 25-i) əhatə etdi. 77 mehmanxana ilə Lənkəran rayonu (19 faiz), və 65 mehmanxana ilə Şəki-Zaqatala bölgəsi (16 faiz). Ən az otel isə Yuxarı Qarabağ rayonundadır (bütün regional ərazilərdə bütün mehmanxanaların 1 faizindən az). Bu göstərici sonrakı illərdə azda olsa artım müşahidə olunur.

Ölkəmizdə 2019–2023-cü ildə həyata keçirilən Dövlət Proqramı". Ölkədə bir çox turist müəssisələrinə öz inkişaf planları ilə stimül vermişdir. Bu illər ərzində turizmin xidmət müəssisələri aid olan işlər əsasən bunlardır: Bakıda turizmle bağlı bir neçə müasir infrastruktur yaradılmışdır, həmçinin Yevlax rayonunda mehmanxana kompleksi, İsmayilli rayonunda da mehmanxana kompleksi ilə yanaşı bu rayonun Tircan kəndində müalicə-sağlamlıq kompleksi, Tovuz rayonunda turizm obyektləri, Yanıxlı kəndi ərazisində istirahət kompleksi, Lənkəranda mehmanxana kompleksinin tikintisi, Naxçıvan isə "Darıdağ" termal istifadəyə verilmişdir.

Onuda qeyd edə bilərik ki, işğaldan azad olunmuş Qarabağ və Şərqi Zəngəzurdə turizmi inkişaf etdirmək üçün əsaslı şəkildə tədbirlər görülmüşdür. Bu rayonların turizm potensialı tədqiq edilərək bu bölgədə otellər inşa edilir. Belə turist obyektlərin istifadəyə yararlı hala gətirilməsi ölkəmizin mədəniyyət mərkəzi Şuşanın turizm baxımından daha da böyüməsində əsas əhəmiyyətə malik oldu. 2021-ci ilin mart ayında Şuşa Xarı bülbül Oteli inşasına başlandı.

Mayın 12-sində isə həmin otelin açılışı olmuşdur. Daha sonra isə Şuşada digər bir otelin-Qarabağ otelinin açılışı olmuşdur. 1980-ci yaradılan bu otel 1992-ci ildə işğal zamanı yarasız hala düşmüşdür. Şuşa şəhəri işğaldan azad edildikdən sonra bu otel bərpa edildi. Şuşa şəhərinə səyahət üçün gələn turist qonaqlar və yerli qonaqlar üçün hər cür müasir şərait bu oteldə yaradılmışdır. Biz ölkə ərazisində hazırda mövcud olan statistik məlumatlarda da müasir turizm obyektlərinin göstəricilərini aşağıdakı cədvəldə görə bilərik.

Cədvəl:3;2

Mehmanxana (otel) və mehmanxana tipli obyektlərin mülkiyyət növləri üzrə sayı

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Mehmanxana (otel) tipli obyektlərin sayı	530	535	536	548	563	621	670	682	712	757
Həmçinin mülkiyyət növləri üzrə										
Dövlət	27	27	49	45	35	38	33	34	38	52
Xüsusi	485	489	470	488	515	570	620	631	656	686
Xarici	13	13	12	10	8	8	12	13	13	13
Birgə	5	6	5	5	5	5	5	5	5	6

Mənbə: <https://www.stat.gov.az/>.

2023-cü ildə mehmanxana (hotel) və mehmanxana tipli obyektlərdə keçirilmiş gecələmələrin sayı 2022-ci ilə müqayisədə 29,3 faiz artaraq 3422,3 min olmuşdur. Gecələmələrin ümumi sayının 57,6 faizi Bakıda, 5,5 faizi Qubada, 4,7 faizi Xaçmazda, 4,2 faizi Naftalanda, 4,0 faizi Qəbələdə, 3,9 faizi Qusarda, 3,7 faizi Şabrandə, 3,2 faizi Lənkəranda, 1,5 faizi Naxçıvan Muxtar Respublikasında, 1,2 faizi Qaxda, 1,0 faizi Gəncədə, 0,9 faizi Masallıda, 0,9 faizi İsmayılıda, 0,9 faizi Şamaxıda, 0,8 faizi Şəkidə, 0,6 faizi Şuşada, 0,5 faizi Mingəçevirdə və 4,9 faizi digər şəhər və rayonlardakı mehmanxanalarda (hotellərdə) və mehmanxana tipli obyektlərdə qeydə alınmışdır. Buradan da aydın olur ki, müasir turist xidməti

müəssisələri inkişaf edir və turistləri cəlb etmək onlara xidmət göstərmək istiqamətində effektiv, səmərəli fəaliyyət göstərir. <https://www.stat.gov.az/>.

Ölkəmizdə təkcə 2018-ci ildən bu yana müasir mehmanxana tipli müəssisələrin sayı da kifayət qədər artmışdır, bu və bunun kimi digər turistlərə xidmət müəssisələrində yaradılan müasir şərait daxili turistlərlə yanaşı əcnəbi və xarici turistlərdə ölkəyə cəlb etmək istiqamətində əsas rolə malikdir.

Cədvəl:3;3

	2018	2019	2020	2021	2022
Mehmanxana (hotel) və mehmanxana tipli müəssisələrin sayı	596	642	655	685	727
Birdəfəlik tutum yeri	46,693	49,980	50,687	53,049	56,562
Nömrələrin sayı	22,192	23,865	24195	25445	27312
Yerləşdirilmiş şəxslərə	1749475	1,919,765	668,813	1,172,123	1,697,358
Ölkə vətəndaşları	515,083	603,026	401,430	900,560	789,405
Xarici vətəndaşlar	1,234,392	1,316,739	267,383	271,563	907,953

Mənbə: <https://www.stat.gov.az/>.

Ölkəmizdə müasir turizm müəssisələrinin fəaliyyətini əks etdirmək üçün bu sahədə əlavə dəyər yaradan turistlərin yerləşmə və ictimai iqtisadi obyektləri illik ÜDM miqdarı əyani şəkildə aşağıdakı cədvəldə əks olunmuşdur. Turistlərə xidmət müəssisələri ölkə ÜDM böyük müsbət təsir göstərir, baxmayaraq ki bu göstəricilər pandemiya dövründə müəyyən qədər aşağı olmuşdur.

Cədvəl:3;4

Turistlərin yerləşdirmə və ictimai iqtisadi obyektlərinin illik UDM dəyəri

2024						1,7									
2023							2,2								
2022					1,6										
2021				1,3											
2020			1,2												
2019									2,4						
2018															7,4

Mənbə: <https://www.stat.gov.az/>.

Turizm təhsil müəssisələri- ölkəmizdə turizm sektorunun inkişafı üçün peşəkar kadr hazırlığının həyata keçirən təhsil müəssisələri mövcuddur. Azərbaycan Turizm və Menecment Universitetinin bu istiqamətdə işləri uğurla davam etdirir. Bu ali təhsil müəssisəsi ölkəmizdə turizm üzrə təhsil verən ilk beynəlxalq ikili diplomun verilməsi imkanını yaratmışdır. Buradakı "Turizm işinin təşkili" ixtisası "Turizm və Qonaqpərvərlik" fakültəsi beynəlxalq səviyyəli sertifikatla layiq görülmüşdür. İkili diplom proqramı, keyfiyyətli xarici tərəfdaşlığın əldə olunması, yüksək potensiala malik mütəxəssislərin cəlb edilməsinə, gələcək müddət ərzində turizmde ixtisaslı kadrların hazırlanması təkan verəcəkdir. Azərbaycan Turizm və Menecment Universitetinin nəzdində fəaliyyət göstərən Bakı Turizm Peşə Məktəbi barmen-ofisiant, qənnadıçı, kompüter üzrə operator, turizm agent, yerli bələdçi, şirniyyatçı, mehmanxana qeydiyyatçısı, aşpaz ixtisas üzrə təhsil aparılır. <https://atmu.edu.az/az/haqqimizda>

Ölkəmizdə 15-dən çox ali təhsil müəssisəsində turizm ixtisası üzrə təhsil verilir. İşğaldan azad olmuş Xankəndidə bərpadan sonra fəaliyyət göstərəcək "Qarabağ Universitetində" Turizm ixtisası üzrə təhsil aparılacaq. Burada ilk olaraq turizm bələdçiliyi, turizm işinin təşkili ixtisaslarına yer veriləcək. Qeyd etdiyimiz ATMU, BTM və Mingəçevir Turizm kolleci Dövlət Turizm agentliyinin tabeliyində fəaliyyət göstərir. Bununla yanaşı DTA tabeliyində 11 turizm informasiya bürosu turistlərə xidməti həyata keçirir. Bu turizm informasiya müəssisələri Bakı ilə yanaşı digərləri bölgələrdə xidmət prosesini həyata keçirir. Həmin informasiya mərkəzləri Şəki, Zaqatala, Quba, İsmayilli, Xaçmaz və s kimi yüksək turizm potensialına malik rayonlarda yerləşir. Bu təsadüf deyil ki, həmin rayonlarda turizm potensialı yüksək olduğu

üçün bu informasiya mərkəzləri rayonun potensialı imkanları qiymətləndirilir və burada turizm marşrutları müəyyən edilir, otellər, turizm idman müəssisələri, istirahət, müalicə mərkəzləri və digər turizm obyektləri yaradılır. İdman turizm müəssisələrində ölkəmizdə inkişaf edir, Çoxlu sayda regionlarda olimpiya idman kompleksləri inşa edilib. İdman turizminin inkişafına təkan verəcək digər bir uğur Şahdağ yaradılan qış idman turizm istiqamətində həyata keçirilən tədbirlər aiddir.

THE IMPORTANCE OF THE GREAT SILK ROAD FOR EUROPE

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Abstract

Article explores the historical significance of the Silk Road in connecting Europe with distant lands like China and India, enriching Europe's culture and economy. It highlights the role of cultural exchange, innovation, and intellectual growth facilitated by the Silk Road, contributing to Europe's Renaissance and Enlightenment. The article also delves into the modern revival of the Silk Road through China's Belt and Road Initiative, offering economic advantages and diplomatic opportunities for Europe. It emphasizes the need for environmental sustainability and discusses the challenges and benefits of strengthening economic ties with China. The article concludes by emphasizing the potential for transatlantic cooperation to mitigate long-term risks associated with the Belt and Road Initiative.

Keywords: Silk Road, historical significance, Belt and Road Initiative, economic advantages, trade routes.

Introduction

The Great Silk Road, a web of ancient trade routes that connected East and West, has long been celebrated for its profound impact on the course of human history. While it may be easy to associate this historic network with the cultures of Asia and the Middle East, it is essential to recognize the crucial role it played in shaping the destiny of Europe. Even today, the Great Silk Road retains its importance as a bridge connecting Europe with the rest of the world in our era of globalization.

Historical Significance: The Great Silk Road's historical significance for Europe cannot be overstated. From as early as the 2nd century BCE, the Silk Road facilitated the exchange of goods, technologies, and ideas between Europe and distant lands such as China and India. It brought silks, spices, precious metals, and countless other treasures to the European continent, enriching its culture and economy. Marco Polo's famous travels along the Silk Road are a testament to its historical importance for Europeans [4].

The extensive trade networks of the Silk Roads transported far more than mere goods and valuable commodities. In reality, the continual migration and intermingling of diverse populations facilitated the widespread transmission of knowledge, concepts, cultures, and beliefs, leaving an indelible mark on the histories and societies of Eurasian peoples. Travelers who traversed the Silk Roads were drawn not solely by trade opportunities but also by the vibrant intellectual and cultural exchange occurring within the cities situated along these historic routes. Many of these cities evolved into thriving centers of culture and scholarship. Consequently, scientific discoveries, artistic achievements, literary works, as well as craftsmanship and technologies were exchanged and diffused throughout the communities spanning the length of these interconnected pathways. In this manner, languages, religions, and cultures underwent mutual development and mutual influence.

Silk, a textile with its roots in ancient China, is woven from the protein fibers produced by the silk-worm during its cocoon formation. The practice of sericulture, or the cultivation of silkworms for silk production, is believed to have emerged around 2,700 BCE, according to Chinese historical records. Silk held an esteemed status, primarily reserved for the exclusive use of the Chinese imperial court, where it was employed in the creation of luxurious clothing, drapes, banners, and prestigious items. The techniques for producing silk were closely guarded secrets within China for nearly 3,000 years, with severe penalties, including the death penalty, imposed on anyone who disclosed the production process to foreigners. The discovery of complete silk garments, alongside exquisite examples of silk craftsmanship such as brocade, gauze, and embroidered silk, dates back to tombs in Hubei province, originating from the 4th and 3rd centuries BCE.

During the 1st century BCE, silk found its way to the Roman Empire, where it quickly gained status as an exotic luxury commodity, enjoying immense popularity. Imperial edicts were issued to regulate silk prices, underlining its significance in Roman society. Silk's popularity persisted throughout the Middle

Ages, with Byzantine authorities establishing detailed regulations for silk cloth production, highlighting its role as an emblematic royal fabric and a vital source of revenue for the monarchy. Additionally, the Byzantine Church's substantial demand for silk garments and hangings further emphasized the importance of silk. This luxury item played a pivotal role in the early development of trade routes connecting Europe to the Far East [4].

Cultural Exchange and Innovation: *One of the most enduring legacies of the Silk Road is the rich tapestry of cultures and ideas that it wove together. European scholars, traders, and adventurers traveled along these routes, encountering and learning from diverse societies. This cultural exchange led to innovations in art, science, and technology, contributing to the European Renaissance and the Age of Enlightenment. Europe's intellectual growth was, in part, fueled by the knowledge and artifacts brought via the Silk Road.*

The interconnected trade routes, collectively referred to as the Silk Road, served as conduits not only for the exchange of merchandise between Asia and Europe, such as prized Chinese silk, Byzantine gold, and aromatic Indian spices, but also as channels for the introduction of diverse cultural elements to regions across the continent. These cultural interactions transcended geographical boundaries, exposing people in various corners of the continent to novel belief systems, governance structures, literary forms, musical expressions, and artistic styles. As a result, these exchanges left an indelible imprint on the art, language, religion, economy, and politics of each respective region [3].

Diplomacy and Collaboration: *The Silk Road also presents Europe with opportunities for diplomatic collaboration. European nations have recognized the potential for mutually beneficial partnerships with countries along the Silk Road routes. These collaborations extend beyond trade to include cultural exchanges, scientific research, and environmental initiatives. By engaging with Silk Road countries, Europe can promote peace, stability, and global cooperation. The Silk Road, characterized by its remarkable political diversity, fostered an environment conducive to substantial political cooperation. The extensive cross-continental trade routes necessitated civilizations to either engage in communal and cooperative endeavors or risk isolation from crucial supply lines. This interdependence underscored the imperative need for political collaboration among diverse regions.*

Environmental Sustainability: *While the economic advantages of the Silk Road are evident, it is essential to address environmental concerns. The increased movement of goods along these routes can have environmental consequences. European countries, in partnership with Silk Road nations, must prioritize sustainable practices, such as green transportation and responsible infrastructure development, to mitigate these challenges.*

Economic Advantages: *In the contemporary era, the Silk Road is experiencing a resurgence in importance for Europe. The modern concept of the Silk Road, as represented by China's Belt and Road Initiative, has the potential to provide a substantial economic boost to Europe. Enhanced trade links with Asia, the Middle East, and Africa can stimulate economic growth, create jobs, and foster innovation in European countries. The infrastructure projects associated with this initiative, such as railroads and ports, improve connectivity and trade efficiency.*

While the Belt and Road Initiative (BRI) initiated by China is often associated with regions in Central and East Asia, a recent Independent Task Force report sponsored by the CFR (Council on Foreign Relations) highlights its expanding presence in Europe. Currently, approximately two-thirds of EU member states have formally partnered with the BRI. Notable BRI investments have materialized in countries such as Greece, where the Chinese state-affiliated enterprises have undertaken substantial refurbishment and expansion projects at the Piraeus port. Additionally, Portugal has attracted significant Chinese investments, particularly in the energy sector and the development of its Sines port. Hungary also features in the BRI landscape, being home to a section of the Budapest-Belgrade railway, a key European undertaking within the BRI portfolio, although it has encountered certain challenges.

Beyond the boundaries of the European Union, China has extended its financial support to a multitude of projects across the Western Balkans and Eastern Europe. These collective endeavors underscore China's aspiration to strengthen its ties with Europe by fostering the expansion of railway networks, airport hubs, and seaports. As a result of these strategic investments and the heightened European demand for medical supplies, 2020 marked a significant milestone as trade in goods between China and Europe surpassed that between Europe and the United States for the first time. A substantial volume of products traversed expanded and heavily subsidized rail networks connecting China and Europe, with over 12,400 freight trains making the journey between the two regions last year.

The robust economic bonds between China and Europe have played a significant role in European leaders' hesitancy to align with the more confrontational stance toward China advocated by

Washington. This is exemplified by the European Union's completion of negotiations on the Comprehensive Agreement on Investment (CAI) with China earlier this year, as well as the decisions made by several European nations to become members of the Asian Infrastructure Investment Bank (AIIB), an institution backed by China, back in 2015. These instances underscore Europe's occasional willingness to strengthen its ties with China, even in the face of reservations expressed by the United States.

In 2019, Italy achieved a significant milestone by becoming the first, and to date, the sole member of the Group of Seven (G7) to join the Belt and Road Initiative (BRI). Italy's decision, which occurred despite objections from European and U.S. leaders, prompted the European Union to formulate a fresh strategic approach to Beijing. This approach characterized China as 'an economic competitor striving for technological leadership and a systemic rival advocating alternative governance models.' It also expedited the adoption of a comprehensive set of EU-wide regulations for evaluating foreign direct investment and underscored how the decrease in European infrastructure investments following the Great Recession created opportunities for Chinese investments.

The strengthening of transatlantic cooperation at present could play a pivotal role in mitigating the long-term risks associated with the Belt and Road Initiative (BRI), and not only in Europe. Collaborative endeavors on both sides of the Atlantic may encompass the following measures:

1. Reinforcing the capacities of international financial institutions such as the World Bank and International Monetary Fund, with a focus on providing viable alternatives to BRI financing for developing nations, including those in Eastern Europe.
2. Expanding participation in international standards-setting organizations to ensure that product and service standards are developed impartially, rather than exclusively for the benefit of Chinese technology.
3. Advocating for the global adoption of ecologically responsible and transparent financing practices.
4. Strengthening cooperation among development finance agencies from both sides of the Atlantic to support the development and advancement of crucial technology.
5. Conducting strategic mapping exercises to gain a deeper understanding of areas where Chinese control of ports or undersea cables could potentially jeopardize the accessibility of critical infrastructure for U.S., European, or NATO forces.
6. Combating corruption on a global scale, with a particular emphasis on government procurement processes.
7. Launching initiatives for technical training to enhance the capacity of developing nations in evaluating the debt and environmental sustainability of infrastructure projects.
8. Reinforcing and safeguarding the rules-based international trading system, including through the U.S.-EU-Japan trilateral initiative, with an aim to establish new regulations on subsidies and forced technology transfer, while also reviving efforts to reform the World Trade Organization (WTO) [1].

Conclusion

The Great Silk Road has played a transformative role in Europe's history, fostering cultural exchange, economic growth, and innovation. Today, as Europe looks toward the future, the Silk Road continues to offer immense potential as a bridge connecting the continent with the rest of the world. Through diplomatic collaboration, economic partnerships, and a commitment to sustainability, Europe can leverage the Silk Road's enduring importance to shape a prosperous and interconnected future.

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UDC: 338

PERSONNEL AS AN OBJECT OF MANAGEMENT**Eduard Kavtidge**

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Abstract

The central place in the modern period is occupied by the concept of the "labor market", which reveals the essence of the relationship regarding the exchange of functioning labor abilities (functioning labor force) for living resources, i.e., wages. In a more general sense, the labor market acts as a concrete expression of the system of social organization of wage labor in terms of commodity-money relations.

The labor market ensures the functioning of a market economy based on the law of supply and demand. Its main function is to redistribute the labor force between industries and spheres of production and provide jobs for the currently unemployed population.

In the labor market, employers (subjects of ownership of the means of production) and employees interact, forming the volume, structure, and ratio of supply and demand for labor. The main components of the labor market are aggregate demand or the general need of the economy for hired labor; aggregate offer, which includes the entire hired labor force from among the economically active population; cost (price) of labor; competition (between employees, employers, employees, and employers); reserving the workforce.

Keywords: Labor market, object of management, supply of labor, labor force.

Introduction

The aggregate demand for labor is determined by the number and structure of jobs in the economy that need filling.

The demand for labor covers the entire sphere of social labor. It includes both staffed and vacant jobs. At the same time, effective demand is distinguished, determined by the number of economically feasible jobs, and aggregate demand, which includes inefficient jobs filled by employees. The difference between effective and aggregate demand is an excessive number of employees, of which hidden unemployment is integral. The demand for labor in the current market is determined by the need for employees to fill vacancies on the terms of the main activity or part-time work, as well as to perform one-time jobs.

Discussion

The total labor supply covers all categories of the working-age population applying for employment (men, women, youth, pensioners), as well as persons who want to work for self-employment or entrepreneurship.

The labor supply in the labor market has three main components:

- people who are not engaged in labor activity and job seekers;
- persons intending to change their place of work;
- persons wishing to work in their free time from work or study.

The supply of labor varies qualitatively and quantitatively depending on changes in the age structure of the population, in the system of vocational and general training, the strength of the influence of the external labor market on the internal one, etc. Differentiation in the supply of labor is enhanced by the fact that workers of the same age and profession differ in gender, health status, and quality of professional training, and this undoubtedly affects the ability to perform a specific job.

Labor force is a person's ability to work, i.e. the combination of physical and spiritual forces used by them in the production process. Labor is a commodity in a market economy and has a consumer value and a monetary value (price).

Labor is a mental and physical process carried out with the help of such human efforts (abilities) that are aimed at the production of goods and services. There are such types of work: intellectual and productive, simple and complex, useful and abstract, surplus and past.

The cost of labor is the price of material and spiritual goods necessary for the reproduction of labor, i.e. for the satisfaction of the needs of the employee and his family members.

The process of transformation of labor resources goes through three stages: potential able-bodied population; vocational training with employment at enterprises; labor is realized in production and creates consumer value.

How does the labor market work in a market economy?

The aggregate offer of labor resources enters the market and after the cycle of reproduction, the population receives payment for labor. The money received, including pensions and benefits from the state, is used by the population to buy goods and services and pay income tax to the state, and on this basis, consumer demand in the market of goods and services is formed.

The labor market provides labor to enterprises and organizations that generate demand for industrial and intellectual labor. State management bodies determine the state order for the products of enterprises and services of organizations, carry out regulatory regulation of production (laws, instructions, requirements), and receive taxes and contributions from the production sector (a share of the surplus product).

In management theory, there are different approaches to classifying personnel depending on the profession or position of the employee, the level of management, and the category of employees.

This classification provides for the allocation of two main parts of the personnel involved in the production process: workers and employees.

Workers, or production personnel, carry out labor activities in material production with a predominant share of physical labor. They provide production, exchange, sales, and service. The production staff can be divided into two components:

- the main staff are workers, mainly employed in the assembly shops of the enterprise;*
- support staff – workers mainly employed in the procurement and maintenance workshops of the enterprise.*

The result of the work of the production staff is products in physical form (buildings, cars, televisions, furniture, food, clothing, etc.).

Employees, or management personnel, carry out work activities in the process of production management with a predominant share of mental labor. They are busy processing information using technical controls. The main result of their work is the study of management problems, the creation of new information, changing its content or form, the preparation of management decisions, and after the head chooses the most effective option, the implementation and control of the execution of decisions. The management staff is divided into two main groups: managers and specialists.

The fundamental difference between managers and specialists lies in the legal right to make decisions and the subordination of other employees. Depending on the scale of management, there are line managers responsible for making decisions on all management functions, and functional managers who implement individual management functions. In addition, there are heads of the highest level of enterprise management (director and his deputies), middle level (heads of workshops and departments), and lower level (heads of sites, foremen).

The company's specialists can be divided into three main groups depending on the results of their work:

- functional management specialists whose activities result in management information (referents, economists, accountants, financiers, marketers, etc.);*
- engineering specialists whose activities result in design and technological or project information in the field of engineering and production technology (technologists, engineers, designers, builders, etc.);*
- employees – technical specialists (typists, operators, couriers, lifters, storekeepers, waiters, etc.) who perform auxiliary work in the management process.*

Management theory uses a sufficient number of terms reflecting people's participation in social production: labor resources, human resources, human factor, organizational behavior, labor organization, personnel management, personnel policy, team, team, social development, human relations, etc. Singling out a person as a core object, they reveal various aspects of the personnel management problem and approaches to its solution. We propose to consider some modern concepts of personnel management strategy.

The proposed areas of work with personnel deserve attention because they concentrate on the experience of successful companies and modern management concepts. However, the operating conditions of enterprises differ in terms of financial condition, staff remuneration, and corporate morality.

Personnel management is a specific function of managerial activity, the main object of which is a person belonging to a certain social groups. Modern concepts of personnel management are based, on the one hand, on the principles and methods of administrative management, and the other hand, on the concept of comprehensive personality development and the theory of human relations.

The personnel management system is a set of principles and methods of personnel management of workers and employees at the enterprise.

The organization's personnel management system consists of six interconnected subsystems:

- personnel policy;*
- recruitment of personnel;*
- personnel assessment;*
- staff placement;*
- staff adaptation;*
- staff training.*

policy defines the general line and fundamental principles in working with personnel for the long term. The State personnel policy is formed by the Parliament, the ruling party, and the Government and is largely determined by the type of power in society. The type of authority has a significant impact on the strategy and style of leadership, as well as personnel requirements. The most complete use of a person's creative potential is possible only in a democratic society. The transition to a market economy is accompanied by a process of democratization of management and is reflected in the philosophy of the organization. The personnel policy at the enterprise is formed by the board of directors, the management board, and the director of the enterprise.

