

## Place of Business Communication in the System of Values of Uzbekistan Youth

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**Abstract.** The presented article analyzes the factors of business communication interaction in the activities of various social groups. The axiological aspect of communicative problems is considered on the example of a sociological survey of the youth of Uzbekistan produced by the authors. The features of the value attitudes of society, which form the general cultural trend of business communication, which are of great interest for modern sociological and cultural studies, are investigated. Modern trends and criteria for the development of social relations in the Republic of Uzbekistan are highlighted through the prism of the dynamics of demographic processes in the Republic of Uzbekistan. Based on the results of sociological research among the youth of the Republic of Uzbekistan, an analysis of ideas about the value of a career and material values in the life of student youth is proposed.

### INTRODUCTION

Today, within the framework of professional activity, business communication is an integral communicative component of the socio-cultural interaction of representatives of various social groups. Business communication is of particular importance in professions where the effectiveness of the result depends on the style and form of interaction and interpersonal relations of specialists. Research in the field of economy, philosophy, demography, political science, sociology, cultural studies, psychology and pedagogy prove that business communication, social communication and activity are interrelated independent aspects of the professional activity of any specialist. Outside of communicative interaction, relations between people including business ones, the creation of a favorable microclimate in the team, successful, productive, effective professional activity are impossible. Business communication is a means of organizing cooperation in solving professional problems through interaction and influence in the process of joint coordinated professional activities in the form of conversations, discussions, negotiations, industrial disputes preceding the conclusion of agreements, contracts and other things. Taking into account the demographic situation and the dynamics of population growth is of great importance in the study of business communication. In modern Uzbekistan, activities with business communication are becoming an important content of professional activities, in which a specialist with a high level of information culture, who understands the specifics of documentary flows in his field of activity, is able to navigate in various sources of information, including electronic media, can organize, interpret and exchange information.

## Methods:

1. General scientific methods: 1.1 systems analysis, 1.2. Structural and functional, 1.3 Comparative studies, 1.4. Hypothetical-deductive method, 1.5. Formalization method, 2. Methods of specific sociological research: 2.1 questioning, 2.2 poll, 2.3 dialogue, 2.4 sociological observation, 2.5 expert assessment, 2.6 self-reflection.

Many modern researchers classify business communication into the following types:

- business conversation, commercial negotiations, business meeting, business telephone conversation, reception and communication with visitors (F.A.Kuzin);

- business conversation, business negotiations, business meetings, business discussions (L.D. Stolyarenko);

- business conversations (negotiations, meetings, "round tables", discussions, debates, debates); business meetings (group and face to face); public speeches (reports, messages, greetings, self-presentations, etc.); meetings; press conferences (briefings); business breakfasts, lunches, dinners, buffets; interviews (for example, when applying for a job); communication through the media (by phone, via the Internet, by post or e-mail.), etc. (II Aminov).

The term "business communication" in its content is more voluminous than "professional communication", since professional communication is always business, as well as representatives of various professional groups can participate in business communication, each of which speaks its own professional language and decides its specific tasks, but is forced to contact representatives of other professional groups to solve them.

Business communication provides some assistance in the formation of psychology and group consciousness of the professional community, is a rallying segment in relation to its members. Such communication gives them the opportunity to feel social and psychological unity, to understand the universality of the actions performed, the necessity and importance of these actions, in addition, this communication provides the internal stabilization of the community. Another essential function of business communication is the function of social control over the activities of an individual or a community member by the entire community.

[1] Consequently, communication is a communicative mechanism through which the professional community signals the approval or disapproval of the activities of its members, brings to the community members a set of professionally significant rules, established requirements and orientations that have developed within the community.

The rapid development of new means of business communication increasingly demonstrates the impossibility of progressive socio-economic advancement in a system where there is no interaction between the state and society. In the presence of social networks, forums, various news resources, it is increasingly difficult for the state to subjugate public opinion and ensure a positive attitude of the population towards certain state decisions. And it is not surprising that in such a situation the problem of interaction between the state and society is the subject of discussion by representatives of various spheres of public life. Civil servants, scientists, journalists and other specialists are trying to form the means, methods and tools to eliminate misunderstandings between the state system and society as a whole. This misunderstanding is based either on incorrectly built communication, or the absence of established communication channels between the subjects of public relations in the field of business, law

enforcement, the scientific and educational system and other areas of interaction between the state and society. [2]

Obviously, in order to successfully solve the problem under consideration, in addition to many favorable circumstances, it is necessary to have clear professional knowledge, skills, and skills among those responsible for building communications both between the state and society as a whole, and between various state bodies and individual civil society institutions.

