

Place of business communication in the system of values of Uzbekistan youth

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ANNOTATION

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

Keywords: Business, Business communication, Organizational interaction, Material values, Professional competence, Trust, Mutual aid, Mutual support, Participation in Management, Demography, Values.

INTRODUCTION

Today, within the framework of professional activity, business communication was an integral communicative component of the socio-cultural interaction of representatives of various social groups. Business communication was of particular importance in professions where the result's effectiveness depends on the style and form of specialists' interaction and interpersonal relations. Research in economics, philosophy, demography, political science, sociology, cultural studies, psychology, and pedagogy proved that business communication, communication, and activity were interrelated independent aspects of any specialist's professional activity. Outside of communicative interaction, relations between people, including business ones, creating a favorable microclimate in the team, successful, productive, effective professional activity were impossible. Business communication was a means of organizing cooperation in solving professional problems through interaction and influence in joint coordinated professional activities in conversations, discussions, negotiations, industrial disputes preceding agreements,

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contracts, and other things. Considering the demographic situation and the dynamics of population growth was of great importance in business communication.

MATERIALS AND METHODS

1. General scientific methods:

1.1 Systems analysis, 1.2. Structural and functional, 1.3 Comparative studies, 1.4. The hypothetical-deductive method, 1.5. Formalization method,

2. Methods of specific sociological research: 2.1 Questioning, 2.2 Poll, 2.3 Dialogues, 2.4 Sociological observations, 2.5 Expert assessments, 2.6 Self-reflection.

Many modern researchers classified business communication into the following types:

- Business conversations, commercial negotiations, business meetings, business telephone conversations, reception, and communication with visitors (F.A.Kuzin);

- Business conversations, 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. (I.I Aminov).

The Republic of Uzbekistan is a developing country, which is located in the central part of the Central Asian region, covers the territory of 448.800 square kilometers, and has a population of 33.905.800 individual based on January 1, 2020, estimation, and has a mean population density of 74, 1 people per square kilometers, while the population density figures are 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 was mainly determined by particular characteristics of the Eastern mentality, the religion of Islam, the traditions that are being passed down from generation to generation, and in which there was a belief that the level of well-being 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 Allah's blessing and support for parents in old age. Numerous classical and folklore literature sources supported this supposition. In the 17th and 19th centuries, when overwhelming majorities of the population were dehqans (a peasant, an agricultural worker), 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 20th century. In the Soviet period, the state government encouraged having many children: a decoration medal called "Women with many children," families with many children were compensated, and they were awarded monetary and other material aids and 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 existence of children in families gave the government hope of a 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 was practiced for a very long period, however in recent times, Uzbekistan, in cooperation with the International Labor Organization (ILO), took several serious measures to eradicate the child and forced labor ultimately, and at the moment this problem was not as acute as it was before. However, in the 21st century, there had been a persistent tendency to increase the share (%) of the value of material values, career, welfare, and business communication in the younger generation of Uzbekistan's value system. If earlier in the first place in the system of values were placed family and children, now the preference is given to education, professional solvency, material well-being, and business communication.

The processes of urbanization, the attraction of women into the public sphere, the increase in the requirements of a decent mode of life, the desire to provide the children with a decent education and material support gradually led to the partly decrease in the growth of the population and birthrate in the Republic of Uzbekistan. A sociological survey conducted by the authors of this article supported the general tendency to decline in the birthrate, and it was widely covered in the scientific literature. However, insufficient attention to the rise of population size in densely populated areas led to the deterioration of production, transport, and engineering-communication infrastructure, which could not serve the needs of people's ever-growing volume. In this condition, regulating the situation of overall environmental deterioration would become increasingly complicated due to the extent of the anthropological impact on the environment. Overpopulation, which was characterized by the increase in the population's density directly, influenced social tension and inevitably led to various kinds of deviant behavior among the people. The increase of the crime levels in densely populated areas is considered one reason for the unequal distribution of population among Uzbekistan administrative-territorial units. The increasing concentration of motor vehicles accelerated the exclusion of oxygen out of the atmosphere and increased various emissions, including carbon and nitrogen, hydrocarbon, and sulfurous compounds. These emissions increased the risk of various cancers or other cardiovascular and respiratory diseases, which in turn contributed to the decrease in Uzbekistan's average life expectancy. At the moment, the various measures are taken by the state government 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 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 skipping not only from the labor migrations to the foreign countries but also from the migrations that took place within the country or the region in order to adapt the climatic changes affecting the agricultural cycles or to achieve better educational or career opportunities. The aggregate of the factors mentioned above resulted in the fall of the people's energy and food consumption, reflected in 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 did not allow keeping the optimum ratio of the coefficient of fertility and mortality, which should in proper manner correspond to the ratio of 1:1.