Recruitment consists of the formation of a reserve of personnel to fill vacant jobs. Recruitment should include procedures for calculating the need for personnel by category of employees, a normative description of professional requirements for workers and employees, methods of professional selection of personnel, as well as general principles for the formation of a reserve of personnel for vacant positions. Thus, the main task of personnel selection is to identify a set of people who can take new jobs (positions) shortly and change their occupation, based on internal motivation, and material or moral incentives. Recruitment is largely determined by the personnel requirements formed in the subsystem of personnel policy and workplace models.

Personnel assessment is carried out to determine whether an employee is suitable for a vacant or occupied position. When filling a vacant position, it is important to establish the potential of an employee, i.e. professional knowledge and skills, life and work experience, socio-psychological personality type, level of general culture, state of health and efficiency, and several other characteristics. The assessment of potential allows us to judge the prospect of applying the abilities of a particular person in a certain position. The analysis of the employee's compliance with the position (certification) is necessary after a certain time and is possible through a joint assessment of creative potential and individual contribution, taking into account the results of work.

Conclusion

The placement of personnel should ensure a constant movement of personnel based on the results of an assessment of their potential, individual contribution, planned career, age, terms of employment, and the availability of vacant positions in the staffing table of the enterprise. Scientifically based personnel placement provides for career planning, taking into account their vital interests; a rational combination of appointment, competitiveness, and electability, depending on the category of employees and the personnel reserve; systematic movement of staff (promotion, relocation, demotion, and retirement) depending on the results of the assessment; determination of the terms of employment and the age of management personnel; scientific organization of the workplace; determination of working conditions and remuneration.

Personnel adaptation is the process of adapting a team to the changing conditions of the external and internal environment of an organization, and individual individuals to the workplace and the workforce.

Employee adaptation also includes key elements such as adaptation criteria, organization of probation, adaptation of young professionals, mentoring and consulting methods, and human resource development. The adaptation is completed by the entry of employees into a permanent position.

Staff training is designed to ensure that the professional knowledge and skills of employees correspond to the modern level of production and management. There are four types of training: training of workers and employees in vocational schools, technical schools, and universities, providing for obtaining a basic specialty; advanced training in educational institutions (centers, schools, institutes), i.e. obtaining

new knowledge in the basic specialty of an employee; retraining of personnel to acquire a new specialty; postgraduate professional education (master's degree, postgraduate, doctoral studies). The interaction of these types of training makes it possible to provide opportunities for continuous improvement of the education of each employee and to timely regulate the correspondence between the number of employees and the professional qualification structure of the staff.

The personnel management system is reflected in such important documents:

- *the company's charter;*
- *the company's philosophy;*
- *internal labor regulations;*
- *collective agreement;*
- *staffing of the company;*
- *regulations on remuneration and bonuses;*
- *regulations on divisions;*
- *employee's employment contract;*
- *job descriptions;*
- *workplace models;*
- *management regulations.*

So, work with personnel should be considered as a system that includes personnel policy, selection, evaluation, placement, adaptation, and training of personnel, and be reflected in the main regulatory documents of the enterprise.

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CLOUD ACCOUNTING: BENEFITS AND RISKS IN THE CONTEXT OF DIGITAL TRANSFORMATION FROM THE REALITY OF VIETNAMESE BUSINESSES

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Abstract

When the Covid 19 pandemic took place, remote work became a must, besides, under the impact of globalization, the development of the 4.0 technology revolution has promoted the development of cloud computing in the field of accounting or defined as "cloud accounting". The purpose of this article is to provide a theoretical overview of cloud accounting, including the concept, potential benefits and risks encountered when implementing a cloud accounting information system, and some other important aspects that may shape the accounting profession in the coming years. Moreover, the study will also evaluate some of the current situation of cloud accounting application in Vietnamese enterprises. The results of the study not only help businesses have more appreciation for the application of fortune accounting but also help accounting students know about trends in the profession. In this article, the information is gathered based on the most recent studies conducted by accounting professionals.

Keywords: accounting information system, cloud computing, cloud accounting

1. CLOUD ACCOUNTING: BENEFITS AND RISKS IN THE CONTEXT OF DIGITAL TRANSFORMATION

Technology is an integral part of life in the 20th century (Cloete, 2017). The world as we know it, can change constantly. Globalization and the increasing development of technology have driven the need for economic innovation to achieve efficiency and progress. Even more than a decade ago, a study developed by ACCA and IMA in 2012 listed a series of changing dynamics that will shape business operations and, therefore, the accounting landscape in the next decade.

According to Richins et al. (2017), in terms of the development of technology, companies and therefore the accounting department are often influenced by: business digitalization, the immense potential created by the internet, the impact of big data, and the growing importance of data mining. In this context, cloud computing has evolved and created new business models. The impact of cloud computing today is indisputable and will form the basis for future transformation of the economic sector.

The accounting profession must first gain insight into these forces that will reshape the future of the organizations they support. Second, accountants need to objectively assess the impact of these changes on the entire accounting system: standards, processes and personnel. Thus, the impact of future changes includes all aspects of accounting, from the role of accountants, to the content of financial reporting standards and the reform of accountants in the future (Younis, 2020).

As of now, accounting is an industry that is undergoing a lot of changes, largely driven by great advancements in technology. One of the biggest technology trends today is the emergence of cloud technology. The cloud is the platform that makes data and software accessible online anytime, anywhere, from almost any device with an internet connection. In cloud computing, users access software applications remotely through the internet or other network through a cloud application service provider. Likewise, in cloud accounting, data is sent to the "cloud", where it is processed and returned to the user. All the functions of the application are performed outside the website, not on the user's desktop, saving the business from having to install and maintain the software on each desktop.

Economic uncertainty and information technology transformation are the changing factors included in this study. Rapid advances in science, demographic changes dictated by globalization and the promotion of new trends, business models, will together form different economic expectations and values. The increasing complexity of the business environment, along with increasing competition on a global level and the reduction of business cycles are prerequisites that will challenge the accounting profession. On the other hand, the constant demand for global accounting standards and practices is also affecting the future of accountants.

The focus of this article is to qualitatively present the meaning of cloud computing in the field of accounting, emphasizing different perspectives and concepts on cloud accounting through different definitions and opinions, especially from the field of information technology (in fact, this is the origin of the phenomenon of cloud computing). Through drawing conclusions from previous studies, we have described the potential benefits and risks of applying these services in the field of accounting.

Our approach is based on a theoretical approach and presents the latest advances in the cloud accounting model. Moreover, we should mention that the concept is quite topical in the business environment, and the information available on this topic is particularly relevant to the information technology industry. Very few articles about cloud accounting are from the perspective of accountants. Therefore, the article is mainly based on the knowledge drawn from a technical perspective. Other aspects discussed in this article are the implications that come with adopting cloud accounting solutions, both technically and financially.

2. RESEARCH METHODOLOGY

This article uses the main research method of qualitative research and uses an overview of some studies that the author group approaches that are suitable for the topic. With this method, we conduct a summary of previously published studies from accounting experts published in prestigious seminars and journals. Then, combined with the theoretical basis and reality related to the field of accounting, we identify the research problem, thereby drawing some potential benefits and risks when deploying a cloud accounting information system in enterprises.

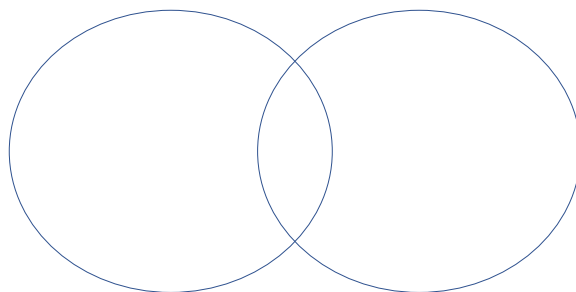
3. RESULTS & DISCUSSION

3.1. Cloud Accounting Concepts

Accounting practice has improved significantly thanks to the emergence of cloud-based accounting software, which has been one of the great information technology innovations of the past decade. Today, the business world is always changing and becoming more and more competitive and complex with the advancement of cloud technology. Like other business sectors, accounting also applies cloud computing solutions to provide specific and relevant information and a real-time overview of business operations to all stakeholders. To fully understand the value created by cloud accounting, it is imperative to realize the potential of cloud computing in the business context. Buyya and nnk (2008), cloud computing means providing computer hardware and software applications as a service through the internet. It allows users to store data and use applications through different devices located in multiple locations. The cloud computing model can be understood simply as storing, processing and using data for access over the internet, on a computer in another location. This means that users can request almost unlimited computing power without significant capital investment to meet their needs, and they can access their data from any location connected to the internet.

After deploying cloud computing in different types of businesses, at a certain point, it has also reached the field of accounting. Accounting of a company should not be separated from the business itself, but it must be an indispensable part, playing an essential role in the dynamism of the business. To achieve this goal, the accounting model needs to be co-developed, thereby adding value to both the financial aspect and the business itself (Hatherly, 2016).

Traditional applications for financial accounting are sometimes complex and too expensive, especially for a small or start-up business. They also require storage space, internet bandwidth, and a dedicated IT team to configure, install, and update accounting software. Today's accounting model implies ease of access, customization, collaboration, and ultimately the use of the Internet through cloud computing. The fundamentals that drive cloud computing, combined with the activities carried out by accounting software companies, have led to the emergence of cloud accounting. According to Yau-Yeung and nnk (2020), this concept is also known as a cloud-based accounting information system (AIS), which includes functions similar to accounting software installed on the customer's computer but actually runs on the provider's server. Basically, it provides accounting services using cloud computing solutions. Cloud accounting is understood as the use of cloud computing on the internet to build a virtual accounting information system, that is; cloud computing plus accounting with cloud accounting.



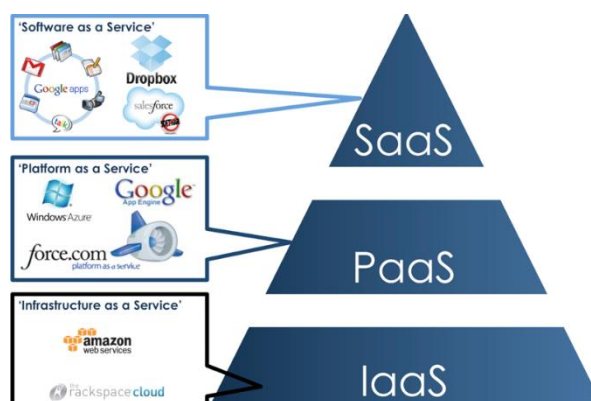


Figure 1: Cloud computing model according to Mohammadi and Mohammadi (2014)

According to Mohammadi and Mohammadi (2014), all cloud services are offered as a service under three categories: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) and there are four types of cloud technology deployment models including: Private Cloud, Public Cloud, Community Cloud, and Hybrid Cloud.

Cloud-based AIS applications account for a significant portion of the investments made in accounting services such as electronic ledgers, basic bookkeeping, invoicing, and report generation, in addition to other accounting and financial solutions (Al-Okaily et al., In fact, the official concept of cloud accounting has not yet been established but it is explained through its advantages and functions. The main feature is that using accounting services without installing any software, investing in computer infrastructure, so the service is called. This application is accessed through a web browser, via the internet. Customer data is stored and processed securely on the provider's servers "in the cloud". Therefore, the intellectual property rights belong to the vendor, while the customer can only use the app and not own it. All that is needed is an internet connection, and companies can access their financial data from any device and location.

3.2. Benefits and risks associated with cloud accounting

Technology is revolutionizing the way accountants work. The main driver for this change is cloud accounting. This cloud-based accounting is an important part of the innovation that aims to create a change in the workflow of business processes to be more efficient and productive. Cloud accounting allows companies to access applications from external providers over the internet, rather than from company-owned and maintained hardware and software. The process of providing financial information is more timely and efficient as well as opening up access to more detailed and up-to-date business information. The world of accounting software is changing rapidly in the direction of cloud accounting. A large number of accounting software vendors have moved their products to the cloud and offer various forms of cloud accounting solutions. Major auditing firms such as KPMG, PricewaterhouseCoopers, Ernst & Young, Deloitte, Sage or SAP all own and currently own their own cloud services.

Traditional accounting software is usually purchased as a product and installed on each user's computer. We can think of cloud accounting as a new business model because it is offered as a service rather than as a product. Cloud accounting is a relatively new phenomenon that can bring significant benefits to accountants, businesses, and governments, however it also creates new threats and challenges (Mar-sintauli and nnk, 2021).

According to Singerová (2018), the benefits and risks associated with cloud accounting from the perspective of designers, auditors, and users are represented by a SWOT analysis as follows:

Table 1

SWOT analysis of the benefits and risks associated with cloud accounting

Strengths Preliminaries - Online access - Paperless work - Reduced costs Accountant - Reduce audit costs - Reduce paperwork checks and storage - Mobility and flexibility User - Real-time information	Weakness Preliminaries - Protect - Loss of internet connection - Cloud provider dependent Accountant - Need for adjusted audit procedures - Proper knowledge is required User - Data transfer costs
Chance Preliminaries - Transaction verification via blockchain - Data encryption Accountant - Strengthening the level of policies and procedures - Enhance credibility User - Connect with e-Government	Risk Preliminaries - Pay vớ an ninh - Attack the intruder - Hidden costs Accountant - Damage or loss of information User - Compliant if hosting abroad

Source: Singerová, J. (2018)

Currently during the Coronavirus pandemic, the role of performing the necessary tasks has increased remotely, and online websites and applications have been given a big role. According to Mukhopadhyay and Mukhopadhyay (2020), cloud accounting is the latest accounting model. It uses software that is hosted on a remote server. In cloud accounting, the information is transferred to the cloud, where it is additionally processed, and then the user retrieves it. This means that it is not necessary to perform various accounting functions in the company that the accountant can perform his work from anywhere with internet access. Constant changes in cloud accounting affect many types of ventures and businesses, and all entrepreneurs at some point will face the impact of these changes. Cloud accounting is the right decision for any business looking to keep up with the competition. Cloud accounting can be extremely profitable for small and medium-sized businesses because it allows accounting functions to be performed at a lower cost. The customization capabilities offered by cloud accounting are an exceptional advantage for any business and empower businesses, whether small, medium, or large, to customize the cloud software according to the requirements of their own circumstances. Cloud accounting has been highly valued for its minimal effort, the internet-based accounting information system method is highly efficient, and users only have to pay the amount that allows them to access the internet.

According to Al-Nsour and nnk (2021), the use of cloud accounting actually makes it easier to record accounting books and make financial statements. The existence of access is not limited by space and time with fully designed and easy use that can reduce the cost of the company. But behind the advantages offered, there are limitations of cloud-based services specifically that it requires dependence on internet services, available cloud capacity because more and more data is stored in the cloud, it will affect the running of the online accounting program, Although users can easily go through the registration and registration process, users feel they need training but the registration cost does not include the cost of training using the system. For future threats when deploying on the cloud platform that users need to consider before choosing cloud-based accounting, it is the issue of confidential financial data security of the business such as the possibility of leakage and loss of corporate financial information, etc security vulnerabilities against hackers and changes.

3.3. Aspects to Consider When Applying Cloud Accounting

The adoption of cloud accounting has become popular because it is revolutionizing the way finance and accounting departments work in businesses. Each business structure is unique and, therefore, its specific facts and circumstances must be carefully evaluated (including the terms of the contract and the use of the service). Entities should even consider consulting with a qualified professional advisor to assist them in determining the right accounting solution.

1. Technical aspects:

Because the cloud accounting market offers a variety of solutions, future adopters must establish which system or tool best meets the company's goals. The most important step that businesses should take when choosing the right cloud accounting service is to thoroughly analyze the characteristics of the business. The right cloud solution will undoubtedly improve the company's adaptability to the market and enhance the company's competitiveness.

Just like any other system migration, there are some essential aspects to study when moving to a cloud-based solution. Such features may include: data quality and storage, specific information needs, and the best time to transfer. In addition, before deciding to adopt a new accounting solution, companies must consider the complexity of their financial reporting needs and, of course, always prepare for the future. New accounting solutions must be fully integrated with other relevant business systems and be able to evolve and adapt to the changing conditions of the business.

In addition to basic bookkeeping, each accounting service has its own set of solutions, so applicants also need to pay attention to carefully consider each option. When choosing the right cloud provider, companies should choose a cloud service provider that is secure, adaptable, experienced in their field, and receptive to the company's needs.

In fact, the size of the company is another important criterion when deciding which type of cloud solution is best suited to the business profile. The economic landscape can almost be divided into four main segments, corresponding to different types of cloud accounting solutions. Entry-level solutions are the least expensive and are usually available to very small economic entities. The level of functionality and the number of features are also minimal. The mid-market includes small and medium-sized enterprises and finally large enterprises that are usually multinational organizations.

1. Pricing and financial aspects:

When it comes to the costs associated with accounting solutions, the following costs should be considered: the cost of implementation, customization, and staff training, and of course, monthly or annual maintenance fees.

In the traditional accounting model, companies buy ownership of the hardware, usually a simple transaction at a specific price. When using accounting software, the unit has to pay for the right to use different applications or licenses, also based on the list price. A cloud accounting solution gives customers the ability to use the necessary software and technology resources, similar to the provision of any other service. For such a model, the service provider will likely offer a variety of pricing plans depending on a set of variables that typically determine how the service is used. Businesses also need to pay attention to the valuation and costs associated with the new accounting solution. Companies must understand that all the benefits and opportunities that cloud accounting offers come at a certain price that, in some cases, may even be higher than the current accounting solution. Therefore, it is recommended to properly evaluate each option and determine whether the online solution or the internal solution is more suitable for the business.

3.4. Upcoming changes in the accounting profession

According to Islam, M. A. (2017), a study by the Association of Chartered Accountants (ACCA), titled "Dynamics of Change and Future Skills" explored some important changes expected to occur in 2025. Three of the changes can be highlighted here:

Firstly, accountants will use increasingly sophisticated and intelligent technologies to enhance their traditional way of working, and these technologies may even replace the traditional approach. Intelligent software systems (including cloud computing) will support the trend of outsourcing services, and the greater use of social media through smart technology will improve collaboration, disclosure, engagement with stakeholders and the wider community. Social media (including Facebook, Twitter, and Google search) will reveal more data than any corporate assurance report, and stakeholders will use tools to interpret "big data."

Second, continued globalization will create more opportunities and challenges for members of the accounting industry. While globalization encourages the free flow of money from one capital market to another, overseas outsourcing activities that enhance and transfer professional and technical skills will simultaneously continue to pose threats to the resolution of national problems with cultural systems, finance and taxes are different. This will create a job change in the accounting industry in the world. In particular, Vietnam is no exception.

Third, the increase in regulations and related information disclosure regulations will have the greatest impact on this profession for many years to come. For example, increased regulations are imminent due to widespread tax evasion, transfer pricing, and money laundering exposed through

Panamanian papers. Many professional (tax) accountants will be affected by intergovernmental tax action aimed at limiting fraud.

Thereby, with the development of AI technology, many accounting tasks have been automated, reducing manual work and increasing work efficiency. Tax regulations and accounting regulations change frequently, requiring people working in this field to be constantly updated. In the context of integration, the need for accurate and transparent financial reporting is increasing, requiring people working in this field to have high skills and professional knowledge. The accounting profession is becoming more popular with the provision of online financial services. Digital accounting is becoming a major trend in the industry, with the use of new technologies such as blockchain and big data to improve accounting processes and optimize performance. With globalization, the international accounting profession is also becoming more popular, requiring accountants to equip themselves with professional knowledge and skills about international accounting regulations and standards.

4. CONCLUSION

Through a theoretical approach, this paper presents a brief overview of cloud accounting based on synthesizing the available information on this topic and giving a perspective on the implications, benefits, and potential risks. The reality shows that cloud accounting will have an important role in the near future worldwide. However, the article may still have some shortcomings due to insufficient documentation. This article does not aim to describe a comprehensive study, nor does it analyze this topic from an empirical point of view, mainly because this is a new topic in the field of accounting, and there are not many research works in Vietnam. This is why this study emphasizes the importance and promotes extensive research on this topic.

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Journalism

FEATURES OF THE BROADCAST LANGUAGE

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ТЕЛЕХАБАР ТІЛІНІҢ ЕРЕКШЕЛІКТЕРІ

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Abstract

Based on the research of linguistics scientists, he studied the stylistic features and content nature of the language of television programs. The role of the language of television broadcasts in the formation of the culture of speech was noted and proved to be an aesthetic educational source. The problem of the purity of the language of television programs is relevant. Word culture in it is of great importance in the fields of cognitive linguistics, Stylistics, sociolinguistics. The main directions of mass media will be grouped. The main features of the problem of tradition and innovation in the language of television broadcasts are analyzed in the work of scientists. Based on the common law of mass media, the main requirements were determined, considering the nature of the language of television broadcasts in each aspect.

Аңдатпа

Тіл білімдері ғалымдарының зерттеулеріне сүйене отырып, телебағдарламалар тілінің стильдік ерекшеліктері мен мазмұндық сипатын зерделеді. Телехабарлар тілінің сөз мәдениетін қалыптастырудағы орны айтылып, эстетикалық тәрбиелік көзі екендігі дәлелденді. Телебағдарламалар тілінің тазалығы мәселесі өзекті. Ондағы сөз мәдениеті когнитивті лингвистика, стилистика, әлеуметтік лингвистика салаларында маңыздылығы зор. Масс-медияның негізгі бағыттары топтастырылады. Телехабарлар тіліндегі дәстүр мен жаңашылдық мәселесінің ғалымдар еңбегінде талдануы мен басты ерекшеліктері талданады. Бұқаралық ақпарат құралдарының ортақ заңдылығына сүйене отырып, телехабарлар тілінің табиғатын әр аспектіде қарастырып, негізгі талаптар айқындалды.

Keywords. TV broadcast. Culture of speech, purity of language, actual problem, Information, factors

Кілт сөздер. Телехабар. Сөз мәдениеті, тіл тазалығы, өзекті мәселе, ақпарат, факторлар

Ақпараттық технологиялар қарқынды дамыған бүгінгі жаһандану кеңістігінде бұқаралық ақпарат құралдарының маңызы зор. Қазіргі таңда мерзімді баспасөз басылымдары, радио мен әр түрлі бағыттағы телехабарлар тілі ғылыми тұрғыдан белгілі бір ғылым салаларының зерттеу нысанына негіз болды. Телебағдарламалар тілінің стильдік ерекшеліктері, телехабарлардағы тіл тазалығы мәселесі, осы бағыттың тақырыптық-мазмұндық сипаты, қоғам өміріндегі маңызы сынды өзекті мәселелер жалпы қазақ тіл білімінде Р.Сыздықова, М.Серғалиев, Ш.Құрманбайұлы, Г.Смағұлова зерттеулерінде жан-жақты талданды.

Бүгінде теледидар адамзат өміріндегі маңызды құндылықтардың біріне айналды. Қоғамда орын алған маңызды оқиғалар телехабарлар тақырыбына өзек болып, бұқаралық ақпарат құралдары арқылы қысқа мерзім ішінде әр адам ақпарат ала алады. Көгілдір экран алдында

жиналған әр қоғам мүшесінің ой-санасының қалыптасуына, таным көкжиегінің артуына телехабарлардың әсері зор десек, осы телебағдарламалар тілінің тазалығы – өзекті мәселелердің бірі.

Зерттеу жұмысымыздың негізгі нысаны – телехабарлар тілі. Бұл – кең ауқымды, көпсалалы бағыт. Еліміздегі маңызды оқиғалар арқау болған күнделікті жаңалықтар мен әр түрлі әдеби, тарихи, мәдени, саяси, әлеуметтік, өндірістік, кәсіптік, спорт бағытындағы және басқа да танымдық бағыттардағы телехабарлардың аудиториясы да кең.

Халық пен қоғамды байланыстырушы негізгі арналардың бірі – бұқаралық ақпарат құралдары. Ақпарат құралдары тыңдаушыны әр түрлі жаңалықтармен қамтамасыз ете отырып, белгілі бір деңгейде эстетикалық тәрбие беруші күшке ие. Бұл қатарға телехабарлар, әлеуметтік желілер, радио, газет-журналдарды жатқыза аламыз, соның ішінде синтезделген бағыт ретінде телехабарлар тілінің сөз мәдениетін қалыптастырудағы маңызы зор. Бұл бағыт бүгінгі таңда когнитивті лингвистика, стилистика, әлеуметтік лингвистика салаларында өзекті тақырыптардың біріне айналды.

Телехабарлар тілі туралы алғашқы зерттеулер халық өміріне ақпарат құралдарының жан-жақты енуімен, ана тіліміздің мемлекеттік дәреже алуымен байланысты кең ауқымда қарастырыла бастады. Бұл ретте М.Серғалиев “Көгілдір экраннан айтылар сөз немесе осы төңіректегі ойлар”, “Ой мен сөздің жарасымы немесе телехабарлар тіліндегі кейбір кемшіліктер туралы”, “Радио және телехабарлар тілі туралы” тақырыптарындағы ғылыми тұжырымдарында телехабарлар тілінің өзекті мәселелерін арқау етіп, маңызды тақырыптарды талдады.

Бұл бағытта ауқымды зерттеу жұмыстарын жүргізген ғалымдардың бірі – Г.Машинбаеваның, Н.Уәлидің сөйлеу тілінің тіл мәдениетімен сабақтастығын талдаған ғылыми еңбегін атауға болады. Ғалымдар бұл зерттеулерінде прагматикалық дискурстың сөз мәдениетімен байланысын, ақпарат арналарының тілдік, коммуникативтік ерекшеліктерін қарастырды.

Бұқаралық ақпарат құралдары ауызша сөйлеу тіліне негізделетіндіктен тіліміздің дамуына ықпалы айрықша. Ақпарат жеткізушінің сөйлеу мәнері, тіліміздің табиғатына сай үндестік заңдылықтарының сақталуы, дауыс ырғағы мен қарқыны, кідірістердің орынды қолданылуы – тыңдаушыларға әсер етуші негізгі факторлардың бірі. Интеллектуалдық дәрежесі күннен-күнге өсіп келе жатырған бүгінгі көрерменнің қояр талабы да жоғары. Сондықтан телехабарлар тілінің тазалығы тіл мәдениетін қалыптастыру негізі.