As you know, the essence and role of communication in public life has been studied by philosophers since ancient times. Due to the extensive development of social sciences since the end of the 19th century, communication issues have become the subject of study in disciplines such as sociology, political science, social psychology, and so on. The rooting of market relations as the basis of social life in Western countries in the XX century has led to the fact that the topic of communications has acquired particular relevance in such areas of professional activity as management, public relations, marketing, advertising. In our opinion, of the above areas, it is a public relations specialist who must possess the broadest knowledge and skills to effectively establish communications in a complex and changeable environment of subjects of public relations.

If we are talking about business interethnic communication, then the need to take into account and understand the distinctive character traits of various ethnic groups, representatives of different countries and specific features of behavior comes to the fore. Within the framework of interethnic business communication in the Republic of Uzbekistan, subjects of business communication take into account the peculiarities of the main ethnic and psychological traits of various nationalities living in the state. [3] As a result, taking into account these characteristics contributes to the strengthening of international and interethnic relations, as well as the prevention of various kinds of conflicts.

The rapid development and improvement of information and communication technologies, which are the engine of economic progress, has led to the emergence of a whole variety of phenomena in the most diverse areas of human life. For the socio-economic sphere, the study of various aspects of business communication and their subsequent introduction into educational and state standards is of great importance.

The progressive development of modern information technologies in business communication has contributed to the emergence of various innovative information systems that meet the requirements of international standards of business communication in trade, logistics, production and science.

In connection with the changes in social and economic life, the introduction of various innovative business operations, such as e-commerce and service maintenance, is of great importance. Internet commerce in the context of business communication is becoming their effective and low-cost methods of regulating market relations at the local, regional and international level.

Due to the fact that business communication in various business areas is becoming more and more complex, its structural diversity is expanding: these are business meetings, meetings and negotiations, consultations and trainings, business presentations, press conferences, advertising, video conferencing, telephone conversations, business correspondence, newspaper and magazine articles. The types of business communication are also quite diverse: these are business correspondence within the company, contracts and documents

recording social and legal relations, business plans, telephone conversations, videoconferences, speeches of managers and employees at various events, opening remarks, congratulatory letters and etiquette texts. [4]

Business communication is usually differentiated into traditional-official and non-traditional-unofficial. The characteristic features of traditional-official communication are a strict, documentary business language, the limited scope of the subject within the framework of official tasks. As a rule, this is a standardized communication squeezed into the legal framework, which over time can lead to formalism and a loss of interest in the topic, so that this does not happen, they resort to informal communication, which allows them to diversify the topic, arouse interest in both the topic of communication and the interlocutor, promotes the expansion of general and professional horizons.

The Republic of Uzbekistan is a developing country, which is located at the central part of the Central Asian region, covers the territory of 448.800 square kilometers, and has a population of 33.905.800 souls based on the January 1, 2020 estimates, and has a mean population density of 74,1 people per square kilometers, while the population density figures are very unequal among the 12 regions (from 11,0 to 700,4 people per square kilometer). The Republic of Uzbekistan is the most densely populated part of the whole Central Asian region. The demographic growth of the Republic is mainly determined by special characteristics of the Eastern mentality, the religion of Islam, the traditions that are being passed down from generation to generation, and in which there is a belief that the level of wellbeing and flourishing of a family is directly proportional to the number of children that family has. Traditionally, large families, families with many children were seen as a symbol of the happy union between man and woman, as a demonstration of the blessing of Allah, and as a support for parents in the old age. This supposition is supported by numerous classical and folklore literature sources. In 17<sup>th</sup> and 19<sup>th</sup> centuries, when overwhelming majority of the population were dehqans, artisans, traders, the large families provided the parents with helping hands in work, since at that times the children were taught craftsmanship and artisanship at very young ages. The tendency for high birthrates in Uzbekistan lasted well into the 20<sup>th</sup> century. In Soviet period, the state government encouraged having many children: for instance, there was a decoration medal called “Women with many children”, families with many children were compensated, and they were awarded monetary and other material aids, privileges. Additionally, another one of the instruments of the stimulation of birthrate was the tax for childlessness – “a tax for bachelors, unmarried citizens, and citizens with small families”, which was imposed upon childless men of 20 to 50 years old, and upon childless women of 20 to 45 years old.

The availability of children in families gave the government a hope of future free labor force, which could be exploited in cotton plantations, in state orchards, and also it assumed the involvement of the state in these kinds of child labor exploitation in the system of state despotism. In the Republic of Uzbekistan such policy of forced mobilization of children to the cotton-picking activity were practiced for a very long period, however in recent times, Uzbekistan, in cooperation with the International Labor Organization (ILO) took several serious measures to completely eradicate the child and forced labor, and at the moment this problem is not as acute as it was before. However, in the 21st century there has been a persistent tendency to increase the share (%) of the value of material values, career, welfare,

business communication in the value system of the younger generation of Uzbekistan. If earlier in the first place in the system of values were placed family and children, now preference is given to education, professional solvency, material well-being and business communication.

The processes of urbanization, attraction of women into the public sphere, the increase in the requirements of decent mode of life, the desire to provide the children with decent education and material support gradually led to the partly decrease in the growth of the population and birthrate in Republic of Uzbekistan. Sociological survey, which was conducted by the authors of this article, supports the general tendency to decline in the birthrate, and it was widely covered in scientific literature. However, insufficient attention to the questions of the rise of population size in densely populated areas leads to the deterioration of production, transport, and engineering-communication infrastructure, which simply cannot serve the needs of ever-growing volume of people. In this condition, the task of regulation of the situation of overall environmental deterioration will become increasingly difficult owing to the extent anthropological impact on the environment. Overpopulation, which is characterized by the increase in the density of the population directly influences the level of social tension and inevitable leads to the emergence of various kinds of deviant behavior among the people.

The increase of the crime levels in densely populated areas can be considered one of the reasons of the unequal distribution of population among the administrative-territorial units of Uzbekistan. Increasing concentration of motor vehicles accelerates the process of exclusion of oxygen out of the atmosphere and increases various emissions, which include carbon and nitrogen, hydrocarbon and sulfurous compounds. These emissions increase the risk of various cancers or other cardiovascular and respiratory diseases, which in turn contributes to the decrease in the average life expectancy of the population of Uzbekistan. At the moment, the various measures, taken by the state government in for fighting the climate deterioration problems having a considerable effect in the effort of maintaining satisfactory climatic and environmental conditions, but if we take into consideration the fact that there are no real conditions for the total liberation of the nature from the anthropogenic interference of the man, the efforts in that direction must be reinforced.

According to the statistics, after the declaration of the Independence of Uzbekistan, the country went through several “waves” of migration, which springing not only from the labor migrations to the foreign countries, but also from the migrations that took place within the country, or within the region in order to adapt the climatic changes affecting the agricultural cycles, or to achieve better educational or career opportunities. The aggregate of abovementioned factors results in the fall of the level of energy and food consumption of the people, which is reflected on the global problem of acute resource shortages and their unequal distribution. Sudden forestalling of the birthrate over the death rate in the Republic of Uzbekistan does not allow to keep the optimum ratio of the coefficient of fertility and mortality, which should in proper manner correspond to the ratio of 1:1.

The most important demographic indicators influencing the dynamics of change of population can be fertility, urbanization, mortality, migration, marriages, and divorces. The maintenance of favorable demographical situation come to be the inalienable and all-persistent tasks of the government, which is, however, severely restricted by the specifications of the territorial and natural conditions of its administrative-territorial limits, its

natural resources, scientific and industrial potential. Inability to maintain the desired quality of life due to the growing size of the population also connected to another one of the most important demographic factors: the number of divorces, implemented in Uzbekistan. According to the data, provided by the Statistics Committee of the Republic of Uzbekistan, in 2017 the number of marriages and divorces in Uzbekistan were 306.2 thousand and 31.9 thousand respectively, and in 2018 – the figures were 311.3 thousand and 32.3 thousand respectively.