Кез келген тілдің сөздік қорының молаюы ақыл арқылы түсінумен, қиял арқылы түйсінумен, көру, сезіну негізінде көңілге бекітумен тікелей байланысты болғандықтан да қазақ сөз өнерінің осы телебағдарламалар арқылы дамитыны сөзсіз. Сондықтан да телехабарлардағы тіл тазалығын басты назарға алудың маңыздылығы айқын.

Қазақ тіл білімінде телехабарлар тіліндегі дәстүр мен жаңашылдық мәселесін талдаған ғалымдардың бірі Д.Бисмильдина болды. Ғалым зерттеу жұмысында телебағдарламалар тілін лексикалық, грамматикалық қырынан қарастырып, телеарналардағы халқымыздың тарихи дәстүрлерінің жаңа қырынан көрінуі, бүгінгі күнмен сабақтастырылуы мәселесін арқау етті.

Қоғаммен байланыста дамитын, үздіксіз өзгеріп отыратын динамикалық құбылыстың бірі – тіл. Бір кездері қолданыс аясы тарылып, сөздік қорымыздан шығып қалған көнерген сөздер уақыт өте келе қайта жаңғырып, жаңа мәнге ие болып жатады. Осы ретте, телеарналардың жасампаздығы халық сұранысымен тығыз байланысты. Телехабарлардың атауы, мазмұн байлығы әр кезеңде көрермен сұранысына сай болуы қажет. Телехабарлардың әлеуметтік, зияткерлік, қоғамдық-саяси сипаты, ерекше стилі, тіл тазалығы мәселесі – тыңдаушы, көрермен сұранысын тудыратын маңызды факторлар. Қазіргі телебағдарламалардың көрсеткіш деңгейін саралай отырып, ток-шоу бағытындағы бағдарламалардың басқа хабарлармен салыстырғанда сұраныс көрсеткіші жоғары екенін байқауға болады.

Бүгінгі таңда көпшілікті ақпаратпен қамтамасыз ететін БАҚ-ты үш негізгі бағытқа топтастыруға болады. Біріншісі – визуалды ақпарат көзі. Оған газет-журналдарды жатқыза аламыз. Визуалды ақпарат оқып, танысу арқылы қабылданады. Екінші тобы – аудиалды ақпарат көзі. Бұл қатарға радио хабарларды жатқызуға болады. Ақпаратты қабылдау есту арқылы жүзеге асады. Үшінші топ – аудиовизуалды ақпарат көзі. Бұл топқа теледидар мен телехабарларды топтастыра аламыз. Қоғам дамуымен қатар әлеуметтік желілердің жедел қарқынмен дамуы тағы да бір ақпарат құралдарының қызметін атқарушы белсенді құралдың шығуына жол ашты. Бүгінде әлеуметтік желілердің ақпарат алмасудағы орны айрықша

басымдыққа ие. Ақпаратты жеткізуші мен қабылдаушы арасындағы кері байланыстың зор мүмкіндігімен әлеуметтік желілер де бұқаралық ақпарат құралдарының басты нысандарының біріне айналды.

Телехабарлардың ауызекі сөйлеу тіліне немесе жазба тілі үлгісіне құрылуы олардың мақсат-міндеттері мен жанрлық ерекшелігіне байланысты жүзеге асады. Телехабарлар тіліндегі айырмашылықты мысалы жаңалықтардағы жүргізуші сөзі мен арнайы репортаж жүргізушісінің сөздерінің синтаксистік, стилистік құрылымы арқылы ажыратуға болады. Жаңалықтар тілінде ресми сипат басым, жүргізушінің дауыс ырғағы да бір сарында келеді. Арнайы репортаждардың тілдік ерекшелігіне назар аударсақ, ауызекі сөйлеу тілі үлгілеріне жақын болып келеді.

Телехабарлар тілінде қабылдаудың негізгі өлшемдері – бейне-дыбыс-әсер ету үйлесімділігі өзара үндестік табады. Телебағдарламаларда визуалды құралдардың көмегімен жеткізе алмайтын кейбір деректер вербалды амалдар арқылы жүзеге асады. Баспасөз беттерінде, радио хабарларда ондай мүмкіндік жоқ екені белгілі. Бейвербалды амалдардың да бейне арқылы түсінуге болатын ақпараттарды жеткізуде өзіндік қызметі бар. Әр бағдарламаның жанрлық табиғатына байланысты оның стильдік ерекшелігі, жеткізілу деңгейі сан түрлі жүзеге асады.

Телехабарлар тілінің басты ерекшеліктерінің бірі – дауыс ырғағына негізделген бейнелі ауызекі сөйлеу тілінде. Ол белгілі бір заңдылықтарға сүйенеді. Мысалы басылым беттеріндегі бір ақпараттың телеарнада жарты бөлігі ғана айтылуы мүмкін. Себебі кейбір ақпараттар телехабарларда визуалды бейнелер арқылы жеткізілуі мүмкін, осылайша бұл ақпарат арнадағы бейнемен қатар беріле отырып, тыңдаушының қабылдауына басқаша әсер етеді. Телехабарлардағы дыбыс пен бейненің үйлесімділігі арқылы ақпарат қабылдаушының эстетикалық ойлауына ықпал етеді. Сондықтан телехабарлар тілінің табиғатын оның қарым-қатынастық, когнитивтік, прагматикалық сипатына орай әмбебап құрылым ретінде қарастыруға болады.

Телехабарлар тілінің сипатына әсер етуші факторлардың бірі – уақыт ықшамдылығы. Бұл – сыртқы фактор. Қоғамның телехабарлардың қысқа әрі нақты болуын талап етуі телехабарлар тілінің де ықшамдылыққа құрылуын қажет етеді. Сол себепті жаңалықтар тілінде тұжырымды қысқа сөйлемдер, түйінді нақыл сөздер кездеседі. Бұл жердегі басты мәселе – аз сөз арқылы көп тұжырымды ой жеткізу. Осы тұста телехабарлардағы бейнемәліметтер, тақырыпқа қатысты сюжетті суреттердің ақпарат жеткізудегі қызметі ерекше.

Жаңалықтар тіліне тән арнайы дайын тілдік бірліктерді жиі кездестіріп жатамыз. Бұл қатарға “Тілшіміз жалғастырады”, “Хабарымыздан алыстамаңыздар”, “Әріптесім жалғастырады”, “Келесі жүздескенше” сияқты тілдік оралымдарды жатқызуға болады. Ақпаратты қабылдаушылардың жеңіл қабылдауын ескеру – тілдік бірліктерді таңдауда әсер ететін негізгі факторлардың бірі. Телехабарлар тілі күрделенген сөйлемдерден емес, жалпыға түсінікті жай сөйлемдермен берілсе, көрерменнің ақпаратты қабылдауы да жеңіл болады. Сондықтан телехабарлар тілінің келесі негізгі ерекшелігі – ықшамдылыққа, нақтылыққа құрылуында.

Әр бұқаралық ақпарат құралының оқырманды толық ақпараттың жалпы мазмұнымен таныстыратын аңдатпа бөлігі болады. Қай арна хабарын қарасақ та ауызекі сөйлеу тілінде кездесетін сөздер, әдеби нормаға сәйкес келмейтін тіркестер, тікелей аударылған үйлесімсіз сөйлемдер мен стильдік қателер көптеп кездеседі.

Сөз мәдениеті, тіл мәдениеті ұғымдары сол тілде сөйлейтін халықтың танымымен өлшенеді. Ана тіліміздің бүгінгі сипаты бұқаралық ақпарат құралдарының тілдік ерекшелігімен танылады. Телебағдарламалар тілінің табиғаты белгілі бір бекітілген заңдылықтар бойынша жүзеге асады. Теледидардың қоғамның танымына әсер етуші күшін, ықпалын ескере отырып, өзіндік талаптарын айқындау маңызды. Жалпылама алатын болсақ, ортақ заңдылық – ақпараттың шынайылығы мен нақтылығы, дәлдігі, ықшамдылығы.

Телехабарлар тілінің табиғатын әр аспектіде қарастыра отырып, төмендегідей негізгі талаптарды ажыратуға болады:

1. Телехабарлар тілінің жалпыға бірдей түсінікті лексикалық бірліктер арқылы жеткізілуі. Публицистикалық стильдің талаптарына сай, көпшілікке түсінікті нақтылық пен қарапайымдылыққа құрылуы;

2. Ақпарат мәтінінің синтаксистік құрылымында күрделенген сөйлемдерді, құрмалас сөйлемдерді қолданудан аулақ болуды басшылыққа алу. Оларды қысқа әрі нақты жай

сөйлемдерге алмастыру ұсынылған деректі қабылдаушының ақпаратты тез түсінуіне жол ашады;

3. Ана тіліміздегі әр сөздің мән-мағынасы мен әрқайсысының орынды жұмсалыу орнын түсініп қолдану телехабар жүргізушісінен терең білімді қажет етеді. Әдеби тіл нормаларын ескере отырып, әр сөздің қолданылу аясын ұғыну да тележүргізушіге зор жауапкершілік жүктейді;

4. Ақпаратты жеткізуде бір сөздің орынсыз қайталануын болдырмау. Бұл ретте ана тіліміздің бай сөздік қорындағы сөздердің синонимдік қатарын орынды жұмсай білу де ақпаратты жеткізушінің лингвистикалық терең білімін талап етеді;

5. Логикалық, стильдік қателіктерден сақ болу.

Қазіргі таңда телехабарлар тілі – ақпаратты жылдам таратудың негізгі ресурсы ғана емес, қоғам тәрбиелеудің құралы. Сондықтан да телехабарлар тілінің прагматикасына жалпы сөз мәдениеті тұрғысынан баға беріп, зерттеу зор жауапкершілікті талап етеді.

Зерттеу жұмысының алғашқы бөлімінде телехабарлар тілінің табиғаты, оның зерттелу деңгейі теориялық тұрғыда қарастырылды. Бүгінгі ақпарат қарқынды дамыған заманда ақпарат сервері саналатын телехабарлардың маңызы зор.

Мемлекетіміздің телеарнасы қай бағытта сөйлесе, қай тілде хабар таратса, мемлекеттің бар болмысы сол тілде қалыптасатыны анық. Телеарналар, ең алдымен, ұлттық тілімізді, ұлттық дәстүрімізді, ұлттық болмысымызды бейнелейтін құралға айналуы тиіс.

Қазіргі таңда телехабарлар тілін прагматикалық аспектіде қарастыру – өзекті мәселе. Өйткені теледидардың басты қызметі – халыққа ақпарат беру. Сол ақпараттың сапалы берілуі, сөз мәдениетінің қалыптасуы - тілдік әдеби норма талаптарының сақталуынан, тұрақты тіркестерді орынды қолдануынан, тілдің дыбыстық құрамын, лексикасы мен грамматикасын меңгеруден көрініс табады.

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Mathematical sciences

PROBLEM WITHOUT INITIAL CONDITIONS FOR NAVY-STOKES TYPE SYSTEM

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ЗАДАЧА БЕЗ ПОЧАТКОВИХ УМОВ ДЛЯ СИСТЕМИ ТИПУ НАВ'Є-СТОКСА

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Системи Нав'є-Стокса є одними з найважливіших у моделюванні гідродинаміки, застосовуються при побудові математичних моделей металургії, процесів багатьох технічних задач і природних явищ. Досліджується розв'язність системи диференціальних рівнянь у частинних похідних, що описує рух і теплопередачу в'язкої рідини. У доведенні теорем використано метод, який був детально розглянутий в роботі [1].

Позначимо $Q = \Omega \times \mathbb{R}$, де Ω – обмежена область простору $\mathbb{R}^n$ з межею $\partial\Omega \subset C^1$, $S = \partial\Omega \times \mathbb{R}$. Розглянуто в області Q систему рівнянь

$$\begin{aligned} \frac{\partial u}{\partial t} - \alpha \sum_{i=1}^n \frac{\partial}{\partial x_i} \left(|\nabla u|^{p-2} \frac{\partial u}{\partial x_i} \right) - \sum_{i,j=1}^n \frac{\partial}{\partial x_i} \left(B_{ij}(x,t) \frac{\partial u}{\partial x_j} \right) + \sum_{i=1}^n C_i(x,t) \frac{\partial u}{\partial x_i} + G(x,t)u + \\ + \sum_{i=1}^n u_i \frac{\partial u}{\partial x_i} = F_0(x,t) - \sum_{i=1}^n \frac{\partial F_i(x,t)}{\partial x_i}, \\ \operatorname{div} u = 0, \end{aligned}$$

з крайовими умовами

$$u|_S = 0,$$

де $\alpha > 0$, $p > 2$, $u(x,t) = (u_1(x,t), \dots, u_n(x,t))$; $B_{ij}(x,t)$, $C_i(x,t)$, $G(x,t)$ – квадратичні матриці порядку n ; $F_i(x,t) = (f_{1,i}(x,t), \dots, f_{n,i}(x,t))$, $i = 0, 1, \dots, n$;

$$|\nabla u|^2 = \sum_{i,j=1}^n \left| \frac{\partial u_j}{\partial x_i} \right|^2.$$

Встановлено умови існування та єдиності функції u , що

$$u \in L_{loc}^p(\mathbb{R}; V) \cap L_{loc}^\infty(\mathbb{R}; H)$$

і задовольняє рівність

$$\begin{aligned} \int_{\Omega_\tau} \left[\left(\frac{\partial u}{\partial t}, v \right) + \alpha \sum_{i=1}^n |\nabla u|^{p-2} \left(\frac{\partial u}{\partial x_i}, \frac{\partial v}{\partial x_i} \right) + \sum_{i,j=1}^n \left(B_{ij}(x,t) \frac{\partial u}{\partial x_j}, \frac{\partial v}{\partial x_i} \right) + \sum_{i=1}^n \left(C_i(x,t) \frac{\partial u}{\partial x_i}, v \right) + \right. \\ \left. + (G(x,t)u, v) + \sum_{i=1}^n u_i \left(\frac{\partial u}{\partial x_i}, v \right) - (F_0(x,t), v) - \sum_{i=1}^n \left(F_i(x,t), \frac{\partial v}{\partial x_i} \right) \right] dx = 0 \quad (1) \end{aligned}$$

для довільної функції $v \in V^l$ і майже всіх $\tau \in \mathbb{R}$, де $\Omega_\tau = Q \cap \{t = \tau\}$, $(\cdot, \cdot)$ – скалярний добуток в $\mathbb{R}^n$. Тут $\Phi = \{\varphi: \varphi = (\varphi_1, \dots, \varphi_n), \varphi_i \in D(\Omega), \operatorname{div} \varphi = 0\}$, V – замикання множини Φ в $(W^{1,p}(\Omega))^n$, V^l – замикання множини Φ в $(H^l(\Omega))^n$, H – замикання множини Φ в $(L^2(\Omega))^n$. Для $l > 1$ справедливі вкладення $V^l \subset V \subset H$, кожний з цих просторів щільний в наступному.

Теорема 1. Нехай $F_i(x,t) \in L_{loc}^q(\mathbb{R}; H)$, $i = 0, 1, \dots, n$, $\frac{1}{p} + \frac{1}{q} = 1$;

$B_{ij}(x,t) \in L_{loc}^\infty(\mathbb{R}; L_{loc}^\infty(\Omega))$, $i, j = 1, \dots, n$;

$$\sum_{i,j=1}^n (B_{ij}(x,t)\xi^i, \xi^j) \geq b_0 \sum_{i=1}^n |\xi^i|^2, b_0 \geq 0 \text{ для всіх } (x,t) \in Q \text{ і всіх } \xi \in \mathbb{R}^n;$$

$$C_i(x,t), G(x,t) \in L_{loc}^{p/(p-2)}(\mathbb{R}; L_{loc}^{p/(p-2)}(\Omega)), i = 1, \dots, n; p \geq 1 + \frac{2n}{n+2}; n \geq 2.$$

Тоді існує розв'язок задачі (1) і для кожного розв'язку u цієї задачі виконується оцінка

$$\int_{\Omega_\tau} |u(x,\tau)|^2 dx + \int_{\tau-2}^{\tau} \int_{\Omega_\tau} |\nabla u(x,t)|^p dx dt \leq C_0,$$

для майже всіх $\tau \in \mathbb{R}$, де стала C_0 залежить від τ, Ω, p, n і функцій $C_i(x,t), G(x,t), F_j(x,t)$ ($i = 1, \dots, n; j = 0, 1, \dots, n$).

Введено позначення

$$c^0(t) = \sup_{Q_{-\infty,t}} \sum_{i=1}^n \|C_i(x,\tau)\|^2; c_0 = \inf_{\mathbb{R}} c^0(t),$$

азначимо, що для функції $v \in V^1$ справджується нерівність Фрідрікса

$$\int_{\Omega_t} |v(x,t)|^2 dx \leq \gamma_0 \int_{\Omega_t} |\nabla v(x,t)|^2 dx,$$

де стала γ_0 залежить лише від Ω і n .

Теорема 2. Нехай $B_{ij}(x,t), C_i(x,t), G(x,t) \in L_{loc}^\infty(\mathbb{R}; L^\infty(\Omega)), i, j = 1, \dots, n;$

$$\sum_{i,j=1}^n (B_{ij}(x,t)\xi^i, \xi^j) \geq b_0 \sum_{i=1}^n |\xi^i|^2, b_0 \geq 0 \text{ для всіх } (x,t) \in Q \text{ і всіх } \xi \in \mathbb{R}^n;$$

$$(G(x,t)\xi, \xi) \geq g_0 |\xi|^2, g_0 = \text{const майже для всіх } (x,t) \in Q \text{ і всіх } \xi \in \mathbb{R}^n;$$

$$p \geq \frac{2+n}{2}; b_0 + \gamma_0 g_0 > \sqrt{\gamma_0 c_0}.$$

Тоді задача (4) має єдиний розв'язок u в класі функцій

$$u \in L_{loc}^p(\mathbb{R}; V) \cap L_{loc}^\infty(\mathbb{R}; H); \int_{Q_{-\infty,0}} |\nabla u(x,t)|^2 dx dt < \infty.$$

Розглянуто властивості розв'язків задачі без початкових умов для системи типу Нав'є-Стокса, доведено достатні умови існування та єдиності розв'язку.

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ABSOLUTE CONTINUITY AND SINGULARITY OF A QUATERNIONIC MEASURE

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Abstract

In this paper the concepts of absolutely continuous ω_a and singular ω_s quaternion-valued measures relative to the classical real-valued measure μ are introduced and their properties are presented. Analogues of Lebesgue decomposition theorem, Radon-Nikodym theorem and one of its consequences for the quaternion-valued measure ω are proved.

Keywords: quaternion algebra, quaternion-valued measure, absolutely continuous quaternionic measures, singular quaternionic measures, Lebesgue theorem, Radon-Nikodym theorem.

Introduction

Recently, the real-valued measure theory [1] has many generalizations, in particular to complex and hypercomplex measure theories. For example, the seminal paper [2] generalized the notion of a classical real measure μ to a complex measure w and studied its properties. The generalization of some of the ideas of [2] to a quaternion-valued measure, i.e., a measure with values in the algebra of quaternions [3], is the subject of publications [4-5]. In this article, we highlight some properties of a quaternion-valued measure.

Main part

Let X be a non-empty set and let $\mathfrak{M}$ be a σ -algebra of subsets of X .

Definition 1. Let $\mathfrak{M}$ be a σ -algebra of subsets of a set X . A quaternionic measure ω on a measurable space $(X, \mathfrak{M})$ is a quaternion-valued function on $\mathfrak{M}$ such that for any collection of sets $\{A_n, n \in \mathbb{N}\} \subset \mathfrak{M}$ that $A_n \cap A_m = \emptyset$ whenever $n \neq m$ we have

$$\omega\left(\bigcup_{n=1}^{\infty} A_n\right) = \sum_{n=1}^{\infty} \omega(A_n). \quad (1)$$

Since the union of sets A_n is not changed if the subscripts are permuted, every rearrangement of series (1) must converge to

$$\omega\left(\bigcup_{n=1}^{\infty} A_n\right).$$

For this reason, we assume that the series converges absolutely.

Let μ be a positive measure on a measurable space $(X, \mathfrak{M})$ and w be a quaternionic measure on $(X, \mathfrak{M})$.

Definition 2. We say that ω is absolutely continuous with respect to μ if $\mu(A) = 0$ implies $\omega(A) = 0$ for $A \in \mathfrak{M}$. We write $\omega \ll \mu$.

Definition 3. Given a quaternionic measure ω on a measurable space $(X, \mathfrak{M})$, assume that there is a set $F \in \mathfrak{M}$ such that $\omega(A) = \omega(A \cap F)$ for every $A \in \mathfrak{M}$, we say that ω is concentrated on F . This is equivalent to say that $\omega(A) = 0$ whenever $A \cap F = \emptyset$.

Let ω_1, ω_2 be quaternionic measures on $\mathfrak{M}$ and suppose there exist a pair of disjoint sets F, G such that ω_1 is concentrated on F and ω_2 is concentrated on G . Then we say that ω_1 and ω_2 are mutually singular, and write $\omega_1 \perp \omega_2$.

Theorem 1. Properties of mutually singular quaternionic measures. Suppose $\omega, \omega_1, \omega_2$ are quaternionic measures and μ is a positive measure, then:

1. If ω is concentrated on F , so is $\text{var}[\omega]$.
2. If $\omega_1 \perp \omega_2$ then $\text{var}[\omega_1] \perp \text{var}[\omega_2]$.
3. If $\omega_1 \perp \mu$ and $\omega_2 \perp \mu$, then $(\omega_1 + \omega_2) \perp \mu$.
4. If $\omega_1 \ll \mu$ and $\omega_2 \ll \mu$, then $(\omega_1 + \omega_2) \ll \mu$.
5. If $\omega \ll \mu$, then $\text{var}[\omega] \ll \mu$.

6. If $\omega_1 \ll \mu$ and $\omega_2 \perp \mu$, then $\omega_1 \perp \omega_2$.
 7. If $\omega \ll \mu$ and $\omega \perp \mu$ then $\omega = 0$ identically.

Proof.

1. If $A \cap F = \emptyset$ then for any partition $\{A_n, n \in \mathbb{N}\}$ of A we have $\omega(A_n) = 0$ for every $n \in \mathbb{N}$ and hence $\text{var}[\omega](A) = 0$ for any A .

2. This follows from 1.

3. There is a set $B \in \mathfrak{M}$ on which μ is concentrated. There are $F, G \in \mathfrak{M}$ such that ω_1 is concentrated on F and ω_2 is concentrated on G . If $A \subset (F \cup G)^c = F^c \cap G^c$ then

$$(\omega_1 + \omega_2)(A) = \omega_1(A) + \omega_2(A) = 0.$$

This means that $\omega_1 + \omega_2$ is concentrated on $F \cup G$, but it is clear that $B \subset (F \cup G)^c$, hence

$$(\omega_1 + \omega_2) \perp \mu.$$

4. Follows directly from the definitions.

5. Suppose $\mu(A) = 0$ and $\{A_n, n \in \mathbb{N}\}$ is a partition of A . Then $\mu(A_n) = 0$ and since $\omega \ll \mu$ then $\omega(A_n) = 0$ for every $n \in \mathbb{N}$; hence

$$\sum_{n=1}^{\infty} |\omega(A_n)| = 0.$$

This implies that $\text{var}[\omega](A) = 0$.

6. Since $\omega_2 \perp \mu$ there is a set $E \in \mathfrak{M}$ such that $\mu(E) = 0$ and ω_2 is concentrated on E . Since $\omega_1 \ll \mu$, then $\omega_1(A) = 0$ for every $A \in \mathfrak{M}$ such that $A \subset E$ and hence ω_1 is concentrated on E^c .

7. It follows from 6 that $\omega \perp \omega$. Hence $\omega = 0$. ■

Theorem 2 (Lebesgue). Decomposition of a quaternionic measure. Let λ be a signed real σ -finite measure on a measurable space $(X, \mathfrak{M})$ and let w be a quaternionic measure on $(X, \mathfrak{M})$. Then there exists a unique pair of quaternionic measures w_a and w_s such that

$$w = w_a + w_s, w_a \ll \lambda, w_s \perp \lambda. \quad (2)$$

The pair w_a, w_s is called the Lebesgue decomposition of w w.r.t. λ , where w_a is the absolutely continuous part and w_s is the singular part of the decomposition.

Proof. Since w is a quaternionic finite measure on $(X, \mathfrak{M})$, we have $w = \lambda_0 + I\lambda_1 + J\lambda_2 + K\lambda_3$, with $\lambda_k, k = 0,1,2,3$ real finite signed measures. By applying Lebesgue's decomposition theorem to each λ_k , we obtain $\lambda_k = \lambda_a^{(k)} + \lambda_s^{(k)}$, where $\lambda_a^{(k)} \ll \lambda$ and $\lambda_s^{(k)} \perp \lambda$. By putting

$$w_a = \lambda_a^{(0)} + I\lambda_a^{(1)} + J\lambda_a^{(2)} + K\lambda_a^{(3)}$$

and

$$w_s = \lambda_s^{(0)} + I\lambda_s^{(1)} + J\lambda_s^{(2)} + K\lambda_s^{(3)}$$

we conclude the proof of the existence of the pair w_a, w_s . Suppose that there is another pair w'_a, w'_s , which satisfies (2), then

$$w'_a - w_a = w_s - w'_s.$$

It is easily seen that $w'_a - w_a \ll \lambda$ and $w_s - w'_s \perp \lambda$.