According to the results of the rating of “countries, suffering from water shortage”, conducted by the Institute of World Resources, Uzbekistan is placed 164<sup>th</sup>, which serves as a serious basis for assuming that there is a real threat of environmental and provisional resources in Uzbekistan. The data, provided by the World Bank shows that in 2018, the amount of water damage in Uzbekistan was 469 m/sq., or 32 percent of total amount of produced drinking water. Today the problem of providing the Republic of Uzbekistan with water resources is becoming one of the priority tasks of the government. In connection with this, the Cabinet of Ministers of the Republic of Uzbekistan adopted a Resolution “On organization of the activities of agencies in realizing the projects in the sphere of water management”, the objective of this document is forming and preparing various projects for the optimization of water economy in the country.

In the State Development Program “On the Strategy of Actions concerning the five priority development directions of the Republic of Uzbekistan in 2017-2021”, the main focus is directed at the wellbeing of families and the task of upbringing educated, developed generation etc. Numerous problems in the Republic of Uzbekistan: economic, environmental, demographic and others cannot be solved without appropriate economic education for young people, therefore, in all universities of the Republic of Uzbekistan, the subject of economic theory is included as a compulsory subject, where one of the important topics is the topic of business communication. The problems of the economic education of young people are studied by many leading economists. For example, Professor A.B. Mamanazarov devoted special scientific research to this problem. The state realizes that the current generation must have the skills to develop their own business: drawing up a business plan, mastering accounting and business communication.

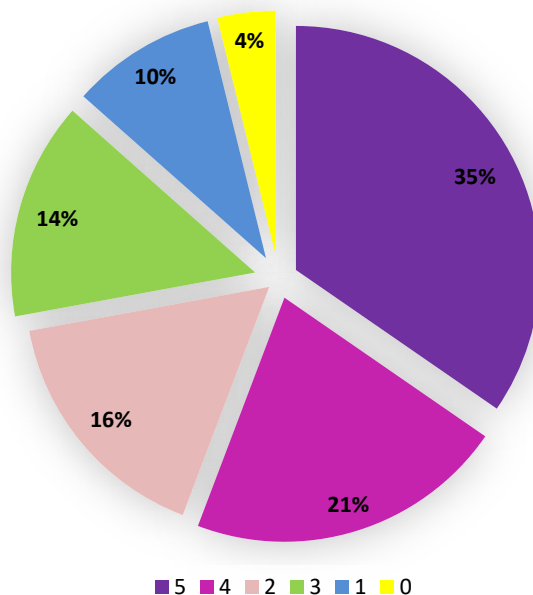
The sociological research carried out by the authors was devoted to the study of the value attitudes of the youth of Uzbekistan, where significant attention was paid to the analysis of the place of business communications in the value system of the younger generation. The authors conducted a sociological survey, which was attended by 500 people aged 16 to 30 years of different gender, nationality, religion, educational level and social status. The number of respondents included both the city and the regional contingent, both residents of the capital and regional centers, and all regions. This allowed the authors to investigate the difference in results in relation to the territorial place of residence in the most detailed way. The purpose of the sociological study carried out was to identify the upcoming dynamics of the birth rate and to identify the value orientations of young people in relation to the importance of social status and personal well-being. The main attention of the respondents focused on providing information about the desired and planned number of children, as well as the choice in the hierarchical sequence of the place and role of the family, social status, career, professional competence, business communication, economic knowledge, welfare,

health, and fame in the personal value system among the list of other alternatives proposed by the authors. The processing and systematic analysis of the obtained results of the sociological survey made it possible to identify indicators of the upcoming demographic situation and value attitudes among the younger generation with respect to focusing on the need to obtain a certain level of well-being.

The structure of the sociological questionnaire used by the authors in obtaining statistical results includes a questionnaire and a list of open and closed questions, formulated as follows: "From the given list of values, choose 5 those that, in your opinion, are the most significant?" including: health, money, career, social status, fame, family, career, professional competence and business communication, economic and legal literacy, respect, education and professional recognition. Thus, the study of the results obtained was reproduced by analyzing the data indicated in the hierarchical sequence from the above list of options. Thus, the authors were able to analyze the level of adoption by children of the patterns of parental behavior in the system of forming personal worldview and value attitudes. As a result of processing the data obtained during the sociological survey, the authors compiled the following diagram.