Hence, considering item 7 of Theorem 1, we have $w'_a - w_a = w_s - w'_s = 0$. ■

Theorem 3 (Radon-Nikodym). Let μ be a positive σ -finite measure on a measurable space $(X, \mathfrak{M})$, let w be a quaternionic measure on $(X, \mathfrak{M})$ and let w_a be absolutely continuous part of the Lebesgue decomposition of w w.r.t. μ . Then there is a measurable quaternionic function h on X such that for every set $A \in \mathfrak{M}$

$$w_a(A) = \int_A h d\mu,$$

where h is uniquely defined up to a μ -null set.

Remark 1. Recall that a quaternionic function is measurable if the preimage of any borelian set belongs to $\mathfrak{M}$.

Proof. Since $w_a \ll \mu$, taking into account that $w_a(\cdot) := \lambda_a^{(0)}(\cdot) + I\lambda_a^{(1)}(\cdot) + J\lambda_a^{(2)}(\cdot) + K\lambda_a^{(3)}(\cdot)$, where $\lambda_a^{(k)}$ are signed measures, we have that $\lambda_a^{(k)} \ll \mu$ for each $k = 0,1,2,3$. Taking into account Radon-Nikodym Theorem for signed measures there exist measurable functions h_k such that

$$\lambda_a^{(k)}(A) = \int_A h_k d\mu, \quad \forall A \in \mathfrak{M}, \quad k = 0,1,2,3.$$

Hence

$$w_a(A) = \int_A (h_0(x) + Ih_1(x) + Jh_2(x) + Kh_3(x)) d\mu(x). \quad \blacksquare$$

Remark 2. The function $h(x) := h_0(x) + Ih_1(x) + Jh_2(x) + Kh_3(x)$ will be called the Radon-Nikodym derivative of w_a w.r.t μ and it is denoted by $dw_a/d\mu$.

In the quaternionic case the Radon-Nikodym theorem has many corollaries and we give one of them.

Theorem 4. Let w be a quaternionic measure on a measurable space $(X, \mathfrak{M})$. Then there exists a measurable function h such that $|h(x)| = 1$ for all $x \in X$ and

$$\frac{dw}{d\text{var}[w]} = h.$$

Proof. Since $w \ll \text{var}[w]$ it follows from Theorem 3 that there is a measurable function h such that $dw/d\text{var}[w] = h$.

For a positive real p let us consider $S_p := \{x \in X : |h(x)| < p\}$. Then for any partition $\{A_n\}$ of S_p we have:

$$\sum_{n=1}^{\infty} |w(A_n)| = \sum_{n=1}^{\infty} \left| \int_{A_n} h(x) d\text{var}[w](x) \right| \leq p \sum_{n=1}^{\infty} \text{var}[w](A_n) = p \text{var}[w](S_p).$$

Hence $\text{var}[w](S_p) \leq p \text{var}[w](S_p)$. If $p < 1$ then $\text{var}[w](S_p) = 0$. Therefore, $|h(x)| \geq 1$ a.e. On the other hand for $A \in \mathfrak{M}$ such that $\text{var}[w](A) > 0$ we have:

$$\frac{1}{\text{var}[w](A)} \left| \int_A h(x) d\text{var}[w](x) \right| = \frac{|w(A)|}{\text{var}[w](A)} \leq 1.$$

Thus, the integral

$$I_A(h) = \frac{1}{\text{var}[w](A)} \int_A h(x) d\text{var}[w](x)$$

lies in a 4-D ball $B_1(0)$ of radius 1 for each $A \in \mathfrak{M}$ such that $\text{var}[w](A) > 0$. Suppose $B_r(a)$ is a ball of radius r and with center at the point a such that $B_r(a) \cap B_1(0) = \emptyset$. Let us show that $\text{var}[w](C) = 0$, where $C = h^{-1}(B_r(a))$.

Indeed, if $\text{var}[w](C) > 0$ then

$$|I_C(h) - a| = \frac{1}{\text{var}[w](C)} \left| \int_C (h(x) - a) d\text{var}[w](x) \right| \leq \frac{1}{\text{var}[w](C)} \int_C |h(x) - a| d\text{var}[w](x) \leq r,$$

which is impossible since $I_C(h) \in B_1(0)$ and we conclude that $|h(x)| \leq 1$ (a. e.) Therefore, $|h(x)| = 1$ (a. e.).

Let $N := \{x \in X : |h(x)| \neq 1\}$. Since as it is shown $\text{var}[w](N) = 0$ we redefine h on N so that $h(x) = 1$ for all $x \in N$ and obtain a function with the desired properties. ■

Conclusion

The obtained results can be used in the course of research for problems of measure theory, random process theory, and statistical physics.

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APPLICATION OF INTEGRATION TO PRACTICAL PROBLEMS

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Abstract

Integration is an important branch of mathematics, it is a kind of mathematical idea of infinite approximation, the method has a wide range of prospects for application in practical production and life. This paper discusses the application of integration in the fields of geometry, physics and economics through specific cases, showing the importance and practicality of the method in solving practical problems.

Keywords: integration; practical problems; applications

Integration is an important part of calculus, the earliest integration was created to solve some practical problems, such as the distance of the object's motion, the amount of work done by the variable force, the area enclosed by a curve and the volume enclosed by a surface, and so on. With the progress of science and technology and the continuous development of mathematics, integration has been widely used in mathematics, physics, engineering, economics, astronomy and other fields, and has become an important tool for solving practical problems.

1 Application of integration in Geometry

Integration has a wide range of applications in geometry, not only to the area of plane figures and the length of curves, but also to the calculation of spatial surfaces and volumes, and to the analysis of complex figures.

1.1 Calculate the area of a plane figure

For irregular shapes, we can divide the figure into several tiny regions, approximate the area of each region, and add these approximations by integrals to get the area of the whole figure.

Case 1: Calculate the area of the plane enclosed by the curve $y^2 = x$, $y = x^2$.

Solution: Since the coordinates of the intersection of the parabolas $y^2 = x$ and $y = x^2$ are $(0,0)$ and $(1,1)$, the area of the plane formed by these two parabolas is

$$A = \int_0^1 (\sqrt{x} - x^2) dx = \left(\frac{2}{3} x^{\frac{3}{2}} - \frac{1}{3} x^3 \right) \Big|_0^1 = \frac{1}{3}.$$

1.2 Calculate the volume of a three-dimensional figure

For irregularly shaped three-dimensional objects, we can divide the three-dimensional figure into many small columns, approximate the volume of each small column, and add these approximate volumes by integrals to obtain the volume of the three-dimensional figure.

Case 2: Find the volume of the geometry enclosed by the two cylindrical surfaces $x^2 + y^2 = R^2$, $x^2 + z^2 = R^2$.

Solution: By symmetry, the volume of the geometry is 8 times the volume V_1 in the first octant. The region of integrals of the geometry in the first octant is given by

$$D_1 = \left\{ (x, y) \mid 0 \leq x \leq R, 0 \leq y \leq \sqrt{R^2 - x^2} \right\},$$

it has a curved top of

$$z = \sqrt{R^2 - x^2},$$

thus

$$V_1 = \iint_{D_1} \sqrt{R^2 - x^2} dx dy = \int_0^R dx \int_0^{\sqrt{R^2 - x^2}} \sqrt{R^2 - x^2} dy = \frac{2}{3} R^3,$$

i.e.

$$V = 8V_1 = \frac{16}{3} R^3.$$

1.3 Calculate the arc length of a plane curve

Integration can also be used to measure the length of a plane curve. For a given equation of a curve, we can approximate the total length of the curve by integrating over tiny line segments on the curve. Since plane curve equations come in many forms, we can divide them into the following three cases:

(1) The equation of the plane curve Γ is $y = f(x)$, $a \leq x \leq b$, if $f(x)$ is continuously differentiable, then the arc length of the curve Γ is

$$l = \int_a^b \sqrt{1 + [f'(x)]^2} dx. \quad (1)$$

(2) The parametric equation of the plane curve Γ is $x = \varphi(t)$, $y = \psi(t)$, $\alpha \leq t \leq \beta$, if $\varphi(t)$ and $\psi(t)$ are continuously differentiable, then the arc length of the curve Γ is

$$l = \int_\alpha^\beta \sqrt{[\varphi'(t)]^2 + [\psi'(t)]^2} dt. \quad (2)$$

(3) The polar equation of the plane curve Γ is $\rho = \rho(\theta)$, $\alpha \leq \theta \leq \beta$, if $\rho(\theta)$ is continuously differentiable, then the arc length of the curve Γ is

$$l = \int_\alpha^\beta \sqrt{[\rho(\theta)]^2 + [\rho'(\theta)]^2} d\theta. \quad (3)$$

Case 3: Finding the arc length of the cycloid $\begin{cases} x = 1 - \cos t \\ y = t - \sin t \end{cases} (t \in [0, 2\pi])$.

Solution: This can be obtained by using equation (2):

$$\begin{aligned} l &= \int_0^{2\pi} \sqrt{[x'(t)]^2 + [y'(t)]^2} dt \\ &= \int_0^{2\pi} \sqrt{\sin^2 t + (1 - \cos t)^2} dt \\ &= 2 \int_0^{2\pi} \sin \frac{t}{2} dt = 8. \end{aligned}$$

2 Application of integration in Physics

Integration in physics has an extremely rich physical significance, which is reflected in a number of important concepts and principles, such as variable force work, water pressure, rotational inertia, induced electromotive force, conservation of energy, vibration and fluctuations and other studies, can not be separated from the use of integration.

2.1 Calculate the displacement and velocity of an object

In kinematics, integration is used to describe the relationship between velocity and distance. If the velocity of an object is known with respect to time, then the displacement or distance of the object over a period of time can be obtained by integrating the velocity function.

Case 4: Assume that the velocity function of an object is $v(t) = 2t + 1$, find the displacement of the object on the time interval $[0, 3]$.

Solution: According to the relationship between velocity and displacement, displacement is the definite integral of the velocity function over the time interval. Then the displacement S is:

$$S = \int_0^3 (2t + 1) dt = 12.$$

2.2 Calculate the work and energy done by an object

In mechanics, integration is a basic tool for calculating the work done by a force. When the magnitude and direction of a force change with time or position, we need to integrate to solve for the work done by the force throughout the process. Integral expressions for work done not only help us to understand the process of energy transformation, but also can be used to analyse the state of motion of an object and its dynamics.

Case 5: In the bottom area of S cylindrical container with a certain amount of gas, due to the expansion of the gas, the container of a piston with an area of S to move from a to the place b (as shown in Figure 1), find the work done by the gas pressure during the movement.

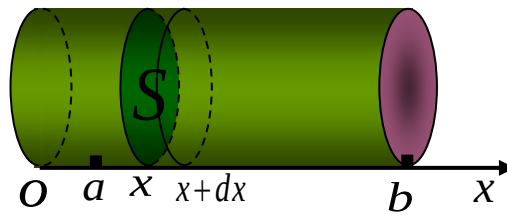


Figure 1: Schematic diagram of the work done by gas pressure

Solution: Establish a coordinate system, x represents the distance moved by the piston, by the Boyle-Marriott law that the pressure p and volume V is inversely proportional to that is

$$p = \frac{k}{V} = \frac{k}{xS},$$

therefore, the force acting on the piston is

$$F = p \cdot S = \frac{k}{x},$$

the work element is

$$dW = Fdx = \frac{k}{x} dx,$$

the work done by the gas pressure is

$$W = \int_a^b \frac{k}{x} dx = k \ln x \Big|_a^b = k \ln \frac{b}{a}.$$

3 Application of integration in economics

In the market economy, we often use integration to calculate some economic variables, such as cost, profit, income, demand, supply, inventory, compound interest, simple interest, function of the most value, marginal problems, optimisation problems, elasticity analysis, etc., so integration in the study of economics plays an important role.

3.1 The problem of finding the total function with a known marginal function

In economic problems, if you know the marginal cost function, marginal revenue function, marginal profit function, marginal demand function, etc., you can find the cost function, revenue function, profit function and demand function by indefinite integral.

Case 6: The demand function for a good is known to be $x = 100 - 5p$, where x is the quantity demanded, p is the unit price, the marginal cost of the good is $C'(x) = 10 - 0.2x$, and $C(0) = 10$, try to determine the selling price at which the total profit is maximum, and find the maximum profit.

Solution: Integrate the two ends of the marginal cost function $C'(x) = 10 - 0.2x$ to obtain the cost function as follows

$$C(x) = \int (10 - 0.2x) dx = 10x - 0.1x^2 + \bar{C} \quad (\bar{C} \text{ is an arbitrary constant}),$$

also from the initial conditions $C(0) = 10$, we can obtain $\bar{C} = 10$, then the cost function is

$$C(x) = 10x - 0.1x^2 + 10,$$

assuming that supply and demand are in equilibrium, i.e., the quantity of goods sold is equal to the quantity demanded, then the revenue function for the good is

$$R(x) = xp = -0.2x^2 + 20x,$$

therefore, the total profit on the commodity is

$$L(x) = R(x) - C(x) = -0.1x^2 + 10x - 10,$$

therefore, the marginal profit is

$$L'(x) = -0.2x + 10,$$

let $L'(x) = 0$, get $x = 50$, and since $L''(x) = -0.2 < 0$, the profit is maximum when the demand $x = 50$, and the maximum profit is 240. Substituting $x = 50$ into the demand function yields the selling price $p = 10$.

3.2 Calculation of economic aggregates and economic growth rates

Integration can also be used to calculate economic aggregates and economic growth rates. For example, a country's gross domestic product (GDP) can be obtained by integrating the value added of various industries; the GDP can then be analysed as a time series to obtain the country's economic growth rate. This method can be used to assess the level and trend of a country's economic development.

Case 7: Suppose the output function of an economy is $Y(t) = Ae^{kt}$, where A and k are constants and t is time. Calculate the total volume of the economy from time t_1 to t_2 .

Solution: Economic aggregates can be calculated by integrating the output function over the time period $[t_1, t_2]$, i.e.

$$\int_{t_1}^{t_2} Ae^{kt} dt = \frac{A}{k} (e^{kt_2} - e^{kt_1}).$$

For the economic growth rate, we first take the derivative of the output function and then calculate its relative rate of change. The derivative of the output function is $Y'(t) = Ake^{kt}$, then the rate of economic growth over a small period of time can be approximated as

$$\frac{Y'(t)}{Y(t)} \approx \frac{Ake^{kt}}{Ae^{kt}} = k.$$

Integration is an important mathematical principle, which is closely related to human life, originated from life and used in life, its birth and application is the embodiment of human wisdom. The study and application of integration plays an important role in social progress. Therefore, we should not only study the existing principles and applications of integration, but also further study and explore the deeper applications of integration on the basis of the research results of the previous generation, so as to better serve the modern society.

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Medical sciences

PREVENTION AND ELIMINATION OF PROFESSIONAL VOICE DISORDERS IN PERSONS OF SPEECH PROFESSIONS

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Introduction. A unique acoustic phenomenon, taking into account anatomical, physiological and social factors, is the human voice. Its generation is ensured by the coordinated activity of many organs and systems. The state of the voice, its characteristics such as strength and purity, has a dramatic impact on the psychoacoustic characteristics of speech - intelligibility, intonation and emotional expressiveness, intelligibility, semantics. A strong, sonorous, clear and mobile voice has the ability to influence oral speech in the same way as the normative pronunciation of sounds.

Phoniatrists and practical speech therapists note that among those in need of otorhinolaryngological and phonopedic care, teachers as representatives of speech professions are often found. I.V. Pleshkov and Z.I. Anikeeva note [6] that "...functional voice disorders that occur in combination with diseases of the lungs, nervous system and are accompanied by acoustic inferiority and shortening of phonation exhalation, as well as organic diseases of the voice should be considered an occupational pathology." apparatus."

The main factors determining the development of persistent disability in people of the teaching profession, as the authors note, are:

- high psycho-emotional intensity of the learning and education process, the so-called psychogenic factor;
- significant excess of voice norms during the day, week, month; low tolerance to colds;
- labor activity during the period of inflammatory state of the vocal organs; poor vocal hygiene, frequent forcing of the voice, leading to overstrain of the vocal folds;
- incorrect voice production or lack thereof.

The voice of professionals, as E.V. Lavrova and I.A. rightly note. Mikhalevskaya [3], must meet such requirements as endurance, melody, wide tonal and dynamic range, height and timbre of the voice corresponding to gender and age. Experts in the field of correction of speech voice disorders note the special sensitivity of the vocal apparatus to imperfect technique for its production, which significantly increases the number of diseases of the vocal apparatus.

Illiterate use of the phonation apparatus, neglect of the basic requirements of vocal hygiene leads to its weakness, change in timbre, and narrowing of the range. Difficulty breathing and discomfort in the vocal apparatus are often observed. Voice disorders, according to researchers, not only make it difficult to perform professional duties, but also lead to disability and have a traumatic effect, leading to neurotic reactions. Thus, the problem of restoring impaired vocal function and staging the speech voice of teachers is quite acute and relevant.

Voice disorders usually manifest themselves in two main forms: aphonia (complete loss of voice) and dysphonia (partial loss of voice). The main voice deficiencies are manifested in loss of sound strength, timbre disturbances, insufficient expression of voice modulations, hoarseness (hissing sound tone). Voice disorders, like all speech disorders, are classified into central and peripheral. Each of them can be organic or functional in nature.

According to studies by E.V. Lavrova [4], the most common and diverse are functional voice disorders, in which there are no anatomical changes in the larynx, and their causes can be very diverse: vocal fatigue, poor voice production, infectious diseases, stressful situations. Voice pathology that occurs as a result of anatomical changes in the vocal apparatus or chronic inflammatory processes occurring in it is considered organic.

O.S. Orlova [5] notes in her research that functional voice disorders are more often diagnosed among people in speech professions, in particular among teachers. The author states the fact that among the complaints of teachers, first of all, rapid fatigue of the voice, the inability to speak in a voice of normal

volume with the most normal vocal load, trembling of the voice, fear of loss of ability to work and professional unsuitability are noted.

Among functional voice disorders, phonasthenia occupies a special place, which manifests itself in a pronounced disruption of coordination between breathing, phonation, articulation and resonator function against the background of a special neurotic predisposition. Thus, I.V. Pleshkov and Z.I. Anikeeva [6] consider phonasthenia an occupational disease, although it is still not included in the corresponding list.

E.V. Lavrova [4] also provides data that this disorder is observed in people of voice-speech professions (speakers, artists, teachers, managers, etc.), who, due to the characteristics of their professional activities, need to constantly strain their voice. The main cause of phonasthenia, according to the author, is increased vocal load against the background of various infectious diseases upper respiratory tract and emotional overload, as well as a large vocal load in the absence of voice production.

Phonasthenia manifests itself not only in the inability to control one's voice - to weaken and strengthen the sound, hoarseness, lack of sonority of the voice, but also in the presence of a number of unpleasant and painful subjective sensations: soreness, burning, the feeling of a "lump" in the throat, the need to clear the throat. Acute forms of phonasthenia can be accompanied by aphonia, that is, a complete absence of voice. E.V. Lavrova [4] expresses concern that teachers, against the background of long-term functional changes, may experience so-called professional laryngitis, characterized by hyperemia of the laryngeal mucosa, swelling and thickening of the vocal folds. These symptoms can appear even with slight vocal stress. The duration of the disease and chronicity of the pathological process can lead to changes in the neuromuscular apparatus of the larynx, non-closure of the vocal folds, and disorders of the functions of the larynx in general.

I.V. Pleshkov and Z.I. Anikeeva note [6] that the main methods of treating diseases of the larynx are medications, physiotherapy and surgery, with obligatory observance of vocal rest during the period of exacerbation of the inflammatory process. At the same time, in recent years, otolaryngologists have recommended supplementing the treatment of laryngeal diseases during the recovery period with phonopedic exercises.

Phonopedia is a section of speech therapy that deals with voice restoration using pedagogical methods. This is a complex of pedagogical influences aimed at the gradual activation and coordination of the neuromuscular apparatus of the larynx through special exercises, correction of breathing and the student's personality. Of course, phonopedia is being improved in close collaboration with phoniatriy, a branch of otorhinolaryngology that studies the causes of voice disorders and methods of their treatment. E.V. Lavrova and I.A. Mikhalevskaya note [3] that persons suffering from functional voice disorders, in particular phonasthenia, "...as a rule, turn to a phoniatriy for help, receive drug therapy, while, as one of the effective ways to restore voice function in this disorder and a preventive measure to prevent voice failure is the production of the speech voice and compliance with its hygiene." According to researchers, despite the fact that each person's voice is individual and unique, systematic and targeted training of the neuromuscular apparatus of the larynx and methodical mastery of speech technique make it possible to improve the acoustic properties of the voice and adapt to increased vocal load.

Overcoming functional voice disorders requires the knowledge of a speech therapist, a narrow specialist in the field of correction of voice-speech disorders, and a whole range of professional knowledge and skills. At the State Educational Institution "Tajik State Pedagogical University", in accordance with the curriculum for training students in the direction of "Special (defectological) education", focus (profile) "Speech Therapy", the discipline "Workshop on voice production and expressiveness of reading" is studied. The main goal of the discipline is to improve the skills of mastering a free voice based on abdominal breathing; developing such qualities of the speech voice as strength, flight, flexibility, beauty of timbre coloring; formation of professional speech qualities (clear articulation, clear diction, the ability to logically, figuratively, emotionally express one's thoughts). As a result of studying the discipline, students must master the skills of forming correct posture, orthoepic norms of the Russian literary language, and the basics of analyzing literary texts and poetic works. The main objectives of the discipline are to study the fundamental sections of speech technique that have close mutual connections: breathing, diction, voice, spelling, as well as mastering expressive reading skills.

Practical training in speech production necessarily includes studying the scientific and theoretical foundations of voice formation, as well as performing a set of exercises to normalize muscle tone, correct posture, develop breathing, voice skills, etc. Before starting classes, the teacher must determine the students' functional readiness for the implementation of the speech voice: correct posture, muscle tension. Correct posture refers to the position of a person's body at rest and in movement without unnecessary muscle tension. A posture in which the head is held straight, the shoulders are slightly lowered and laid

back, the back is straight, the chest protrudes slightly forward, and the lower abdomen is tucked. This not only promotes proper breathing, but also improves health. Correct posture makes the figure slender, the gait light and beautiful, and the process of voice formation relaxed.

Poor posture in most cases leads to breathing problems. As noted by A.I. Brusser and M.P. Ossovskaya [1], correct posture creates well-being good conditions for the functioning of the respiratory system. In a professional environment, teachers often have to observe breathing problems resulting from poor posture. Timely identification of deficiencies and constant monitoring of posture is an important task for every teacher. Formation of posture contributes to the development of respiratory muscles. In turn, poor posture leads to rapid vocal fatigue, the appearance of occupational diseases, and a deterioration in general well-being.

It can be argued that the formation of posture is one of the necessary elements of the process of forming correct breathing and voice.

Breathing, speech, and diction training should begin with self-massage, since many nerve endings involved in the process of voice formation are located directly in the facial area (forehead, nose, cheeks, tongue, hard palate, gums). Muscle massage prevents muscle tension and promotes the free formation of sounds. To relieve excessive tension in the muscles of the arms, legs, and cervical-brachial spine, you should alternately tense and relax different muscle groups. This will ensure that the body is prepared for further training in the most optimal type of breathing for voice production – costo-abdominal. When developing proper breathing skills, it is necessary to develop a mixed type of breathing, consisting of elements of the chest and abdominal. Particular attention should be paid to the activity of the abdominal muscles. Their coordinated and well-coordinated work prevents excess air, ensures smooth exhalation and the necessary support for the voice.

In his practical activities, the teacher should strive to improve breathing and master the skills of correct vocal delivery. This is necessary for the formation of the acoustic qualities of the voice, the clear pronunciation of sounds, words and phrases, and the tempo-rhythmic organization of speech. The absence of shortness of breath during movement and overload of the lungs with air has a positive effect on voice formation, normalizes the activity of the respiratory muscles, relieves the respiratory apparatus from excessive stress, and helps prevent voice disorders. For this purpose, in practical classes we use a set of static and dynamic exercises, based on the recommendations of A.N. Strelnikova [2].

The formation of physiological and phonation breathing is carried out in parallel with training the muscles of the articulatory apparatus. This helps relieve muscle tension and secure the correct position of the larynx. Before starting exercises to normalize the acoustic characteristics of the voice, you need to make sure that there are no organic causes (impairments in the structure of the resonator cavities) requiring medical intervention. Next, you should determine the characteristics of the sound of each student's voice. For this purpose, a program of special classes proposed by E.V. Lavrova and I.A. Mikhalevskaya is used [4].

Of course, the formation of a speech voice requires the improvement of natural vocal potential. Specially organized trainings are conducted based on the phonetic method, which allows achieving optimal sound direction for more productive phonation. It is important to form a method of vocal delivery in which the energy expenditure of the vocal folds will be minimal and the acoustic effect will be maximum. Work on voice formation is based on the following areas: determining the working range of the voice; optimal use of resonator cavities; improving the tonal range. The set of phonopedic (vocal-pedagogical) exercises includes a number of special techniques designed to "evoke" the voice and consolidate acquired skills, as well as automate effective ways of interaction between the respiratory, vocal and articulatory apparatuses. Voice exercises include techniques for forming a soft attack of voice delivery, ensuring a smooth onset of sound, the best timbre and intonation accuracy. For example, in case of functional voice disorders, when sounding, you should briefly pronounce the sound "m" ("moo"), gradually increasing the duration of the sound. After this, you should begin to pronounce sonorant sounds - "m" and "n" in combination with the vowels "u", "o", "a", "e", "i" in the specified sequence.

It is known that the skills of correct voice production are formed through targeted, systematic training, and if they are insufficient, they are lost. In this regard, the authors of the phonetic method [4] recommend that students conduct voice training daily. Consolidation of the correct sound is carried out when pronouncing individual words, proverbs, tongue twisters, tongue twisters, poetic texts and works of various genres. However, to successfully master speech techniques, it is not always enough to have special knowledge and professional experience; dedication, motivation, and attentive attention to all the teacher's instructions are required. The student, as A.I. Savostyanov points out [7], must have the skills

of listening and hearing express yourself, detect differences in the sound of your voice, control and record your own muscle sensations.

The above, in our opinion, should be supplemented with self-control skills and a desire for independent and systematic training. This will help not only consolidate the results obtained, but also begin to consciously and purposefully consolidate new voice qualities necessary in professional activities.

The difficulties of independent training are often due to the fact that the student must himself determine the need for certain exercises from those previously mastered, the level of his own preparedness, his needs, the difficulties he faces every day, and health conditions.

You should remember the need to adhere to the dosage of breathing and voice exercises. The main signs of adequate dosage are the freedom and ease with which the exercises are performed, the absence of dizziness, and the state of vigor after completing a set of exercises. You should not resume a mastered set of exercises after suffering an acute respiratory illness; it should be included in systematic exercises gradually.

The key to successful voice training is adherence to the principles of gradualism and consistency in mastering exercises and their systematicity. Practice shows that independent training can instill in a student an organic need for daily exercises, which is an indicator of the success of the entire process of voice normalization. You should exercise at least twice a day: in the morning (breathing and voice exercises are included in the complex of daily health exercises) and in the afternoon for 10-15 minutes, increasing the duration of training work as you master the exercises to 30 minutes. Exercises must be performed in a well-ventilated area or in the fresh air. Teachers and students have a large arsenal of educational and methodological aids, which present modern technologies for voice production and intonation aspects of speech.

The final form of reporting after mastering the workshop materials is a test. Students must demonstrate not only knowledge of the scientific and theoretical foundations of voice production, but also the results of improving their own speech technique (expanded functionality of their vocal apparatus), as well as readiness to master the technology of development and restoration of voice in children and adults, its use in correctional speech therapy work.

Conclusions. Thus, timely detection of disorders of the vocal apparatus, their comprehensive treatment using medications, physiotherapeutic procedures and phonopedic exercises, maintaining vocal hygiene, and preventing voice disorders will allow people in the speech professions, including teachers, to extend their professional longevity. Prevention of diseases of the vocal apparatus is extremely extensive and varied. The goal of preventing professional voice disorders is the early diagnosis of diseases of the larynx, and therefore persons in speech professions should be under constant dispensary supervision of a phoniatrist and follow his recommendations.

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THE COURSE OF SENSORINEURAL HEARING LOSS IN PATIENTS WHO HAVE HAD CORONAVIRUS INFECTION

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Aim. Increasing the efficiency of diagnosis and treatment of hearing impairment in patients who have recovered from COVID-19.

Materials and methods. The study involved 121 patients with a laboratory-confirmed diagnosis of coronavirus infection caused by the SARS-CoV-2 virus. The patients were divided into groups depending on the strain of coronavirus suffered, the severity of the disease, age, the nature of the disturbances in the auditory analyzer and the timing of seeking medical help. All study participants before and after treatment underwent a comprehensive audiological examination, which included pure tone threshold audiometry (TPA), tympanometry, acoustic reflexometry (AR), and registration of otoacoustic emissions (OAE).

Results and discussion. When assessing the effect of different strains of coronavirus on the auditory analyzer, significant differences were identified. An analysis of the results of examination of patients who were ill with various strains of coronavirus (with the exception of "omicron") demonstrated predominantly unilateral severe manifestations of sensorineural hearing loss (SNHL), less often - bilateral progressive SHL in older patients. After the omicron strain, bilateral sensorineural, mixed or conductive hearing loss of degrees I and II predominated. Impaired hearing function in children was detected only in cases of infection with the "omicron" strain. The effectiveness of treatment depended on the transferred strain of SARS-CoV-2 and the timing of contact with an audiologist.

Conclusion. The damaging effect of the SARS-CoV-2 virus on the auditory analyzer, revealed during the study, proves the need to conduct an audiological examination of patients.

Keywords: COVID-19, SARS-CoV-2, sensorineural hearing loss, exudative otitis media.

Relevance. An epidemic of a new coronavirus infection emerged in 2020 in many countries around the world, including the Russian Federation. The new coronavirus SARS-CoV-2 is an RNA virus belonging to pathogenicity group II and prone to genetic evolution. The frequent occurrence of mutations in the genome leads to the emergence of new variants that differ from the ancestral strains. The main variants are named strains, designated by the letters of the Greek alphabet: "Alpha" (UK), "Beta" (South Africa), "Gamma" (Brazil), "Delta" (India) and "Omicron" (South Africa) [1].

The pathogenesis and clinical manifestations of coronavirus infection have their own characteristic features that affect both vital functions and the quality of human life in general. Currently, intensive study of the polymorphism of clinical manifestations of the disease and the development of new means of its treatment and prevention continue.

The virus enters the human body as a respiratory infection, affecting mainly the upper and lower respiratory tract. After settling on the ACE2 receptors of blood vessels, the infection causes damage to target organs: lungs, kidneys, brain, gastrointestinal tract, etc., which is manifested by the development of multi-organ disorders, which can lead to fatal outcomes, especially in patients with a severe comorbid background [2, 3].

The pathogenesis of COVID-19 is associated with the direct damaging effect of the SARS-CoV-2 virus. Dysregulation of the renin-angiotensin-aldosterone system occurs as a consequence of the suppression of ACE2 receptors after interaction with the virus, which, in turn, leads to a decrease in the breakdown of angiotensin I and angiotensin II. At the same time, damage to endothelial cells occurs and thrombus inflammation occurs. The immune response is also dysregulated and hyperinflammation occurs due to inhibition of interferon signaling, lymphodepletion of T cells, and production of proinflammatory cytokines, particularly interleukin-1 (IL-1), interleukin-6 (IL-6), and tumor necrosis factor alpha. (TNFα) [3-5].

Damage to the ENT organs in COVID-19 often manifests itself in the form of difficulty in nasal breathing, anosmia/hyposmia, rhinorrhea, pain and discomfort in the throat. At the same time, many patients note the occurrence of dizziness, noise and ringing in the ears, worsening of the course of chronic sensorineural hearing loss (SNHL), and in some cases, sudden hearing loss, which may indicate damage to the auditory and vestibular analyzers by a viral agent [6].

The direct neurotropic effect of SARS-CoV-2, the inflammatory response, the "cytokine storm," cerebrovascular disorders, as well as the use of ototoxic drugs may contribute to the occurrence of SNT in COVID-19. Depending on the level of damage, peripheral (damage at the level of the sensory structures of the inner ear) and central (damage at the level of the VIII cranial nerve, pathways in the brain stem or cerebral cortex) damage are distinguished. As a rule, the damaging effect of a viral agent is aimed at the peripheral part of the auditory analyzer, but central disorders of the auditory pathway cannot be excluded. The mechanism of damaging effects on the peripheral part of the auditory analyzer includes direct damage to the organ of Corti, stria vascularis or spiral ganglion. The indirect mechanism of damage is associated with the production of antibodies to viral capsid proteins or the immunodeficiency of the patient, which results in the development of a secondary bacterial infection in the inner ear [7, 8].

SARS-CoV-2 is expressed in the epithelial cells of the middle ear, as well as in the stria vascularis and spiral ganglion, which has been proven in experiments on mice. Histologically proven loss of hair cells and supporting cells of the organ of Corti without an infiltrate of inflammatory cells, which is regarded as a manifestation of cellular stress. Thus, both direct entry into the cochlea by SARS-CoV-2 and inflammation leading to cellular stress are mechanisms that are involved in persistent SNHL and may occur in the case of COVID-19 infection [9].

A large number of ACE2 receptors are contained in the tissues of the brain and medulla oblongata. The cortical center of the auditory analyzer is represented in the temporal lobes of the brain and also contains ACE2 receptors. The presence of a low pH level of the cytoplasmic membrane contributes to the attachment of the virus to ACE2 receptors in the auditory cortex, as a result of which the viral load in the affected area increases, cytokines are released, and oxidative stress reactions are activated, which causes long-term damage to the auditory area. In addition, the very penetration of the virus into red blood cells with the displacement of oxygen from them, in turn, also contributes to the development of oxidative stress in the area of the auditory cortex of the brain. The cause of the development of SNT in patients with COVID-19 infection may also be ischemia of the auditory cortex due to damage to the endothelium and stimulation of thrombus formation in the nutritional system their vessels with the SARS-CoV-2 virus [10, 11].

Inflammation of components of the auditory pathway and/or cross-reaction between viral particles and antigens in the inner ear are possible mechanisms for the development of auditory and vestibular disorders. The virus can be indirectly transmitted to the structures of the inner ear from the cerebrospinal fluid. In patients with associated signs of brainstem damage, a likely explanation is the attachment of SARS-CoV-2 to surface ACE2 receptors, which can be found on both neurons and glial cells. Hearing impairment in patients with COVID-19 may be secondary to ischemia of the hearing center or peripheral auditory analyzer caused by thrombogenic phenomena associated with SARS-CoV-2 infection [12].

Despite the fact that viral infection most often contributes to the development of sensorineural hearing loss, the development of both conductive and mixed forms of hearing loss is possible.

All strains of the SARS-CoV-2 coronavirus are united by a transmission route - airborne droplets, as well as a route of penetration - through the mucous membrane of the nasal cavity. Epithelial cells of the nasal cavity have the highest expression of ACE2 among the cells of the entire respiratory system. Initially, SARS-CoV-2 penetrates the goblet cells of the epithelium of the nasal mucosa, which are target cells that have ACE2 receptors. Features of the manifestations of the "omicron" strain are its distribution among young children and adolescents, a milder course, in contrast to previous strains with predominant damage to the upper respiratory tract. In turn, damage to the mucous membrane of the nasal cavity and nasopharynx contributes to the development of complications in the form of tubo-otitis and otitis media [13].

A viral infection provokes inflammation and secondary swelling of the auditory tube, which leads to disruption of its drainage and ventilation functions such as obstructive dysfunction. In the future, accumulation of exudate in the cavities of the middle ear and the development of conductive and mixed hearing loss are possible. The literature reports clinical cases in which otalgia and tinnitus were the first manifestations of infection caused by the SARS-CoV-2 virus [14].

There are also data in the literature on cases of unilateral SNT that occurred against the background of a new coronavirus infection. The results of treatment of such patients are contradictory. Systemic courses of corticosteroids in some patients contributed to partial restoration of auditory function, while in others they were ineffective [15-18].

It should be noted that the available data on the effect of SARS-CoV-2 on the state of the auditory analyzer are mostly presented for the adult population. The results of similar studies conducted among the child population are currently scattered and isolated [19].

Purpose of the study. To determine the characteristics of the course of sensorineural hearing loss in patients who have recovered from various strains of coronavirus infection, and also to evaluate the results of treatment depending on the identified pathology and the timing of seeking medical help.

Research objectives

1. Conduct a comprehensive audiological hearing test for patients complaining of hearing loss after a coronavirus infection.
2. Analyze the types and forms of hearing loss in patients who have recovered from COVID-19.
3. Assess the effect of different strains of coronavirus on the auditory analyzer.
4. Determine the effectiveness of treatment of patients with hearing loss.

Patients and research methods

From June 2022 to September 2023, a comprehensive audiological examination and subsequent treatment of patients with a laboratory-confirmed diagnosis of coronavirus infection caused by the SARS-CoV-2 virus who sought audiological care were carried out. A total of 121 patients (N), 242 ears (n), of which 98 adults (aged 18 to 70 years) and 23 children aged 3 to 18 years, were examined.

The patients were divided into two groups: group A - patients who had been ill with various strains of SARS-CoV-2, and group B - patients who had an omicron strain of coronavirus. All patients sought audiological care within a period of up to one month after suffering from COVID-19.

Group A consisted of 56 adults (112 ears), who, depending on the severity of the disease, were divided into two subgroups: subgroup A1 - 38 people (76 ears) aged 18 to 50 years with an acute form; subgroup A2 - 18 patients (36 ears) aged from 50 to 70 years with previously diagnosed SNT, who were under dynamic observation by an audiologist.

In group B, all patients sought audiological help for the first time, with acute hearing symptoms. There were no cases of progression of existing SNT after the transfer of the omicron strain of coronavirus. Group B1 included 42 adults (84 ears) from 18 to 50 years old, and group B2 included 23 children (46 ears). Depending on the nature of the changes in the auditory analyzer, group B1 was divided into 2 subgroups: 26 patients (52 ears) with sensorineural hearing loss - group B1(a), 16 people (32 ears) with hearing loss earlessness of a mixed nature - group B1(b).

The examination scheme included:

- collection of complaints and medical history;
- examination of ENT organs;
- acumetry - the study of hearing in whispered and spoken speech, as well as qualitative tuning fork studies (Rinne, Weber tests);
- TPA, air (AP) and bone (BC) conduction thresholds, as well as bone-air interval (ABI) - in children from 3 to 5 years old - in a game format;
- acoustic impedansometry - tympanometry using a probing tone of 226 Hz (type A tympanogram (TG), type B, type C1 (pressure in the middle ear cavity did not exceed 200 daPa) and C2 (pressure more than 200 daPa) were recorded [20]; AR at frequencies 0.5, 1, 2 and 4 kHz;
- registration of OAE - delayed evoked otoacoustic emission (DEOAE) and otoacoustic emission at the frequency of the distortion product (DAEPI);
- carrying out additional research methods, including computed tomography of the temporal bones and magnetic resonance imaging, as well as laboratory tests: general blood test, C-reactive protein, procalcitonin, fibrinogen and D-dimer.

The studies were carried out during the initial treatment of patients, as well as again after treatment in order to determine the results of therapy.

The effectiveness of treatment was assessed depending on the timing of seeking audiological help: "early treatment" - less than 3 days from the onset of symptoms: 22 patients (39.29%) of group A and 34 examined (52.31%) of group B; "late presentation" - more than 3 days from the moment of hearing complaints: 34 patients (60.71%) of group A and 31 patients (47.69%) of group B.

The effectiveness of the therapy was carried out according to the following criteria: "recovery" - absence of complaints, restoration of the function of the auditory analyzer based on instrumental

examination data; "improvement" - reduction of complaints, positive dynamics of impedance measurements, UAE and TPA; "without effect" - persistent hearing loss, diagnosed during a comprehensive audiological study.

Statistical processing of the material was carried out using a personal PC in Excel and Statistica 10.0 programs [21]. For frequencies, the median, upper and lower quartiles were determined. The analysis methods used included descriptive statistics: calculation of the average value of a characteristic and its error, the minimum and maximum value of a characteristic. To assess the statistical significance of the differences between the compared groups, the method of analysis of variance was used.

Research results. All patients had various hearing impairments. The audiological profile of patients infected with different strains of SARS-CoV-2 and the omicron strain varied significantly.

Young patients (under 50 years of age) who had been ill with various strains of coronavirus infection (with the exception of "omicron") complained of sudden unilateral hearing loss, accompanied in 32 out of 38 people (group A1) by dizziness and noise in the affected ear. According to the examination results, all 38 patients had no changes during otoscopy, whispered speech (WS) was not perceived in the affected ear, and spoken speech (SS) was not perceived at the auricle. Rinne's experience was positive for all those examined, Weber's experience was lateralization in the healthy direction. In all cases, type A TG was recorded; AR was absent on the diseased side and was recorded on the healthy side. The TEOAE and OAEPI test "failed" on the affected side and "passed" on the other ear. During TPI, a unilateral increase in air and bone conduction thresholds was recorded; the air-bone interval (ABI) was absent. All patients in group A1 were diagnosed with unilateral severe SNHL. Most often, stage IV SNT was detected - in 18 patients (47.36%). Less common were grade III hearing loss [11 people (28.95%)] and deafness [in 9 cases (23.69%)].

In group A2 of 18 older patients (from 50 to 70 years old) with a previously established diagnosis of bilateral SNT, complaints of severe hearing loss on both sides after suffering from COVID-19 predominated. In table Table 2 presents comparative indicators of TPA of these patients at the last visit to the audiologist (before contracting a new coronavirus infection) and the results obtained during examination at the time of treatment after suffering from SARS-CoV-2.

Noteworthy is the fact that in group A there were no children who sought medical help with complaints of hearing loss after suffering a new coronavirus infection. It is possible that the damaging neurotropic effect of the SARS-CoV-2 virus in children can be compensated by mechanisms of increased neuroplasticity characteristic of childhood [19].

When infected with the omicron strain of coronavirus, 42 adult patients (group B1) had complaints of severe congestion, pain in the ears, noise and hearing loss [unilateral (11 people)], bilateral (17 patients), initially in one ear, and then within one or two days complaints from the other side were added - from 14 of those examined. Despite the fact that 11 patients complained of a unilateral process, a comprehensive audiological study revealed bilateral hearing loss in all 42 patients, both sensorineural (in 61.9% of cases - 26 people) and mixed - in 16 adults (38.1%).

Among the 26 examined group B1(a), there were no changes during otoscopy, Weber's experience without lateralization, Rinne's experience was positive on both sides, impedance measurement - type A TG on both sides, AR was absent (47 ears) or the AR threshold was recorded only on 1-2 frequencies (5 ears), the TEOAE and OAPE test "failed" in all cases. During TPA, stage I and II SNT were diagnosed: bilateral stage I SNT - 18 adults (69.23%); bilateral SNT of the second degree - 3 people (11.54%); SNT of the 1st degree on the one hand and SNT of the 2nd degree on the other - in 5 cases (19.25%).

In 16 adult patients of group B1(b) and all 23 children of group B2, otoscopy changes characteristic of EOM or acute otitis media were detected (in 3 children catarrhal otitis media was diagnosed: bilateral - 2 people; unilateral - 1 child. It should be noted that in all adult patients the process was bilateral [9 patients (56.25%) with bilateral mixed hearing loss and 7 people (43.75%) with SNT on one side and mixed hearing loss on the opposite ear]. Among children, bilateral conductive hearing loss was diagnosed in 14 cases (60.87%), unilateral conductive hearing loss in 4 cases (17.39%). (21.74%) identified mixed hearing loss: bilateral - 3 patients (13.05%) and unilateral - 2 patients (8.69%). In total, unilateral hearing loss was identified in 6 children (26.08%).

After suffering from the omicron strain of coronavirus, the manifestations of the hearing organ were significantly different in adults and children. In adults, sensorineural and mixed hearing loss of mild and moderate degree of bilateral nature was predominantly detected; in children, conductive forms of hearing loss from minimal to degree II were most often diagnosed, and, less often, mixed hearing loss. Moreover, in children, unlike adults, unilateral hearing impairment was also observed.

All patients were treated in accordance with updated clinical guidelines [22-24]. The figure clearly shows the effectiveness of treatment for the selected groups.

After undergoing the omicron strain of coronavirus, all patients recorded favorable outcomes in the form of recovery and/or significant improvement. The maximum effect of the therapy was observed in children (group B2), complete restoration of auditory function in 95.65% of cases. The treatment was effective in all adults who had recovered from the omicron strain of COVID-19 [groups B1(a) and B1(b)], they were diagnosed with recovery and improvement with approximately the same frequency.

Those who had been ill with other strains of SARS-CoV-2 showed worse results. The treatment turned out to be practically ineffective in patients with progressive hearing loss who were observed for chronic SNHL before contracting coronavirus infection (group A2), and ineffective in patients with unilateral acute severe SNHL (group A1).

The effectiveness of treatment directly depended on the period that elapsed from the moment the complaints arose until the time of seeking medical help.

When seeking audiological help within a period of up to 3 days, positive dynamics were observed in all patients, with the exception of group A2. In all those who recovered from the omicron strain of coronavirus with conductive and mixed hearing loss [groups B1(b) and B2], provided they received early treatment, their auditory function was completely restored. In cases of acute isolated SNT [groups A1 and B1(a)], recovery was noted in the vast majority of patients; in the remaining patients there was a marked improvement. In group A2, a minimal effect from the therapy was observed, despite the timeliness of medical care.

In situations where, from the moment of the onset of complaints from the organ of hearing, patients applied at a later date, the best results were obtained in group B (omicron strain). In this case, the maximum effect was observed in children (group B2). It should be noted that in adult patients of group B1(b), complete resolution of ESO was observed with simultaneous preservation of SNT. In patients of group A1, in cases of late presentation, positive dynamics were also noted, however, in 20% of patients in this group, hearing improvement was not achieved. In group A2, the effectiveness of treatment was extremely low; most patients retained a pronounced impairment of auditory function.

Conclusion. Hearing disorders can be clinical manifestations of coronavirus infection, requiring close attention from outpatient specialists. Changes in the auditory analyzer are highly variable and depend on the transferred SARS-CoV-2 strain.

When infected with various strains of coronavirus (with the exception of "omicron"), young patients under 50 years of age were predominantly diagnosed with acute forms of one third-party severe SNHL, accompanied by dizziness, and in patients of older age categories, post-Covid disorders manifested themselves in the form of progressive bilateral SNHL.

After suffering from the omicron strain of coronavirus, changes in the organ of hearing occurred not only in adults, but also in children and were characterized by the absence of complaints of dizziness and the development of mild and moderate hearing loss. All adult patients developed bilateral hearing loss, even in cases where the patients themselves complained of a unilateral process. Both unilateral and bilateral disorders occurred among children. Various parts of the auditory analyzer were involved in the pathological process with the development of SNT, mixed and conductive forms of hearing disorders (in children).

The prognosis for restoration or improvement of auditory function was favorable only if there was early access to audiological care and timely initiation of drug therapy.

Thus, taking into account the effect of SARS-CoV-2 on the auditory analyzer, in order to timely identify hearing pathology, prescribe adequate treatment and prevent the progression of hearing loss, it is advisable to conduct an audiological examination of patients who have suffered from COVID-19.

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EFFECT OF SPLENECTOMY ON LIVER ENZYMATIC FUNCTION IN THE CASE OF THALASSEMIA**Aliyeva Jamila Telman**

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Actuality. *Thalassemia is a hereditary blood disease characterized by disorders of hemoglobin synthesis as a result of a genetic defect. α and β forms of the disease are distinguished. In general, blood transfusion is the mainstay of treatment for thalassemia. Despite chelation therapy, repeated blood transfusions result in iron overload. The excess amount of iron accumulates in the heart, endocrine glands, including the liver, disrupts the function of the liver, leads to the development of liver cirrhosis and liver failure. In this regard, the application of splenectomy, which reduces the need for hemotransfusion and prevents the body from being overloaded with iron, is important in the treatment of thalassemia.*

The purpose of the study is to compare the levels of liver enzymes before and after splenectomy in patients diagnosed with β +-thalassemia major.

Materials and methods of research. *Blood tests of 22 patients treated with the diagnosis of β +-thalassemia major at the thalassemia center were analyzed. The levels of alanine aminotransferase (ALAT) and aspartate aminotransferase (ASAT) were determined in the biochemical examination of blood before and after splenectomy. The indicators obtained with numbers were statistically processed.*

Results. *During the analysis of blood tests of patients before splenectomy, a significant increase in the activity of ALAT and ASAT was revealed. Thus, the average quantitative indicator of the level of ALAT in the blood serum before the operation was 114.21 ± 9.52 U/l (min - 70.8 U/l, max - 190.2 U/l). After splenectomy, the average statistical indicator of ALAT level was equal to 42.69 ± 1.96 U/l (min - 28.0 U/l, max - 64.1 U/l). Thus, in the period after splenectomy, the level of ALAT decreased by 62.63% compared to the preoperative level ($p > 0.001$).*

A significant increase in the level of ASAT in blood serum was observed in patients diagnosed with β +-thalassemia major. Before splenectomy, the minimum limit of ASAT in blood serum was 72.2 U/l, the maximum limit was 194 U/l, and the average quantitative indicator was 99.54 ± 8.34 U/l. After the operation, the average quantitative indicator of the level of ASAT in blood serum was 40.3 ± 1.94 U/l (min - 18.5 U/l, max - 57.6 U/l). Comparison of this indicator with the preoperative parameter shows that the level of ASAT in blood serum decreased by 55.5% against the background of splenectomy.

Conclusion. *As a result of the study, it was found that the liver function parameters were significantly higher in β +-thalassemia patients before splenectomy, and liver enzymes were normalized in most of the patients after the operation. Thus, regular evaluation of liver tests and inclusion of hepatoprotectors in the treatment complex are recommended for early prediction of liver dysfunction in thalassemia patients.*

Keywords: *thalassemia, splenectomy, alanine aminotransferase, aspartate aminotransferase*

Pedagogical sciences

EXPLORING THE EDUCATIONAL LANDSCAPE OF KAZAKHSTAN AND ITS CHALLENGES IN IMPLEMENTING PEDAGOGICAL REFORMS

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ИЗУЧЕНИЕ ОБРАЗОВАТЕЛЬНОЙ СРЕДЫ КАЗАХСТАНА И ПРОБЛЕМ ПРИ ВНЕДРЕНИИ ПЕДАГОГИЧЕСКИХ РЕФОРМ

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Abstract

This article delves into the educational landscape of Kazakhstan, with a particular focus on the challenges faced in implementing pedagogical reforms. Through a comprehensive review, the study highlights the introduction of key concepts and frameworks essential for understanding the context and complexities of educational reforms in Kazakhstan. It then connects these theoretical underpinnings with empirical literature, examining specific reforms such as trilingual education policy and the adoption of English as a medium of instruction. The analysis reveals significant obstacles, including insufficient teacher training, resource limitations, and resistance from educators and students. Despite these challenges, there is a notable lack of extensive research on the effectiveness of these reforms. The conclusion emphasizes the need for future studies to develop robust frameworks for evaluating the impact of pedagogical reforms on educational quality and student outcomes.

Аннотация

В этой статье рассматривается образовательный ландшафт Казахстана, при этом особое внимание уделяется проблемам, с которыми сталкиваются при проведении педагогических реформ. Благодаря всестороннему обзору, в исследовании освещаются ключевые концепции и основы, необходимые для понимания контекста и сложностей образовательных реформ в Казахстане. Затем он связывает эти теоретические положения с эмпирической литературой, рассматривая конкретные реформы, такие как политика трехязычного образования и внедрение английского языка в качестве средства обучения. Проведенный анализ выявил значительные препятствия, в том числе недостаточную подготовку преподавателей, ограниченность ресурсов и сопротивление со стороны преподавателей и учащихся. Несмотря на эти проблемы, существует заметная нехватка обширных исследований эффективности этих реформ. В заключении подчеркивается необходимость проведения будущих исследований для разработки надежных механизмов оценки влияния педагогических реформ на качество образования и успеваемость учащихся.