## Results:

**The chart showing the status and role of career and material assets in the system of values**



Analysis of the sociological survey data on the hierarchical sequence of the list of values given by the authors, the following results were obtained: only 4% of respondents put material well-being (including business communication) in the last sixth place, 10% placed the value of material well-being (including business communication) in fifth place, 15% - in fourth, 17% - in third place, 22% - in second, and 36% placed the value of material well-being (including business communication) in first place. Thus, from the above diagram, the most characteristic is the materialistic orientation of the general axiological guidelines of the

youth of Uzbekistan, which makes it possible to state the implementation of a branched direction of the value choice of spheres that are not directly related to the creation of matrimonial relations.

Within the framework of this study, such a situation, characterized by a shift in the spectrum of vital values, is a positive criterion for the policy of containing the rate of demographic growth. The results of this study correlate with the sociological developments of Russian specialists (A.A. Larina, who, using the additional scale of terminal values of I. Rokich, revealed a similar phenomenon associated with the reassessment of the traditional system of values among Russian, Ukrainian, European youth. This allows us to record a general worldview shift arising within the framework of the transition from the system of traditionally materialistic values to post-materialistic ones, based on the desire for self-affirmation through the achievement of certain personal heights.

Since the modern young generation is subject to the economic and political changes taking place in society, the choice of the prevailing majority of the respondents is concentrated around the system of Western value standards. Young people make their individual choices based on values that guarantee the prospect of social and material well-being. The hierarchical system of values is the basis for the formation of healthy social relations, acting as an effective mechanism for regulating the state as a whole.

One of the leading positions in this system of value attitudes is occupied by a career, in the content of which the prevailing number of respondents included the possibility of obtaining high earnings and the prospect of social recognition. Since a career as a field for the implementation of business communication actively interacts with many human needs, the degree of its relevance and social significance has a direct impact on the possession of an appropriate material base and the possibility of professional self-realization. [5]

Based on the information obtained as a result of the sociological survey carried out by the authors, it can be concluded that the role of career, material and social well-being (including business communication) among the young generation of Uzbekistan is one of the leading values, since it often has a positive impact on the development of society. Young people, due to their fragile young age, studying within the walls of higher educational institutions, begin to develop individual career strategies that allow them to move to a completely new level in the shortest possible time. Thus, the authors made the following conclusion:

## **Conclusion**

1. For most of the respondents, one of the most important indicators of a prosperous life is the choice of a successful career with high wages.
2. The majority of the respondents, in addition to achieving family and educational goals, strive with great zeal to achieve high career success.
3. The overwhelming majority of the respondents are inclined to base their values on Western standards of success, which leads to a positive assessment of axiological guidelines.
4. Most of the respondents, when choosing between family and career, opt for the family, since the strong influence of the traditional value system did not eradicate the idea of the family as the highest personal good.

The formation of a culture of business communication among the youth of Uzbekistan is a guarantee of stability and successful functioning of the political apparatus of managing



society, since this process solves many socio-economic and political problems. Since each manager in the context of business communication is responsible for ensuring a favorable microclimate in the team, personal and professional self-realization of all specialists, the level of business cohesion of the team, the success of the development of interaction with society depends on him. [6]

The implementation of activities aimed at popularizing this idea is a prerequisite for effective coordination of the activities of participants in the communication business process. Mastering it allows you to weaken many organizational, methodological problems, creates favorable conditions for each member of the organization's team, contributes to improving the image of the organization and a positive reputation.

The process of transition of our state to the economic model of market relations and the policy of reducing the role of the state in the economic system contributes to an increase in general requirements for the competitiveness of the economy. [7] Thus, professional economic education should be considered as a means of:

1. Self-realization;
2. Self-expression;
3. Self-affirmation of personality;
4. Sustainability of social self-defense;
5. Human adaptation in a market economy;

It follows from this that the presented list of advantages contributes to the implementation in practice of universal, interpersonal and competencies in the field of business culture. Thanks to the simultaneous and complex formation of key competencies in the field of business communication culture and language competencies, students can get acquainted with the achievements of foreign specialists, participate in a joint discussion, make abstracts at a meeting with foreign guests and with reports at a scientific professionally oriented conference.