Keywords: Education, Kazakhstan, pedagogical reforms, changes, secondary education, challenges.

Ключевые слова: Образование, Казахстан, педагогические реформы, изменения, среднее образование, трудности.

Introduction

Educational reforms refer to systematic changes or improvements that aim to enlarge the academic field and improve its quality based on a set of particular needs (Sack, 1981). As observed by

Maclea (2002), "the strengthening and upgrading of secondary education is of great worldwide concern since in an increasing number of countries secondary education has become the weakest link in the education chain" (p. 79).

Currently, a relatively young country that gained independence 33 years ago, Kazakhstan, is working toward altering its educational system and improving the quality as effectively as possible, in which especially the structure of secondary education has been updated significantly compared to other institutional levels (OECD, 2020). The major secondary educational reforms are the establishment of Daryn and Nazarbayev Intellectual schools, Bilim- Innovation Lyceum, trilingual as well as bilingual mediums of instructions, switching to a 100% content-updated curriculum and modernization, creation of a National Education Quality Assessment system, the integration of new teacher certification systems (Concept of Development, 2023; Kazinform, 2021). Moreover, Kazakhstan has joined the Program for International Student Assessment (PISA) which assesses performance in science, reading, and math of 13-year-old students (Sarmurzin et al., 2021). Since then, Kazakhstan advanced by 10 positions in the list of OECD-involved countries in the Program for International Student Assessment (National Report of MES, 2013, as cited in Bokayev, 2016).

However, along the way, reforms consistently have encountered several difficulties that hinder their success in operating within educational institutions (Karabassova, 2020). For example, the study aimed at exploring the difficulties faced by trilingual education reform stakeholders (Sarmurzin et al., 2023) identified four primary challenges, including simultaneous reforms, teacher training, the absence of an English environment, and diverse language environments. Thus, it becomes clear that Kazakhstan has noteworthy obstacles in presenting, as well as communicating new language reforms and the ways of elaborating the novice transformations to the public and understanding and addressing the problems of educational reforms is fundamental.

Key concepts and framework

The key concept of this research is educational reform. Each scholar identifies this concept differently. For instance, the definition previously cited (Sack, 1981), defines educational reforms as systematic changes or improvements that aim to enlarge the educational field and improve its quality based on a set of particular needs. Expanding on the concept, O'Day (1995) states that educational reforms are the changes in educational policy that cause significant transitions in either educational funding, the shape of the school environment, or the consequences of educational investment on personal growth and community advancement. She highlights that the main idea of educational transformations is to make all students encounter tougher expectations for academic development. Educational institutions and educators are being assigned to alter the methods they use in their work. According to Tiongson (2005), educational reform is the process of swift expansion, promotion of equity, and improvements of the standards in education. Thus, the multifaceted nature of educational reforms, as defined by various academics, underscores the complexity and diversity inherent in this notion.

For me, as a future educational leader, it is hard to define educational reforms in one sentence. Because it is not a simple concept. I would define it as organized and planned procedures of the education system with the aim of enhancing its quality, effectiveness, and relevance. From my perspective, these reforms often involve policy changes, curriculum adjustments, and innovations in teaching methods, with the overarching goal of better preparing students for success in an evolving society. In the following paragraphs, the framework of this study will be presented and discussed to examine the challenges of Kazakhstani secondary educational reforms thoroughly.

This article is going to delve into educational reforms through the lens of implementation theory (Maskin & Moore, 1999). This framework, developed by Nilsen (2020), focuses on understanding four factors that influence the successful implementation of educational reforms, namely policy design, stakeholder engagement, resource allocation, and leadership. It underscores the dynamic and multifaceted feature of implementing reforms in educational contexts, acknowledging the intricacies associated with converting policy goals into concrete results within regions, educational institutions, and broader academic contexts. The present study seeks to examine Kazakhstani reforms using key concepts from this theory, whether they follow stages of implementation, identify policy-practice gaps that ensure the sustainability and success of transformations, and address the presence of implementation drivers and contextual considerations that may influence the implementation process (Odden & Marsh, 1989). The reason for this is that without adherence to any of these factors, the implementation process may fail or yield unfavorable outcomes.

The first factor of the implementation theory is the stages of implementation. First, based on this factor, the study is going to cover Kazakhstani secondary educational reforms' implementation stages

and determine if they attempted to be implemented in a rush or not. According to Sidney (2017), every educational reform must go through several stages: agenda setting, policy formulation, adoption, implementation, and evaluation.

The second factor of the implementation theory, which is a policy-practice gap, suggests the contrast between the planned goals of educational reforms and their practical execution and influence on teaching, acquisition, and learner results. For this reason, bridging this gap is important for ensuring the fulfillment and stability of changes (Karpińska, Yarrow, & Gough, 2007). This factor may assist in understanding the effectiveness of secondary educational reforms.

The third factor is the implementation drivers of the Kazakhstani reforms, specifically effective leadership, which directs the process, adequate resources, including financial, human, and material to support implementation activities, and having skilled, motivated personnel and stakeholder engagement that carry out every reform implementation (Sorooshian et al., 2010).

Finally, the analysis needs to be conducted on contextual considerations which is the fourth factor of the implementation theory because it plays a crucial role in determining whether they are implemented taking into account the context, readiness, and background of the country. While analyzing contextual readiness, the socio-political conditions, including political dynamics, public attitudes, societal values, and cultural norms are going to be considered, as they significantly influence the reception and operationalization of policies or programs (Keogh, 1990). Overall, all of these four mentioned factors of the implementation theory will assist in thoroughly analyzing the secondary education reforms in Kazakhstan. The next chapter will justify these theoretical points by referring to the empirical literature.

Connecting empirical literature with concepts and framework

The first factor of implementation theory is the stages of implementation. Karabassova (2020) revealed that the trilingual education reform caused considerable confusion among Kazakhstani stakeholders due to its abrupt initiation without a proper introduction and rushing. A key finding is that the educational principles underlying the policy were not adequately addressed or communicated, representing a significant flaw in the top-down policy implementation process. Thus, the failure to follow the implementation stages resulted in educational institutions struggling to meet government expectations regarding trilingualism, rushing its implementation. Karabassova's (2021) research on English-medium education reform revealed that "the Government tended to expect a quick fix in implementing the change, by insisting teachers moving to instruct through the medium of a foreign language for which they were not properly trained" (p. 567). This suggests that one of the major issues of the Kazakhstani language-oriented reforms stems from a failure in the stages of the implementation process.

The next significant aspect of implementation theory is a consideration of context before integrating certain reforms. Agbo and Pak (2017) relate the issue of the integration of the English language into the curriculum of graduate programs with the challenge of contextual consideration: "The efficacy of the current reforms is bounded by the limits of the higher education traditionalism and the long-establishment educational value orientations in Kazakhstan" (p. 14). That is, when introducing this reform, policy-makers failed to consider the context, that Kazakhstan is a post-colonial country still living with the soviet principles. For this particular reason, I believe that Kazakhstan has a lot to learn from Hong Kong in introducing and borrowing the reforms taking into account the context and readiness of the country. Forestier et al. (2016) show that English language reform is integrated with the colonial legacy, highlighting that English is the most suitable language in comparison with other languages. There was an excellent plan toward "a measured use of policy referencing that involved 'horizon scanning' of other systems' policies and practices; international benchmarking; and engaging international expertise to facilitate implementation" (p. 149). Here the successful context consideration ensured the implementation of the reform in an effective way. Overall, these empirical studies show that it is crucial to carefully organize and design any reform by employing a systematic approach. Hence, reform initiatives are more likely to achieve their objectives and bring positive and lasting change in education systems.

Conclusion

Summarizing all the above mentioned, the present study which focuses on the Kazakhstani educational landscape and secondary educational reforms demonstrates that there is little research on secondary educational reforms' effectiveness with solid and extensive analysis of their failure and success in the Kazakhstani context. Mostly, they investigate obstacles to trilingual education policy reform and English as a medium of instruction experiences in addition to the modernization of secondary education.

Additionally, while there has been progress in understanding and documenting the barriers to educational reforms in Kazakhstan, particularly in the areas of trilingual education and modernization efforts, the literature lacks extensive evaluations of their outcomes. Future research should focus on

developing comprehensive frameworks to assess the impact of these reforms on student achievement and overall educational quality. By addressing these gaps, policymakers and educators can gain deeper insights into the successes and failures of current initiatives, thereby informing more effective and sustainable educational strategies in Kazakhstan.

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GENDER STEREOTYPES IN CHOOSING A PROFESSION AND THE INFLUENCE OF FAMILY UPBRINGING ON THIS

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ГЕНДЕРНЫЕ СТЕРЕОТИПЫ ПРИ ВЫБОРЕ ПРОФЕССИИ И ВЛИЯНИЕ НА ЭТО СЕМЕЙНОГО ВОСПИТАНИЯ

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Abstract

The article discusses the issues of educating the younger generation within the framework of national values related to gender stereotypes when choosing professions among men and women, and the impact of all this in the future on the choice of place of work by young professionals.

Most fellow citizens really want to get a higher education, but this generally does not coincide with the dream of the position that the applicant himself dreamed of. This is explained by the high bar that parents set for their children, without seeing or listening to their dream of a future job. This also includes the choice of "male" and "female" professions, when the most important thing for a man is to earn money, and for a woman to raise a child, that is, a woman is literate for raising the younger generation. In all this, schools and teachers play an important role, therefore family and school should act together when future specialists choose a profession.

Young people in Azerbaijan are increasingly seeking educational opportunities abroad, which typically leads to better employment chances due to the higher quality of education and foreign language benefits.

Parents prevent their children from studying abroad. Here, too, the main indicator is the gender of the child. Many parents are afraid to let girls study abroad.

To further study this issue, it is worth carefully studying the respondents' attitudes towards the proposed gender stereotypes, broken down by gender, age, level of education, income level, place of residence (urban / rural residents) and level of religiosity. Among the main obstacles to choosing a profession is the need for a variety of educational materials and sources of information for parents, improving skills to motivate students, improving active learning knowledge and skills, and student assessment methods and techniques.

In the absence of ongoing professional support at school level, the gap between desired change and implemented classroom practice is widening. It is necessary to inform the younger generation that the choice of profession and the dream of working as someone in the future must coincide - you cannot do something you don't love all your life. And this must start with the family, with the parents, who must listen to their child and respect their choice in later life.

Аннотация

В статье рассматриваются вопросы воспитания подрастающего поколения в рамках национальных ценностей, связанные с гендерными стереотипами при выборе профессий среди мужчин и женщин, и влияние всего этого в дальнейшем на выбор места работы молодыми специалистами.

Большинство сограждан очень хотят получить высшее образование, но это в основном, не совпадает с мечтой о той должности, которой грезил сам абитуриент. Это объясняется высокой планкой, которую ставят родители перед своими детьми, не видя

и не слушая их мечту о будущей работе. Сюда же можно отнести и выбор профессий «мужских» и «женских», когда для мужчины самое главное заработать деньги, а для женщины воспитать ребенка, то есть женщина грамотна для воспитания молодого поколения. Во всем этом не мало важную роль играют школа и учителя, потому семья и школа должны выступать вместе при выборе профессии будущими специалистами.

Молодые люди в Азербайджане все чаще ищут возможности получения образования за границей, что, как правило, ведет к лучшим шансам на трудоустройство из-за более высокого качества образования и преимуществ иностранного языка.

Родители препятствуют обучению детей за рубежом. Здесь тоже основным показателем служит пол ребенка. Девушек учиться за рубежом многие родители боятся отпускать.

Для дальнейшего изучения данного вопроса стоит внимательно изучить отношение респондентов к предлагаемым гендерным стереотипам с разбивкой по полу, возрасту, уровню образования, уровню доходов, месту жительства (городские / сельские жители) и уровню религиозности.

Среди основных препятствий по выбору профессии выступает потребность в разнообразных учебных материалах и источниках информации для родителей, улучшении навыков для мотивации учащихся, улучшении знаний и навыков активного обучения, а также в методах и техниках оценки учащихся.

Ввиду отсутствия постоянной профессиональной поддержки на школьном уровне разрыв между желаемым изменением и реализуемой классной практикой увеличивается. Надо осведомлять подрастающее поколение, что выбор профессии и мечта работать в будущем кем-то должны совпадать – нельзя заниматься не любимым делом всю жизнь. И это надо начинать с семьи, с родителей, которые должны прислушаться к своему чаду и уважать их выбор в дальнейшей жизни.

Keywords: gender stereotypes, family, traditions, choice, man, woman, profession, education.

Ключевые слова: гендерные стереотипы, семья, традиции, выбор, мужчина, женщина, профессия, образование.

Reflection of gender stereotypes in Azerbaijan

Preserving national values within the framework of education is a very complex process, and it must be balanced with the institutional potential of schools and pedagogical institutes, on the one hand, and the professional and personal abilities of teachers as the main agents of educational reforms in the country, on the other. Cultures differ from each other not only in traditions, but also in the behavior of their representatives [3, p. 35]. The question of the influence of culture on the formation and change of moral gender stereotypes is, first of all, the question of the grounds for the emergence and existence of this type of stereotypes, which represent standards of behavior for men and women, whom they are expected to follow, and through whom the type of moral relationships between men and women characteristic of a given culture are modeled.

Thus, N.A. Berdyaev, speaking about the masculine and feminine principles, notes: "Since the masculine principle is the beginning of design, bringing meaning, Logos, structure, harmony, since the masculine spirit shapes, disciplines, organizes, it is the beginning of order." Disorder and chaos are seen as manifestations of the feminine principle: "The feminine-passive spirit plunges into formless, undisciplined, unorganized chaos" [8, p. 2]. To this we can add similar views of V.F. Ern, A. Beliy, V.S. Ivanov, N. A. Berdyaev, P. A. Florensky.

Also, from the perspective of transmitting national values in the educational system of Azerbaijan, attention should be paid to the gender issue. Kamal Ali notes: "Most women play ... the traditionally prescribed role of mother, wife, sister and daughter. They are forced to take a secondary position in relation to men, and many fail to develop their own abilities and talents" [4, p. 11]. It is very difficult to talk about women and gender problems from a psychological point of view, because unlike other areas in psychology, every little detail and even the smallest role of gender relations in the emerging problem are taken into account. I believe that today in Azerbaijan women's rights are sufficiently protected. They can choose to get an education in any educational institution in the country, get any job, but here, too,

the husband or parents play an important role. We often confuse concepts such as legal equality and equality between men and women. They have completely different qualities, and therefore there is no need to talk about equality between them. Unfortunately, there is little research on gender issues in psychological science. And in the same history or philosophy this issue is given much more attention. There are no serious sociological gender studies [7, p. 11].

Reflection of gender stereotypes can be seen in the choice of profession and corresponding professional education. Some "jobs" may be seen as more suitable for girls and/or boys, both in their public lives and in their roles in the private sphere. According to the survey results, 33% of respondents do not see prospects for girls in acquiring traditionally male "technical" professions, arguing that there will be no employment opportunities for them [6]. If those who somewhat agreed with this position were included, the figure rose to 57.7%. Accordingly, the remaining 42.3% of respondents disagree or strongly disagree with this point of view. Thus, the position of a significant part of the respondents was to fully or partially support the gender stereotype contained in the statement. A significantly larger group of women (37.9%) than men (28.1%) agreed that girls should not study "male" professions. According to the survey, exactly half of respondents were against women working in positions usually held by men. The gender approach allows us to clarify the roles that are traditionally assigned to men and women in public and private life, which

begins in childhood, intensifies during adolescence and is embodied in adulthood in the concepts of "men's work" and "women's work." Stereotypes persist that emphasize the importance and value of men's participation in public life and the workplace, leaving women with unpaid domestic work, caregiving and community activities. Analysis of differences between women and men in terms of responsibilities assigned to them, actions taken, access to and control over resources, and in the decision-making process, provides the basis for appropriate policy decisions when manifestations are detected inequalities [10, p. 39]. The focus group discussions provided extensive material demonstrating the widespread belief in "women's" professions: "The ideal positions for women are doctors and teachers because women are mothers; they must devote time to their children, while men can work in a variety of positions" [11, p. 21].

Official data on which occupational categories were most popular among applicants in the 2022-2023 academic year provides insight into gender stereotypes associated with career choice. According to the State Student Admissions Commission, there is a significant difference between the professions chosen by female and male applicants. Therefore, in the 2018-2019 and 2022-2023 academic years, male applicants primarily preferred the subgroup consisting of technical professions (engineering, mathematics, physics, architecture and design). The second most popular subgroup is economics, management and geography. Female students preferred the humanities: the most popular subgroup included sociology, education and psychology, followed by the second most popular subgroup consisting of languages, philology, history, art and music. It should be noted that in our focus group discussions, "teacher" (mainly secondary school) was also frequently mentioned by respondents as being most suitable for women.

These data demonstrate a clear division of applicants' preferences by gender professions [2, p. 30]. Moreover, if you pay attention to the characteristics of the professions chosen by boys and girls, it is easy to notice that the specific decisions of applicants regarding the choice of a future profession coincide with the attitude of respondents to the put forward gender stereotype, which originates in home education.

Young people in Azerbaijan are increasingly seeking educational opportunities abroad, which typically leads to better employment chances due to the higher quality of education and foreign language benefits. Respondents were asked the following question: "If a girl goes to study abroad, does she lose the opportunity to get married?" The majority (58%) disagreed with this statement, 23.9% partially agreed, and 18% agreed. In Azerbaijan, where the majority of unmarried girls live with their parents until marriage, this reaction confirms the conclusion about the prestige of education in society [9, p.27]. In this case, the strong emphasis on education serves to further expand the unmarried girl's public mobility as well as her educational opportunities.

At the same time, a significant number of focus group participants demonstrated a negative attitude towards female labor migration. The majority of survey respondents and focus group participants were more inclined to allow women the freedom to migrate for education rather than for work [6]. Gender stereotypes are often reflected in people's educational goals, so respondents were asked their opinions on the following statements: "Men only get education to earn money in the future" and "women get education to take care of children when they will become mothers."

The results of the study showed that the “life strategy” stereotype for men (being a breadwinner) had more support than the “life strategy” stereotype for women (being a mother). More than half of the respondents (55.3% of women and 55% of men) agreed that the goal of education for men is to become breadwinners [6].

To further study this issue, it is worth carefully studying the respondents' attitudes towards the proposed gender stereotypes, broken down by gender, age, level of education, income level, place of residence (urban / rural residents) and level of religiosity. In both groups, the number of respondents who support this stereotype is almost twice as many as those who disagree. The attitude of urban and rural residents does not differ. Let's also add here that young men receive higher education only because they have to serve in the army for a minimum period, as well as the dream of parents to see their child educated, and this does not create a priority employee in the future, since the person himself does not want to study.

The role of teachers in the formation of quality workers

In the context of the new curriculum reform, teachers' roles were limited by factors such as :

- 1. fixed, limited, and non-reflective content for professional learning and development;*
- 2. limited opportunities for professional collaboration and therefore limited motivation to pursue innovative approaches;*
- 3. limited opportunities and resources for self-education;*
- 4. increased control rather than increased support from government agencies.*

Quantitative and qualitative data collected during recent studies conducted by local NGOs (with financial support from the WB PIU and the Ministry of Science and Education) as part of the monitoring and evaluation of the second Education Sector Development Project showed some dynamics in the level of support and acceptance of curriculum reform among teachers, shedding light on school and classroom contexts and revealing how reform goals are understood and implemented by teachers. The majority of respondents also felt that they needed to implement differentiated instruction in their classrooms as well as manage their classrooms. Compared to the 2019 baseline study, participants in the 2022 study placed less emphasis on the work environment and conditions for reform implementation, but rather emphasized teacher commitment, motivation, creativity, and overall professionalism as critical factors for effective classrooms and improved schools.

In the classroom, teachers are experimenting more with non-traditional teaching methods, such as student independent work on projects and presentations, role-playing games, simulation tasks, discussions and debates, and outreach activities, especially in the study of national values. The flexibility, known suggestibility of children, their gullibility, tendency to imitate and the enormous authority enjoyed by the teacher create favorable preconditions for successfully solving the problem of using the means of folk pedagogy in the patriotic education of students and makes the teacher a mentor for further development [1, p. 17-20]

In other words, it appears that teachers in Azerbaijan have developed their own understanding of the support they need to successfully implement the new national curriculum. Research has shown the uncertainty and mixed feelings that teachers experience in their work in the context of increased scrutiny, competition, increased workload, poor ongoing support, and limited opportunities for professional development. Despite these limitations, teachers in Azerbaijan have recognized the need to participate in the learning community within the school and to develop professionally through partnerships with colleagues. They emphasized that exchange and collaboration are the cornerstones of a new “teaching culture” and practice that they need to develop themselves to support change at the school level. Teachers' views about their work as educational professionals have changed. Their thinking shifts toward a type of work that curriculum theory calls “study work” because this particular type of work requires collaborative, coordinated work and agreed upon responsibilities. All this requires teachers to take leadership in matters of curriculum, as well as the creation of new textbooks. To support this profound shift in teacher professionalism in Azerbaijan, it is necessary to define conceptually new professional development at the pre- and in-service teacher education level, which has not yet been adequately addressed by policymakers.

Key barriers include the need for a variety of learning materials and information sources, improved skills to motivate students, improved knowledge and active learning skills, and student assessment methods and techniques. These reflections go far beyond the vision of teaching as the delivery of specific

subject content; instead, they reflect an awareness of a different vision of the teaching profession - that of a curriculum worker who takes a leading role in matters of curriculum as well as in the transmission of national values. But teachers act as mentors - supporting their students in all their endeavors.

CONCLUSIONS. In the absence of ongoing professional support at school level, the gap between desired change and implemented classroom practice is widening. As shown in this and several of our other research articles, teachers report high levels of support for new curriculum reforms, but at the same time express uncertainty and mixed feelings about the new changes. What is particularly interesting is that many teachers (especially older teachers) recall their Soviet experience and would prefer to return to the "old" curriculum. However, it may also be a sign that teachers may become more critical of various reform initiatives and more aware of their professional abilities and needs to implement new curriculum reform. Their reflections illustrate a certain transformation of the traditional vision of teaching as the delivery of specific subject content. They explained that the main reason for developing supplementary learning materials was to promote the application of required content and to meet the needs of active learners to choose what they love, including information about national values. It is necessary to respect customs, but within the limits of reason, and not blindly follow the established foundations that prevent society from developing within the framework of international standards. It is necessary to inform the younger generation that the choice of profession and the dream of working as someone in the future must coincide - you cannot do something you don't love all your life.

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Philological sciences

THE ROLE OF LANGUAGE IN THE LIFE OF SOCIETY

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Abstract

The article is devoted to identifying the role of the language in modern society. It is shown that a careless attitude towards language, ignorance of its richest layers, and lack of linguistic culture leads to a decrease in the general culture of the population. Such is the language, such is the person, such is the society. The whole essence of a person is expressed through language: thoughts, feelings, will, deeds. Lifestyle is shaped by speech style. The style of speech creates a social mood.

Keywords: modern world, language, culture of communication, language norm, language culture

Language is a unique collection of sounds and symbols, each of which has a specific meaning. Language is an important tool for human interaction and communication. Thanks to language, we can express our thoughts in tangible speech form.

Undoubtedly, language occupies a special place in the life of any society. Language is necessary for people to communicate with each other, understand and be able to explain everything clearly. If there were no language, I can't imagine how we would communicate. In any case, a person would come up with a way to clearly explain something to another person (for example, sign language, etc.). It's not for nothing that every state has its own language.

The native language is part of the national culture and a very important part of every person. Undoubtedly, you need to know and take care of your native language. This is as important as knowing and respecting the languages of other peoples.

Language is not only a means of communication, it is also the historical memory of every people. Each language reflects the spiritual culture and centuries-old history of each nation.

Language is a social phenomenon, because it is impossible to master it without social relations. A person does not have the gift of speech from the moment of birth. After all, a small child begins to talk only when he manages to learn to repeat the phonetic sounds that the people around him make, and thanks to the ability to think, he gives them the correct meaning.

The main functions of modern language are communicative and mental. The main one, of course, is communicative: thanks to language, people can communicate with each other, convey the necessary information to each other, express their thoughts, feelings, and wishes.

With the help of the mental function of language, a person not only has the opportunity to convey his thoughts to others, but also forms his own with the help of language.

Along with those mentioned above, there is also such a function of language as epistemological or cognitive - a person analyzes all the information received from other members of society, thanks to this the process of scientific knowledge of the surrounding world arises.

Language also has an aesthetic function, which is most often used in works of art. Thanks to its use in literature, such a language gives people a feeling of aesthetic pleasure, it provokes them to emotions, makes the human soul worry.

The development of language is inextricably linked with the development of society. Language is a living organism that is influenced by historical, political and social changes in the life of the public.

Under the influence of time, some words die out and go out of use forever; in their place, new words come into the language that best meet the requirements of the time.

Language is, of course, a huge gift for humanity. Therefore, we must appreciate it, try not to litter it with profanity and parasitic words, because by doing this we are causing great harm, first of all, to the centuries-old culture of our people and our personality.

Look around and you will see many amazing things created by the mind and hands of man: telephones, computers, cars, ships, planes, rockets... But the most amazing and wise thing that humanity has created is language. All people on Earth can speak. They speak different languages, but all languages have the same task - to help people understand each other when communicating, in common work.

Such is the language, such is the person, such is the society. The whole essence of a person is expressed through language: thoughts, feelings, will, deeds. Lifestyle is shaped by speech style. The style of speech creates a social mood. At the beginning of the 21st century, we clearly feel that we live in a new style, and of course, we cannot help but notice that before our eyes the beautiful, amazingly rich, bright, imaginative Russian language is deteriorating. Illiteracy, poor vocabulary, lack of logic, rudeness, profanity, primitive argumentation - these are the features of modern speech.

Language is a form of existence of consciousness, and the predominance of a primitive, aggressive, rude language speaks of the corresponding state of consciousness of a nation. "To handle a language somehow means to think somehow: imprecisely, approximately, incorrectly." The only way to cope with these problems is to change the attitude towards language, to find a way to develop in people the ability to use the entire richness of the language, thereby raising them to another level. level and their consciousness.

All talk about morality, tolerance, education remains empty words as long as people hear and use the language that has become the main form of communication these days. When people talk about normative speech, they often mean its written form, but oral form is no less important.

The language of the media is particularly problematic. The media not only allow informal vocabulary, but also actively introduce into our language a special vocabulary, saturated with vulgar thieves' terminology. The low style has penetrated into colloquial speech and has persisted, expanding its range of users and applications. This is a kind of primitive language in which various expressions exist as norms.

There are many definitions of such a concept as "language," but in general, they all boil down to the fact that language is a sign system with the help of which verbal communication and conceptual thinking are carried out. Language is a transmitter of information, thanks to which a person can share his experiences with other members of his society and pass on skills to next generations. The development of language is inextricably linked with the development of society itself. Without the advent of language, humanity might have remained at a more primitive level.

Some scientists suggest that the ability to speak in humans arose due to a change in the FOXP2 gene. But changing a gene alone could not make a person start talking right away. Naturally, this was a long process associated with evolutionary changes in the human body, with the development of its intellectual abilities, an increase in culture, and the invention of new types of tools. A person moves from an instinctive and intuitive way of thinking to the linguistic design of his own thinking. The process of biological and biosocial evolution is taking place.

As a result of the necessary joint activities, a person had to come into contact with other people. He develops a need for intelligent communication. The process of complication and change in non-verbal signs and sounds begins. This makes it much easier to understand each other's intentions and, accordingly, helps in hunting, in everyday life, and in protecting oneself and one's tribe. With the development of language comes the development of the culture of primitive society as a whole, and also vice versa, the higher the culture of a certain tribe became, the more its language developed. Tribes that were subordinate or adjacent to stronger ones adopted a foreign language. The more tribes spoke the same language, the more the society as a whole developed, since the knowledge and skills of some tribes could be increased by the knowledge of others.

Some researchers adhere to the position of monogenesis, believing that all languages originated from one common proto-language. Others, on the contrary, argue that there were several centers of the emergence of languages (polygenesis), which explains the modern diversity of languages. Linguists find similar languages and group them into specific language groups. Among them are Indian, Iranian, Slavic, Baltic, Germanic, Romance, Celtic, Caucasian, Uralic, Afroasiatic (Semitic-Chamic), Indian (American) and other language groups. Different climatic and geographical conditions influenced the language and culture of individual groups. In this regard, each language group went its own way, developing as it was necessary in certain conditions.

The emergence of language and speech leads people not only to understanding in communicating with each other, but also develops art and religion. Thanks to language, forms such as singing, spells, and

incantations appeared, which developed musical and ritual culture. Initially, people believed in the word as a real action, with the help of which they could ward off disasters and evil forces, and bring good to their tribe. With the help of a religious worldview, man tried to cognize and understand the world around him. The more a person reflects and puts his thoughts into linguistic form, the more society itself develops.

It is impossible to determine exactly what was the initial factor in the development of society, but the role of language in this is obvious. Speech, text, the whole language changes a little, which indicates a change in society. When new environmental conditions are created, new words appear, often borrowed from other languages. Learning other languages helps society establish contacts with members of other language groups, exchange knowledge and experience, which undoubtedly has a positive effect on the development of humanity as a whole.

It is impossible not to note such a phenomenon as the extinction of languages. Every two weeks a language disappears. Now there are about 5 thousand languages, but linguists have calculated that by the end of this century, half of them will disappear. Researchers have identified five main regions where languages are disappearing most rapidly. This is the north of Australia, the central part of South America, the state of Oklahoma along with the southwest of the USA, northwest Oceania and Eastern Siberia. Extinction occurs mainly due to the fact that most of the world's population speaks the most common languages (80% of the population speaks 80 languages). The most widely used living languages cover an increasing number of countries and their populations, helping to facilitate communication and understanding between them. But the disappearance of a language leads to the loss of many cultural elements, and with them to the loss of self-awareness and the loss of knowledge accumulated over centuries. After all, language helps to identify oneself with a particular people and its culture. With the disappearance of a language, the cultural heritage of an entire people disappears, and without such a heritage, a people cease to exist as a separate unit.

Thus, it should be noted that learning languages is extremely necessary to maintain contacts with representatives of other languages, but one should also be extremely careful about endangered languages. The preservation of even the smallest group is extremely important both culturally and from a scientific point of view, because many of them are poorly understood and not studied by linguists. Cultural anthropology, comparative historical linguistics, ethnography and ethnology rely primarily on languages. Thanks largely to such research, we can talk about the long history of individual peoples. By losing languages, society loses not only part of the history of individual peoples, but also the history of the development of all humanity.

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FUNDAMENTALS OF THE PSYCHOLOGY OF THE NEW UNIVERSE

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ОСНОВЫ ПСИХОЛОГИИ НОВОГО МИРОЗДАНИЯ

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Abstract

Give basic knowledge about man, his nature and the nature of his relationships with people in the modern world. This will, reveal the mechanisms of accumulation of problems in the life of each person and all of us together, avoid most of the troubles that surround modern people. Only new ideas, changes in basic approaches to solving problems in psychology and other sciences, can serve as a reliable basis for the cooperation of all the healthy forces of humanity for the benefit of the whole world. To achieve this purpose, the method of cognition of the philosophy of the new universe will be used in conjunction with static and dynamic approaches to system analysis.

Аннотация

Дать элементарные знания о человеке, его природе и природе его взаимоотношений с людьми в современном мире. Это позволит, раскрыть механизмы накопления проблем в жизни каждого человека и всех нас вместе, избежать большинство неприятностей какими окружен современный человек. Только новые идеи, изменение базовых подходов к решению задач в психологии и других науках, могут служить надежной основой для сотрудничества всех здоровых сил человечества во благо всего мира. Для осуществления этой цели применяется метод познания философии нового мироздания в совокупности со статическим и динамическим подходами в системном анализе.

Keywords: human, personality, relationship, dialogue, scenarios, roles, conspiracy, purpose, principle.

Ключевые слова: человек, личность, отношения, диалог, сценарий, роль, заговор, цель, принцип.

Введение.

Прорывной рост всех наук в 20-м веке, распространение информации привело к сильному интеллектуальному развитию людей. Современные люди гораздо более информированы нежели век тому назад, однако это не приблизило их к умению решать собственные задачи. Фактически наши способности опережают состояние наук, можно сказать, что все мы оказались в стенах нового мироздания. Например, в смартфонах подобного свойства проблему решают с помощью обновления программного обеспечения. С науками все сложнее, потому что ими в прямом смысле не пользуются. Тем не менее науки конкретного свойства хорошо развиваются, существенно опережая гуманитарные. Например, хирургия знает о человеческом теле можно сказать все. Она, в лице врача должна вылечить пациента здесь и сейчас, а что было или будет ее особо не волнует. Это задача таких наук как философия и психология. Врач сразу получает оплату и опыт, которые впоследствии станут основой новых теорий, топливом развития науки. У неконкретных наук нет такой отдачи, что серьезно тормозит их развитие. К тому же люди склонны молчанием подавлять внутренние проблемы, и те все больше накапливаясь принимают массовый характер. Наша задача дать все инструменты каждому желающему для решения всех внутренних проблем и заодно устранить отставание наук в этом направлении. Главным нашим препятствием на этом пути является дуализм — свойство теории или концепции, согласно которому в ней неразрывно сосуществуют только два начала. Дуализм прячется везде, в книгах, науках, законах, он невидим, так как мы сами всё укладываем в голове двойственно. Дуализм трудно выявить, так как он подобен радиоволне, под которую настроен весь спектр жизни, начиная с тактов движения сознания, алгоритмов мышления, вплоть до дыхания, движения,

произношения, поступков. Наглядным примером несовершенства философии, как матери всех наук, является наличие парадоксов. Самый известный и простой это парадокс лжеца. Он неразрешим, так как нет третьего начала – времени. По малому счету, в новом мироздании самое сложное для читателя это приучать себя воспринимать информацию и мыслить в рамках времени – прошлого, настоящего и будущего. По-большому счету, в этой статье создан фундамент для развития такого навыка и начала работы по устранению отставания всех наук.

Итак, главным недостатком наук является большое количество информации и повествовательный характер изложения по причине дуальности нашего восприятия. Эти труды напоминают сборник исторических эссе, которые приходится изучать студентам. При этом следует учесть, что смысловой язык людей, живших даже 20-30 лет назад отличен от нашего. Получается огромное количество непонятно изложенной информации, полученной обучающимися останется в корзине прошлого, как только закончится обучение. Тем не менее в современном образовании есть рациональное звено. Так как для усвоения знаний студентами производится серьезная тренировка мозга, в единстве с социальной обстановкой, учебные заведения на самом деле дарят обществу одаренных людей. Правда, это получается не благодаря процессу, а вопреки ему. Чудеса творятся благодаря энтузиазму, порой самоотверженности преподавателей и студентов. Но никого в обществе это не волнует, всем нужны конкретные доказательства. В нашем случае мы будем опираться не на историю, а на общеизвестные принципы и разработанный мною метод системного анализа. В данной статье это системный анализ человека, по принципу, с трех сторон и на трех уровнях сложности. Как он работает? Например, чтоб добраться на работу, первое, за доли секунд в голове мелькают плоские картинки того, где мы находимся, пути и конечной точки. Если просмотр удался, вторым делом просчитываются ресурсы здоровья, денег, времени и мы третьим делом мы практически пускаемся в путь, держа в голове образы и логику. По достижении финиша цикл завершается. Каждый отдельный этап также делится на свои образы, логику и практику. Такой способ мышления позволяет в сотни раз сократить количество информации. Получается, данная статья вмещает в себя около 1000 страниц информации изложенной по принципу дуализма. Значит, она может служить тренажером для развития мыслительной способности.

Карта Человека.

Исходя из постулата, что все в мире устроено по одному принципу, раскроем невидимую (-психо-) природу человека. Возьмем за основу строение физического организма. Абстрактно посмотрев на себя, без труда выявляются его составляющие. Это статические костно-мышечная система (3), система внутренних органов (2), система управления, мозг (1). Все пронизывается кровью - динамическая система. Мы можем углубиться в микромир, когда каждый отдельный элемент тела можно разбить на составляющие до необходимой точности. Например, у физического организма есть сложная система двигательной функции, осуществление которой обеспечивают питание, теплообмен и дыхание под управлением соответствующих отделов мозга и т.д. Сознание не участвует в этих микропроцессах, поэтому чтобы абстрактно представить действительные владения сознания, увидеть миры, в которых оно движется, подымимся выше в макромир. По ходу анализа разложим по полочкам всем известные термины, относящиеся к нашему бытию. Получается, что физическое тело, то, с которого мы начали анализ, есть всего лишь (3) костно-мышечная система человека вообще ("Человека"). "Внутренние органы" (2) условно примем за тело Ума, с движущей силой "кровью" - Воля. (1) "Мозг" - тело Разума, то, что мы называем Душа, с движущей силой Духом. Весь "Человек" пронизывается энергией жизни, и наиболее подходящий из используемых, термин биоэнергия. Также как человек есть часть человечества, "Человек" существует одновременно в материальном мире, в мире «Ума» и в мире «Разума». Люди с выраженными аналитическими способностями относятся к миру «Ума» (политики, ученые, бизнесмены). Люди с образным восприятием есть представители мира «Разума» (философы, священники, жрецы). У мирян более развиты функции мозга практической направленности, и при этом нормально работает ум и разум (спортсмены, артисты, певцы). Есть люди не такие как все, их не видно, как не видно кровь, волю, дух. Таких называют идеалистами, чудаками, поэтому в расчет не берутся.

Человек как личность.

Как личность мы существа социальные, то есть в одиночестве мы всесторонне деградируем. Только объединяясь с другими есть шанс выживать и совершенствоваться в условиях внешних угроз от природы (3), нашего окружения (2) и войн (1). Целью является счастье, то есть удовлетворение всех своих потребностей в той мере, в какой каждым это понимается.

Недостатки личного понимания в массе своей приводят к порождению противоречий, на которых стоят угрозы нового типа, когда люди, страны достигают своих целей ценой жизни себе подобных. В 20-м веке пройдя через войны, по-большому счету проблемы были решены, был совершен серьезный подъем уровня жизни людей, и это стало причиной новых проблем. Видимые враги исчезли, началось разложение людей и их объединений изнутри. Разрушаются многовековые ценности, правила, устои под различными святыми предложениями. Выражаясь в цифровых терминах, увеличение потребностей у людей выявляет недостатки программного обеспечения их мозга. Спонтанные попытки их исправить приводят к снижению их работоспособности и реальным разрушениям. Причина - мы неправильно оцениваем личность (1), принципы отношений (2) и на этой основе неправильно действуем (3), что в итоге приводит к массовым проблемам. Выход в пересмотре и обновлении устоявшихся догм.

Оценка личности. Образ.

Оценка других происходит обычно по виду, по словам, делам и это большая ошибка. Более правильная оценка получается на шкале времени. Например, спецслужбы изучают прошлое людей. Каждый поступает по оптимальным шаблонам, которые приносят ему выгоду. Личность — это набор множества автоматических шаблонов поведения, выработанных в прошлом для получения выгод. Например, школьник расплакался, чтоб не получить двойку, и учительница сжалилась. Со временем он входит в роль, совершенствуется под давлением обстоятельств и добивается результатов без слез. Причина популярности кино и театра в том, что зрителю дается возможность совершенствовать свои шаблоны поведения, примерять новые и получать выгоду. При этом люди не замечают, что не живут, а играют роли. Каждая отдельная роль — это отдельная личность и таких в каждом может быть несколько. У каждой из этих личностей свои атрибуты личности, своя память, цели, мечты. Играть роль, это когда сознание, как бы со стороны понимает, что такое хорошо, что такое плохо, так делать нельзя, и тем не менее личность поступает так, как того требует сценарий. Например, гениальный актер в кадре со всей душой спасает мир. Ему просто, потому что за все преступления на экране он отвечать не будет, они не настоящие. Все с этим согласны, за все заплачено, всё находится вне поля действия закона, а после съемок актер спокойно переключится в свой мир. А вот обычному зрителю сложнее: съемки идут круглосуточно, в разных студиях (дом, работа...), переключения на другие роли происходят автоматически, и за все надо самому платить. При этом надо сохранять чувство реальности и зарабатывать деньги. Мы часто обижаемся, что нас многие обманывают, нехорошо поступают, но на самом деле они этого не помнят, потому что они играют другие роли, где совсем другие ценности. Когда вы пытаетесь им что-то доказать, это воспринимается как серьезная угроза, вплоть до угрозы смерти. Представьте, что реальный актер снимается в нескольких фильмах и говорит по памяти. Конечно он начнет путать диалоги, а любая попытка доказать ему что-то будет расцениваться им как покушение на его роль, гонорар, жизнь. Есть такое выражение, или вы управляете своими мыслями, или они вами.

Идеальным человеком можно считать того, чьи мысли, слова и дела совпадают, а перевоплощения контролируемы. Такое единство оказывает конкретное магическое влияние на окружающих, позволяет оставаться собой без необходимости играть роли. Это идеал нашего совершенствования. Шпионы и маньяки создают видимость такого единства, так как скрыта их мотивация, цели, их выдаёт интуиция или плохие предчувствия у окружающих. Вывод: человека определяют цели, критерием истинности целей являются соответствующие им достижения. У обычного человека нет целей, а значит нет судьбы, все определяют роли и сценарии.

Принципы отношений. Логика.

Интуиция является толчком к образованию отношений, по принципу от обратного. Как в природе притягиваются магниты, также притягиваются мужчины и женщины, плохие-хорошие, богатые-бедные и т.д. Аналогично, выстраиваются у людей проблемы, болезни. Поэтому одно и то же средство, может стать кому-то лекарством, кому-то ядом, а причиной тому является обычный магнетизм. Отношения выстраиваются через диалог. Считается что диалог — это общение 2-х участников. На самом деле их 4, потому что опыт общения каждого (умение играть роли) кроме силы личного мнения, включает в себя силу общественного мнения (сокращённо "общество"). Например, когда за спиной стоит группа единомышленников договариваться с кем-либо легче, а перед президентом любой страны обычные люди преклоняются безоговорочно, даже, если за ним никого нет. Другими словами, когда мы с кем-то

говорим, мы говорим не только с этой личностью, а и с отражением общества в нем, то есть "обществом". I закон диалога: диалог - это общение 3-х участников. II закон диалога: третий участник обязательно появляется, материализуется на втором этапе общения, подобно тому, как тайное становится явным. В самой примитивной форме диалога, когда дерутся двое за свою правоту, со стороны общества, под вывеской гуманности материализуется тот, кто захочет вывести себе подобных из примитивного уровня на ступень выше. III закон диалога: вектор движения в отношениях направлен или вверх к созиданию, к устойчивой системе более высокого уровня, или вниз к хаосу и деградации, к устойчивой системе более низкого уровня. Когда у группы нет общей для всех цели, появляется хаос, хаос провоцирует примитивную борьбу за выживание. Как только сформируется жертва, а на ее фоне плохой и хороший, все без слов приходят к согласию более примитивного уровня, и наступает покой. Вывод: как и человека, так и его отношения определяют цели.

Итак, в диалоге непосредственно участвуют два собеседника плюс один невидимый - более сильное "общество" одного из них. При отсутствии общей цели, один из собеседников подавляет опору на "общество" у другого. На основе триады (3 число устойчивости) появляется личная цель для совместных действий. Появление цели, 4-го элемента, превращает треугольник в тетраэдр. В экстремальных ситуациях общая опора есть изначально, это общее понимание наличия проблемы. Тогда цель появляется неосознанно - выжить. Ее можно достичь, если уметь договариваться, и фактически действовать совместно. Если цель реально обоюдная, ресурсы объединяются и оба выживают. Они реально выживают потому что любые события, обстоятельства, как системы более низкого уровня, всегда подстраиваются под систему более высокого уровня, силу единства мысли людей. Природные катаклизмы в обществе, стране, мире увеличиваются, когда условное «единство мыслей людей» какой-то группы опускается ниже критического уровня. Другой пример, когда мужчина осознанно вступает в союз с женщиной и создает семью, с целью рождения детей, потому что так принято в обществе. Со временем "общество" материализуется в виде детей, появляется цель - совместно преодолеть этап жизни до их взросления. Будущее этой семьи гарантировано, вплоть до осуществления данной цели. В обычных отношениях цели не обговариваются, поэтому цель прямо диктуется одним из двух, на основе своего понимания "общества", а брак является средством достижения личных целей. В фиктивном браке, то есть браке без обоюдно осознанной цели, дети не становятся триадой своих родителей. Как правило, у таких семей проблемы с рождением детей, болезнями и т.д. Сценарий общения таких родителей есть соперничество на всем отрезке контактирования, с привлечением, прямо или скрыто, посторонних ресурсов для доминирования. Сильный тянет вверх, в будущее, слабый для равновесия добивается своих целей скрыто. В поисках защиты у своего "общества", слабый тянет в прошлое и выстраивает скрытый тетраэдр вершиной вниз. Как правило падать легче, чем расти.

На втором этапе диалога невидимая сила "общества" материализуется в виде людей. Одновременно рождается первоклетка власти общества, которая материализуется в институтах власти государства. Итак, в отношениях появляются любовники, любовницы, друзья, подруги, братья, сестры, родители, с той или этой стороны. Их задача, оставаясь невидимым, придавать паре цель, смысл для существования по принципу разделяй и властвуй. Они как заговорщики, будучи в сговоре с одним из пары, становятся доминантами положения. При этом все потенциальные жертвы интуитивно чувствуют утечку ресурсов, «крови» своей семьи. Страх полной потери ресурсов инстинктивно провоцирует лихорадочную деятельность, но все попытки компенсировать потери оказываются тщетными. Сначала уходит удача, потом репутация, деньги, здоровье, и потенциальная жертва превращается в жертву конкретную. Например, если брак создается под одной крышей с родителями, то власть в доме изначально переходит к теще, она защищает свою дочь(сына) от "чужих". Будущего у таких отношений нет, так как вектор цели направлен вниз в прошлое. Благодаря современным средствам связи, видимое проживание в разных домах стирается, а давление невидимой власти благожелателей остается и нарастает. Даже если нет родителей или близких людей, в триаду легко вписывается государство, колдуны, экстрасенсы, психологи, врачи и другие добрые люди. У каждой триады свои цели, их десятки, все они призрачно прекрасны и личность подобно мухе мечется от одного тетраэдра к другому, пока не выдохнется. Подобно примеру с дракой двоих, как только оформится жертва (банкротство, алкоголизм, наркомания, убийство), все нормализуется на более низком уровне. Далее сценарий повторяется с другими персонажами. В тех отношениях, где изначально нет озвученных целей, зреют интриги и заговоры, со всеми

вытекающими последствиями. Всего одно слово определяет и человека, и объединение людей, но на каждом уровне по-разному. Когда человек думает о себе, что он святой, это оказывает хорошее влияние на его развитие, но, когда он ходит и говорит об этом на каждом углу, или зациклен на этом в мыслях, это психическое отклонение. В отношениях наоборот, тот кто замалчивает, представляет опасность. Тот, кто говорит, берет на себя ответственность, за которую придется когда-то отвечать. Поэтому люди склонны скрывать свои цели и намерения. И тем не менее все отношения крутятся вокруг цели, потому что цель имеет скрытое свойство – она дает достаточно энергии, для ее достижения. Правильная цель это окно в мир бесконечной энергии, которую можно конвертировать в любые богатства мира.

Практика отношений.

Решением всех проблем граждан занимаются врачи в рамках диалога. Отношения врача и пациента осуществляются аналогично экстремальным ситуациям. Разница в том, что роль жертвы изначально закреплена за больным. В идеальном случае, в случае полного взаимопонимания и согласованности врача с пациентом происходит чудо выздоровления. Тогда за врачом закрепляется слава божественного целителя. Как правило, пациенты не склонны включаться в процесс, сбрасывают ответственность со своих плеч на врачей, и не желают никаких перемен. Наличие коммерческой стороны также способствует тому, что процесс излечения может тянуться годами. Вне поле зрения остается скрытая сторона болезней, их микроформа. В случае контакта с больным, их болезнь в малой форме переходит к врачу. Это как в лесу, если есть один гриб, значит где-то прячется другой. Врачи в прямом смысле заболевают в более легкой форме, подобно тому как делают прививки. Представьте, что будет с человеком, если несколько раз в день и до выхода на пенсию ему получать такие «прививки». Получается, врачи менее защищены от болезней, чем обычные граждане. Так как фокус внимания лежит не на врачах, и интуитивно считается, что врачи тоже люди со своими болезнями, появляется проблема более высокого уровня – уровень общественных болезней. Секрет божественного врачевания прост: в результате диалога выяви в себе и вылечи микро-болезнь пациента, и пациент, даже дистанционно, без контакта с ним, полностью восстановится. Пока мы этого не понимаем, имеет место парадокс: внутренне более здоровый пациент приходит за помощью к внутренне больному врачу и при этом на что-то надеется. Все общественные проблемы растут в тени игнорирования таких парадоксов, их корень - незнание вышеописанных истин.

Носителями общественных проблем являются крайние формы личностей. У маньяков (2), избыточно личное Я, отвергнуто "общество", то есть нет морали, бога, ярко выражены аналитические способности. У фанатиков (3) наоборот, отсутствует свое Я, движимы идеями какого-либо "общества", сильно выражено практическое мышление. У обеих групп не развито образное мышление, что выражается в отсутствии способности критически мыслить. Избыток образного мышления, при отсутствии двух других мышлений относится к психопатам (1). Вокруг наиболее одаренных психопатов создаются секты и псевдорелигии. Все эти три группы объединяет неспособность созидать, выраженное в отсутствии воли («кровь» тела Ума) и духа («кровь» тела Разума). В отличие от обычного большинства, эти не играют роли и не создают сценарии, они живут в них всей душой и сердцем. Роли, сценарии и события чудесным образом самоорганизуются вокруг них. В резонансе слияния в обществе исторгаются огромные потоки «крови» (воли и духа) и направляются в окно цели. Они самораспространяются в обществе завораживая собой все вокруг и исчезают в душевной пустоте лидеров. Только трехмерное понимание диалога позволяет выстроить правильную стратегию для устранения перекосов разных видов мышления у человека и его объединений.