Of great importance in the formation of business communication and business communication skills is the psychological mechanism of perception and understanding of each other by business partners. [8] A deep and objective understanding of the partner - his current emotional state, intentions, his attitude to the problem under discussion, occurs on the basis of identification, empathy and reflection:

- identification - identification, assimilation of oneself to another person, definition and understanding of the partner's actions;
- empathy - the ability to emotionally perceive another person, penetrate his inner world, accept him with all his thoughts and feelings;
- reflection - the process of a person's awareness of how he is perceived by a communication partner, the ability to analyze himself.

The sociopsychological mechanism of business communication functions on the basis of the interaction of subjects. This interaction is related to:

- on the one hand, with partners' knowledge of the effectiveness of their professional activities;
- on the other, from the knowledge of information that is transmitted from one partner to another;

- from the third, from the appeal of partners to themselves, to their professional potential, to their memory, their understanding of the subject of business communication;
- from the fourth, with the appeal of partners to themselves, to their mental activity, based on introspection, self-control and self-correction of the personality.

Understanding the sociopsychological mechanism of business communication creates conditions for a person to gain personal experience and thereby facilitates the development of professional self-awareness.

The strategy for the comprehensive innovative development of any state is to ensure sustainable economic development of the region, improve the quality of life of the population and the environment. The strategy of innovative development of the region is determined by the state macroeconomic policy pursued. In our opinion, given the competitiveness of the economy in the regulation of innovative development, it is necessary to take into account the following actions:

1. to establish the boundaries of specific framework conditions for the development of innovative business;
2. to develop a strategy for the integrated innovative development of the region's economy;
3. to determine the prospect of technological development of the region and to set priorities;
4. modernize the regional innovation infrastructure in accordance with international standards;
5. to be active in the development of research and development;

Many researchers believe that the effectiveness of business communication is determined mainly by the level of proficiency in communication techniques, as well as the level of economic interest in the results of business communication. The selection of effective strategic orientations will allow, in the shortest possible time, to provide the subject with a sufficient arsenal of communication skills. An important feature of business communication is the attitude of the participants to the subject of communication, which determines the process of well-coordinated interaction, as well as a complete understanding of the subject position of the participants.

Thus, business communication acts as a process of promoting problems by comparing the subject positions of the participants, in which interpersonal positions also play a certain role: either promote or hinder the effective interaction of subject positions. [9]

Since business communication is the transfer of information in the process of communication, which, in turn, presupposes the meaningfulness and consistency of knowledge about the world, the text used as a communication tool, according to Z. I. Gurieva, acts as a full-fledged functional unit of communication, "since it includes in itself two necessary characteristics: it is structurally organized and is a carrier of full information." It is the efficiency of textual information exchange that is a prerequisite for successful interaction in the process of business communication.

The implementation of material tasks related to the search for a successful career, financial independence, the possibility of self-realization are the main priorities of the younger generation. However, an essential question in such a formulation of the problem is the correct choice of methods, strategies and ways of solving the arising socio-economic

difficulties. [10] Career strategy - a plan to develop the professional and personal qualities of an employee in order to achieve a successful career, including goals, plans, strategies that meet the requirements of the organization. Based on the foregoing, we can conclude that today, within the framework of the socio-economic problems existing in society, the role of a career is acquiring a completely new meaning. Thus, the implementation of effective business communication becomes one of the priorities for youth, society and the state.

The popularization of business communication skills among the youth of Uzbekistan, as well as an increase in the general level of awareness of the interested contingent and assistance in choosing priorities in business development by conducting training seminars, organizing free consulting services, including this direction in the media system are the most important tasks of our time. That is why, from the first days of independence of the Republic of Uzbekistan on a national scale, large-scale transformations in the business communication sphere have been regularly carried out. These transformations are revealed in a detailed study of business communication technologies that are being implemented in almost all areas of activity, since their effectiveness is expressed in an extremely convenient and prompt tool for exchanging business ideas.

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