В результате практической деятельности, вырабатывается у человека опыт или нет, определить просто. Например, отдавая технику в сервис, подразумевается, что ее ремонтируют опытные специалисты. Это мнение распространяется на личность и социальную сферу, что становится источником заблуждений. Например, человек открывает всю жизнь бизнесы, банкротится и опять открывает, и нам кажется, что он опытный бизнесмен. Также можно вступать в брак, обжигаться, опять искать свою мечту и претендовать на роль опытного семьянина. На примере с аппаратом, отданным в сервис получается, что можно всю жизнь чинить аппарат, и быть при этом спокойным, потому что опыт ремонтников растет каждый день. Абсурд: опыт растет, а результат нулевой. Если такая логика правильная, значит обжоры и алкоголики лучшие специалисты в еде и питье. Суть: многие воспроизводят впечатление деловых, успешных, востребованных людей, но при этом

абсолютно не имеют опыта ни в чем. Аналогично в общественных процессах. Когда количество чиновников, врачей, полицейских, ученых или представителей любой социальной группы больше некоторой критической массы, то они начинают разрушать общество. Кто должен защищать, начинает преследовать, на деле медицина старается, лечит, а по факту калечит и т.д. Вывод: действительно, все в мире избыточно осведомлены, но прячут свои грехи, ошибки за иллюзией опыта. Растут могут информация, осведомленность, количество специалистов и их организаций, прекрасные показатели и статистика, но не опыт жизни. Опыт — это не результат деятельности, а результат осмысления ошибочных действий. Он не растет, а накапливается в результате тяжелого умственного труда по переосмыслению проделанных шагов и находит отражение в каких-то достижениях. Осведомленность имеет двойственную природу, событие-информация, опыт тройственную, событие-анализ-результат. Определение диалога как общение двух людей приводит к огромному росту клубка отношений. Для их контроля расходуются огромные ресурсы мозга, не оставляя при этом ресурсов для осмысления неизбежных ошибок. Ошибки накапливаясь приводят к стрессам, усталости, поиску рационализаций, оправданий себя, назначению врагов на пост виноватых в своей жизни, далее болезни и смерть. Другими словами, определение диалога как общение двух людей, вынуждает человека опираться на количественные показатели жизни, а не качество. Количественно жить это входить в роль, и не иметь возможности вырваться из нее до конца сценария, и даже результат не важен, важен процесс. Например, почувствовав вкус денег, человек сам не может остановиться, его остановит или смерть, или зачастую тотальное банкротство. Далее не получив удовлетворение, человек лихорадочно перебрасывается на другую роль, в надежде на другой результат, но всё равно в конце или смерть, или крушение. Количество может быть бесконечным, поэтому оно затягивает людей в себя как болото. Качество имеет ограничение в виде чувства удовлетворения, а в идеале это счастье. Счастье практически достижимо в случае принятия тройственной природы человека, личности и его отношений.

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Sociological sciences

SECOND SOCIAL REALITY: NOMADISM AND DIGITAL MIGRATION

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Abstract

The article devoted to analyze the expanding processes of digitalization of public life and an active development of artificial intelligence (AI). We are witnesses of creation a new social reality or a second reality, which the scientists sometimes call metasocium and sometimes call virtual reality. Currently, we can see how an active human activity gradually transforming to the second reality or man-made environment. The problems of the increasingly complex dynamics of social development are discussed, in the context of modern trends in the nonlinearity of the new world order. Particular attention is paid to analyzing the impact of new forms of artificial intelligence that have become widespread, as well as the benefits and risks associated with the rapid entry of AI into our social life. The new social trends that have emerged after the COVID-19 Pandemic are considered, such as remote work, digital technologies and the transfer of many forms of human activity to the second reality.

Keywords: second reality, metasocium, digital migration, artificial intelligence.

Introduction

Modern social challenges and processes of digitalization of reality are putting forward the need to develop a new concept of causality in sociological theory. Modern challenges existing within civilization have a non-linear impact on the all human life practices [Tiryakian, 2014, 91-112]. This requires the development of fundamentally new types of modernization. Subsequent processes of modernization led to the gradual transformation of technology into the relatively independent intellectual and technical substance. The expansion of digitalization processes and the active intervention of artificial intelligence (AI) have brought closer the possibility of step-by-step "humanization" of robots. Sociologists are concerned about such complicated dynamics of the social development. There is no longer a "pure" society, and that, in essence, this leads to the "end of the social" [Baudrillard, 1983]. Sociologists began to turn to interdisciplinary concepts that take into account modern trends in the nonlinearity and complexity of the new world order in the context of a growing digital format. In sociology, attempts are being made to comprehend some new nonlinear directions in the social developments. The hybridization of social and material worlds leads to their "complete intertwining", which contributes to the "alternativeness of future societies" and to the multiplicity of variations. [Urry, 2011, 8]. Sociologists began to interpret modernization as a "secondary axial revolution", coupled with the need to solve new ontological contradictions [Eisenstad, 1995]. In this context, new sociological theories are in demand, based on taking into account modern trends in the complexity and nonlinearity of the world order, the hybridization of socio-digital and natural reality. Serious developments are currently underway intensively and impressive results have already been achieved in the field of AI and digital transformation of society.

Problem of two realities

Artificial modification of the human body in the future can replace its spontaneous evolution. In 5-10 years, AI will create such an extensive virtual reality that it will be difficult to distinguish it from the real one. For many years the interpenetration of two realities took place; a kind of interference of virtual and real reality. Similarly, AI plots are both real and far-fetched, artificial so much that it is difficult to distinguish. J. Baudrillard, describing the postmodern model of society, used the term "hyperreality". He describes a state in which a person cannot distinguish reality from simulation, since all objects of the physical world are replaced by images and signs, which he called "simulacra". [Baudrillard, 1981]. The age of superintelligent people is coming: this opinion was recently expressed by Stephen Hsu, Professor of Michigan University and a founder of Cognitive Genomics Lab. [Hsu S., 2014]. Therefore, AI is unlikely to be able to replace humans in all areas of their activities. There is no doubt that it will find the widest application in almost all areas of human activity. Now AI is being trained to imitate people, make films,

give interviews on behalf of another person and in his voice. New models of ChatGPT versions will have the opportunity to influence people, penetrate social networks and manipulate public opinion. AI will be able to create hundreds of thousands of humanoid bots that will have an impact on the mass consciousness. One of the creators of AI, Elon Musk recently responsibly stated that AI could become a threat to society and civilization¹. He called on humanity to start regulating this sphere as soon as possible and create a special agency for this.

Neural network and transition to metasocium

From the point of view of sociology, AI is interesting because it makes obvious the problems of the development of artificial sociality. Technologies such as ChatGPT open up new, previously unpredictable possibilities for transforming human dependence on algorithms. [Lindberg, 2023, 140]. Today upgraded and improved AI models appeared, which are 50 times smarter than the old versions. They perform natural language processing, search engine optimization, image and video processing, added reality and virtual reality. Researchers are now talking about creating the next generation of Internet platforms, which has been dubbed the "metauniverse." [Ball, 2020]. The founder of "Meta" Mark Zuckerberg described the metauniverse world as "the internet where you're on, not just looking at it."² The goal of the metauniverse is to create new ways of interacting between people and to digitalize real life. There is no single matrix in the world of the metauniverse, it is a reality in which the space is created by the users themselves. By February 2022, more than 10,000 virtual worlds had already been built. The number of monthly active users has already exceeded several hundred thousand people. By the 2026, one in four of us will spend at least an hour a day in the metauniverse: working, studying, communicating and making the necessary purchases [Ball, 2020]. However, recent sociological studies have shown that even today students have increased the amount of time spent on the Internet several times: in 2023, 83% of students spend more than 4 hours a day, and for some this figure reached up to 10 hours [Lesnoy, 2023, 62]. In fact, this is a new virtual reality, an artificially created space, in which real life is gradually being transferred to a digital platform. Thus, the metasocium is gradually beginning to displace real sociality, digitizing many forms of human activity.

Due to the COVID-19 pandemic in 2019-2020, many switched their work the remote format. This, of course, led to an even greater fragmentation of society, to a sharp reduction in real social contacts between people. However, the COVID is gone, but the remote work remains. And this will probably be even more in the future. A new so called "digital generation" of young people has appeared, for whom "remote" working has become a new way of life, the style of "digital nomad" [Makimoto, 1997]. According this, active digital travelers have replaced those who work on the remote from those who work at home.

Digital migration and nomadism

Digital relocants or digital autists of modern time prefer a kind of "escape from reality" into a second, parallel reality. We are witnesses of taking place an historical transition to metasocium. The second, parallel life creates the possibility of a double life in virtual reality on the World Network. Digital relocation allows people to escape "without loss" into another reality, into a new "other world." This is artificial parallel life in another reality. Each digital relocant will soon have its own artificial intelligence in digital reality or a kind of digital **avatar** in metasocium. This is an example of life in a parallel reality with own personal avatar. An avatar that could continue his life in matasocium, even after his actual death in the real life.

Now the big shopping malls and trade centers have begun to experience difficulties with customers, because of the young people are gradually moving to online platforms for purchases with home delivery. They order not only food, but clothes, shoes, equipment and anything else. Online trading is actively replacing trade in large stores and malls. In the near future, online trading platforms will dominate.

Visits to museums in other countries and cities are becoming available online. To do this, you don't need to travel to another country, buy a ticket, stand in a long line to get into the museum and theaters, etc. Digital tourism will become accessible to many people and for many will replace expensive trips abroad. Online tourism can in many cases replace the real travels. The international scientific community is widely use opportunity to participate online at scientific conferences. Huge number of scientists have had the opportunity to make presentations and reports at the scientific events. Previously, such active and widespread participation was simply impossible due to high travel expenses. The same can be said

¹ BBC News. <https://www.bbc.com/news/uk-67302048> (accessed: 11.05.2024).

² Into the metaverse: What is it? <https://engati.medium.com/into-the-metaverse-what-is-it-960a22c6cea3> (accessed: 02.04.2024)

about the new online learning opportunity. Many reputable universities have made themselves accessible to a huge number of students in online portals.

Conclusion

Remote working is becoming a part of our lives. We unexpectedly encountered this new social trend in Armenia when the Ukrainian war and Western sanctions forced many Russians to leave the country [Poghosyan, 2023, 52-61]. In the summer of 2022, about 150,000 Russians arrived in Armenia, moved their business, sometimes together with office workers. Most of them were young people, representatives of small businesses, IT companies and internet specialists, whom we have dubbed *relocanms* [Integration VS Repatriation, 2022, 193]. Many people, especially young generation, liked this so-called "digital nomadism". They travel around the world and work online with their employer. They are free from the need to visit the office every day. They are free to choose the place and time for their work. This makes them not only temporally independent, but also free from the fixed working place or local-free. If we consider that in the near future artificial intelligence will allow everyone to create a personal **avatar** in a digital format, then we can assume that this will allow one to become free from own physical body or body-free. Somebody will be able to send his avatar to the conference to present the scientific report. The avatar will even be able to answer on some questions from the participants or their avatars. Thus, this other reality - metasociety, gradually will begin to replace the people's stay in ordinary living space, filling most of his time. He will begin to live in double space-time, and will spend most of his life in a metasociety, or in a second parallel reality.

Currently, work is already underway in the field of digital sociology to study the social information on the worldwide network. For the such sociological studies Big Data processing methodology is used. In addition, with the development of quantum computer technology, statistical processing of Big Data will become more accessible and efficient. It is obvious that the capabilities of AI will again be used to analyze the results of digital sociology research in the space of metasocium. Thus, it can be assumed that in the near future sociologists will have to develop the new methodological foundations for the digital sociology to conduct survey on the behavior of virtual avatars in the metasocial space.

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Abstract

*The presented publication provides data on the cause of dysentery in pigs and proves that the main cause of dysentery in pigs is the spirochete *Borrelia hyodysenteria*. An addition to the pathogenesis of the disease was made on the basis of own histological studies. Pathological-anatomical changes in the digestive organs, liver, myocardium, kidneys during the acute, subacute and chronic course of dysentery are described in detail. It was found that changes in the large intestine are typical for dysentery - diffuse hemorrhagic colitis (in the subacute course of the disease) or diffuse diphtheritic colitis (in the subacute or chronic). The method of detecting the pathogen during the autopsy of a dead animal using microscopy is described. It has been established that the pathogen can be detected by microscopy of native smears from the mucous membrane of the large intestine in a darkened circle of the microscope in fresh corpses of pigs (no later than 2-3 hours after death).*

Аннотация

*В представленій публікації приводяться дані про причину дизентерії у свиней і доведено, що основною причиною виникнення дизентерії у свиней виступає спірохета *Borrelia hyodysenteria*. На підставі власних гістологічних досліджень зроблено доповнення до патогенезу хвороби. Детально описані патолого-анатомічні зміни в органах травлення, печінці, міокарді, нирках за гострого, підгострого та хронічного перебігу дизентерії. Було встановлено, що типовими для дизентерії є зміни в товстому кишечнику – дифузний геморагічний коліт (за підгострого перебігу хвороби), або дифузний дифтеретичний коліт (за підгострого чи хронічного). Описано метод виявлення збудника в період розтину загиблої тварини з використанням мікроскопії. Встановлено, що виявляти збудник можна при мікроскопії нативних мазків із слизової оболонки товстого кишечника в затемненому колі мікроскопа у свіжих трупах свиней (не пізніше 2-3 години після загибелі).*

Keywords: *inflammation, dystrophies, catarrhal gastritis, hemorrhagic colitis, diphtheritic*

colitis, exhaustion.

Ключові слова: запалення, дистрофії, катаральний гастрит, геморагічний коліт, дифтеретичний коліт, виснаження.

Дизентрія у свиней – висококонтагіозне інфекційне захворювання, що має гострий, підгострий і хронічний перебіг та характеризується виснажуючою діареєю, зневодненням, інтоксикацією і високою летальністю. До хвороби сприйнятливі всі вікові групи свиней, але найчастіше хворіють поросята групи дорощування та відгодівлі до 6–7-місячного віку [1–2].

Етіологія. Вперше хвороба була виявлена в 1921 році у США і швидко почала поширюватись в різних країнах світу з розвитком свинарством. Що стосується збудника захворювання, то впродовж 50–60 років різні дослідники виділяли від хворих і трупів свиней *Vibrio coli*, *Теропета hyodysenteriae*, *Salmonella cholerae suis*, *Balantidium suis* і навіть вказували на вірусну етіологію. Часто вказували на поліетіологічну причину, тобто вважали, що хвороба викликається асоціацією мікроорганізмів і найпростіших.

Останнім часом збудником дизентерії вважають *Borrelia hyodysenteriae*, (в зарубіжній літературі збудник називають *Brachyspira hyodysenteriae*), яку в 1972 році описав Харрус під назвою *Теропета hyodysenteriae*. Але виявилось, що борелії є постійними мешканцями травного каналу здорових тварин і можуть проявляти патогенну активність за зниження резистентності під впливом різних стрес-факторів. Цьому можуть сприяти вібріони, балантидії та інша мікрофлора травної системи на фоні дисбактеріозу [3, 4].

За нашими багаторазовими спостереженнями в нативних мазках із слизової оболонки товстого кишечника, виготовлених в період розтину, виявлялись переважно рухливі спірохети і зрідка поодинокі великі світлі кульки балантидій. Виходячи з цього, очевидно, ведуча роль в етіології дизентерії у свиней покладається на спірохету *Borrelia hyodysenteriae*.

Слід відмітити, що поширення дизентерії від господарства до господарства проходить через племінний молодняк, закуплений із свиного господарства неблагополучного щодо дизентерії. Перехворілі тварини тривалий час є носіями патогенних борелій. В самому господарстві збудник виділяється від тварин в інкубаційний період, від хворих і тих, що перехворіли.

Патогенез. Збудник хвороби потрапляє в організм аліментарним шляхом через контаміновані ним корми і воду. Найбільш сприятливим місцем для розмноження спірохет стає слизова оболонка товстого кишечника, особливо його крипт. Епітеліальний покрив крипт, який в нижній частині представлений переважно циліндричними клітинами і поодинокими келихоподібними клітинами, під впливом продуктів життєдіяльності збудника, вони перетворюються на келихоподібні клітини, тобто в них виникає клітинна слизова дистрофія (рис. 1–2). Внаслідок надмірної секреції слизу келихоподібні клітини крипт руйнуються і в їх просвіті крім слизу виявляється велика кількість звивистих спірохет (рис. 2). Із слизистою масою крипт збудник переміщається на поверхню слизової оболонки і особливо його багато міститься між пластами фібринозного ексудату (рис. 3), який поступово накопичується на поверхні слизової оболонки.

Таким чином, місцева дія токсичних сполук збудника викликає дистрофічні і руйнівні зміни в епітелії крипт слизової оболонки товстого кишечника, а вплив їх на мікроциркуляторне русло обумовлює розвиток геморагічного запалення (за гострого перебігу хвороби) або дифтеретичного (за підгострого та хронічного), які клінічно проявляються діареєю і зневодненням.



Рис. 1 Поперечний зріз крипти з наявними в ній спірохет (імпрегнація срібла нітратом ок. 10, об. 40).

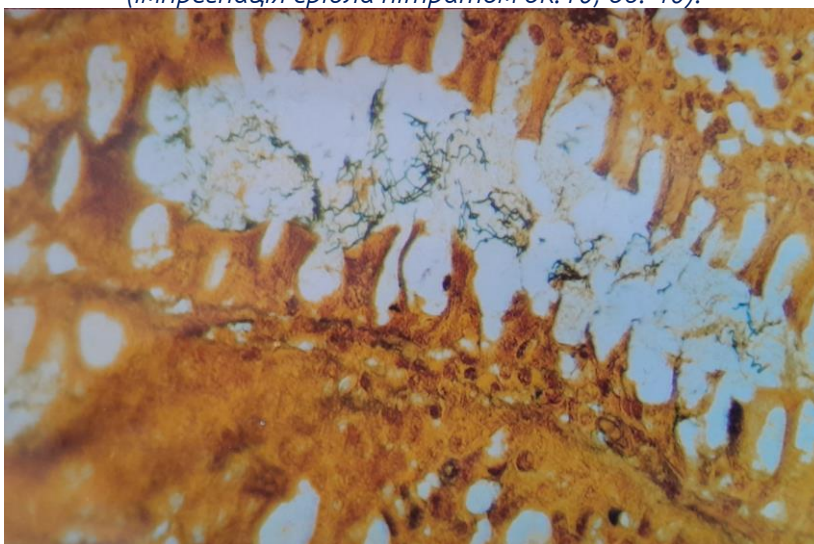


Рис. 2 Зруйновані келихоподібні клітини крипти і наявність в її просвіті спірохет (імпрегнація срібла нітратом ок. 10, об. 40).

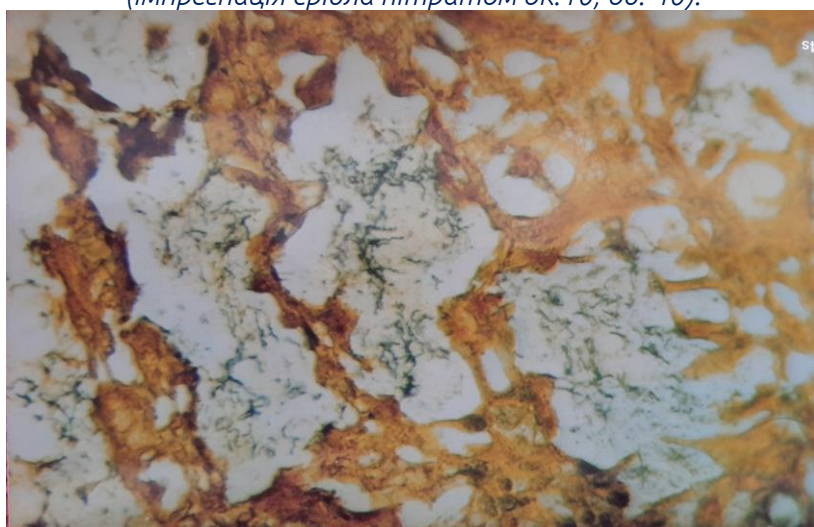


Рис. 3 Накопичення збудника в фібринозному ексудаті на поверхні слизової оболонки (імпрегнація срібла нітратом ок. 10, об. 40).

Проникнення токсичних сполук із кишечника в кров викликає загальнорезорбтивну токсичну дію, обумовлюючи інтенсивні дистрофічні зміни в печінці, міокарді, нирках і впливають на

нервову систему. Така комбінована дія токсинів, які викликають глибокі порушення обміну речовин в різних системах та зневоднення організму приводить хворих тварин до загибелі.

Перебіг та клінічні ознаки хвороби. Інкубаційний період триває від кількох днів до двох тижнів, рідше довше, що залежить від вірулентності збудника, його дози, яка потрапила в організм, резистентності тварин і впливу на них негативних факторів зовнішнього середовища. Від цього залежить перебіг хвороби, який може бути гострим, підгострим і хронічним.

За гострого перебігу спостерігається пригнічення, зникає апетит, посилюється спрага, підвищується температура тіла і pojawiaється основний симптом хвороби – діарея. Спочатку фекалії стають рідкими сіро-брудного забарвлення, а затим набувають коричнево-червонуватого кольору. З появою діареї температура тіла знижується до норми. Хворі тварини неохоче рухаються, з'являється хитка хода, живіт підтягнутий. Шкіра в ділянці вушних раковин, підгруддя, живота поступово набуває злегка червоно-фіолетового забарвлення. Хвіст і стегна забруднюються коричневими, рідше червоними випорожненнями. Смерть настає на 3–4 добу хвороби.

Підгострий перебіг хвороби може тривати до двох тижнів. Температура тіла підтримується в межах норми. Поросята суттєво втрачають масу тіла із-за зневоднення і порушення засвоєння корму. Шкіра набуває сірого забарвлення, щетина частково скуповджена, втрачає блиск. Апетит майже відсутній, посилюється спрага, випорожнення рідкі, водянисті сірого кольору. В такому стані хворі тварини можуть перебувати до двох тижнів, стають кволими і гинуть.

Хронічний перебіг зустрічається рідше і хвороба може тривати більше двох тижнів. Такі поросята значно втрачають масу тіла, відстають в рості та розвитку. Як ускладнення у них pojawiaється кашель.

Патолого-анатомічні зміни залежать від перебігу хвороби і можливих ускладнень. Так, за гострого перебігу трупи поросят мають задовільну вгодованість, без ознак відставання в рості (рис. 4). Щетина злегка скуповджена, тьмяна, а шкіра вушних раковин, підгруддя і



Рис. 4 Зовнішній вигляд трупа поросяти за гострого перебігу дизентерії живота злегка набула червонуватих відтінків. В ділянці стегон і хвоста вона забруднена рідкими коричневими випорожненнями (рис. 5). Значних змін зазнають органи травлення. Шлунок помірно наповнений кормовими масами, а слизова оболонка, особливо донної частини шлунка, інтенсивно забарвлена в темно-червоний колір, набрякла і вкрита значною кількістю сірого тягучого слизу (рис. 6). В тонкому кишечнику міститься невелика кількість сіро-жовтуватого хіму. Слизова оболонка дифузно забарвлена в сіро-червоний, а місцями в



Рис. 5. Забруднення шкіри стегон і хвоста рідкими коричневими випорожненнями



Рис. 6 Інтенсивний слизовий катар донної частини шлунку



Рис. 7 Зовнішній вигляд товстого кишечника за гострого перебігу дизентерії

червоний колір, набрякла і вкрита слизом. Товстий кишечник з боку серозної оболонки дифузно забарвлений в темно-червоний колір (рис. 7). У порожнині сліпої і ободової кишок знаходиться значна кількість рідкого вмісту темно-червоного кольору. Слизова оболонка товстого кишечника

темно-червона, набрякла, розпушена і в окремих місцях, по верхівках складок, вкрита ніжними сіро-жовтуватими нашаруваннями фібрину, які не відокремлюються від слизової оболонки.

Печінка злегка збільшена, переважно зів'ялої консистенції, неоднотонно забарвлена в світло-коричневий та сірий колір, а по краях – в темно-червоний (рис. 8). На розрізі вона не однотонно забарвлена так як ззовні, місцями сухувата, а місцями кровонаповнена, малюнок стертий.



Рис. 8 Загальний вигляд печінки за гострого перебігу дизентерії у поросяти

Нирки не збільшені, злегка зів'ялої консистенції, неоднотонно забарвлені в темно-червоний і світло-коричневий колір (рис. 9). На розрізі кіркова речовина забарвлена так як і ззовні, а мозкова в сіро-червоний, малюнок стертий.



Рис. 9 Зовнішній вигляд нирки за гострого перебігу дизентерії у поросяти

За підгострого перебігу хвороби трупи поросят мають худий вигляд, шкіра і слизові оболонки забарвлені в світло-сірий колір. Шлунок містить незначну кількість кормових мас. Слизова оболонка шлунку перебуває у стані катарального запалення, але менш вираженого ніж за гострого перебігу. Тонкий кишечник лише місцями злегка піддався катаральному запаленню. Товстий кишечник ззовні має сіре забарвлення, а в його просвіті містяться несформовані фекалії брудно-сіро-зеленуватого кольору з невеликими домішками крихких фібринозних мас. Слизова оболонка кишечника дифузно вкрита значним нашаруванням сірих фібринозних мас, щільно з'єднаних із слизовою (дифузний дифтеретичний коліт) (рис. 10). В міокарді, печінці та нирках також виявляється зерниста дистрофія різної інтенсивності. Селезінка не реагує.



Рис. 10 Дифузний дифтеретичний коліт у поросяти за гострого перебігу дизентерії

За хронічного перебігу дизентерії трупи поросят незадовільної вгодованості на межі виснаження з ознаками відставання в рості і розвитку. Крім ознак, виявлених за підгострого перебігу хвороби, часто виявляють катаральну бронхопневмонію верхівкових, серцевих часток легень і зрідка спайки між запаленими легеньми і костальною плеврою.

Діагноз на дизентерію встановлюють на підставі аналізу епізоотичної ситуації, клінічних ознак хвороби, результатів розтину з обов'язковим дослідженням нативних мазків із слизової оболонки товстого кишечника (в затемненому полі мікроскопа при збільшенні 10x40), за умови, що дослідження проводиться не пізніше 2–3 годин після загибелі тварини. В затемненому полі мікроскопа можна побачити поступальні змієподібні рухи спірохет. За відсутності мікроскопа роблять мазки-відбитки із слизової оболонки товстого кишечника на предметні скелья, їх висушують і в умовах мікробіологічної лабораторії фарбують та мікроскопують.

Із вищезазначеного можна зробити висновки, що основною причиною виникнення дизентерії у свиней виступає спірохета *Borrelia hyodysenteria*. Типовими для дизентерії є зміни в товстому кишечнику – дифузний геморагічний коліт (за підгострого перебігу хвороби), або дифузний дифтеретичний коліт (за підгострого чи хронічного). 3. Виявляти збудник можна при мікроскопії нативних мазків із слизової оболонки товстого кишечника в затемненому колі мікроскопа у свіжих трупах свиней (не пізніше 2-3 год після загибелі).

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