The essential demographic indicators that influenced population change dynamics might be fertility, urbanization, mortality, migration, marriages, and divorces. The maintenance of favorable demographical situation came to be the inalienable and all-persistent tasks of the

government, which was, 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 population's growing size is also connected to another 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 placed 164th, which served as a severe basis for assuming that there was a real threat of environmental and provisional resources in Uzbekistan. The data provided by the World Bank showed that in 2018, the amount of water damage in Uzbekistan was 469 m/sq., or 32 percent of the total amount of produced drinking water. Today, the problem of providing the Republic of Uzbekistan with water resources was becoming one of the government's priority tasks. In connection with this, the Cabinet of Ministers of the Republic of Uzbekistan adopted a Resolution "On the organization of the activities of agencies in realizing the projects in the sphere of water management," the objective of this document was to form and to prepare various projects for the optimization of water economy in the country.

In the State Development Program "On the Strategy of Actions is concerning the five priority development directions of the Republic of Uzbekistan in 2017-2021", the main focus was directed at families' well-being, and the task of upbringing educated, developed generation, etc. Numerous problems in the Republic of Uzbekistan: economic, environmental, demographic, and others could not 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 was the topic of business communication. Many leading economists studied the problems of the economic education of young people. For example, Professor A.B. Mamanazarov devoted detailed scientific research to this problem. The state realized that the current generation must have the skills to develop their own business: drawing up a business plan, mastering accounting, and business communication.

The authors' sociological research was devoted to studying 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 attended by 500 people aged 16 to 30 years of different sex, nationality, religion, educational level, and social status. The respondents included both the city and the regional contingent, both the capital and regional centers, and all regions. This allowed the authors to investigate the difference in the territorial residence place's results in the most detailed way. The purpose of the sociological study was to identify the upcoming dynamics of the birth rate and identify young people's value orientations concerning the importance of social status and personal well-being. The respondents' primary attention focused on providing information about the desired and planned number of children and the choice in the hierarchical sequence of the place and role of the family, social status, career, and 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 sociological survey results made it possible to identify indicators of the upcoming

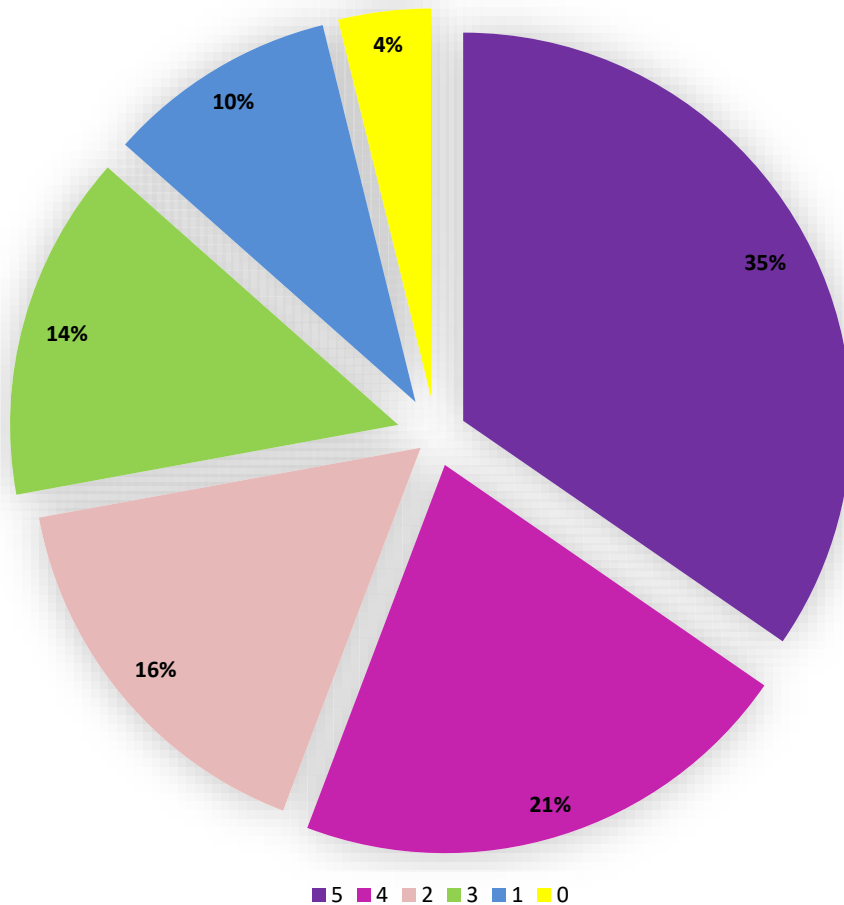
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demographic situation and value attitudes among the younger generation concerning focusing on the need to obtain a certain level of well-being.

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 five 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 hierarchical sequence data from the above list of options. Thus, the authors were able to analyze the level of adoption by children of parental behavior patterns in the system of forming personal worldviews 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 the first place. Thus, from the above diagram, the most characteristic is the materialistic orientation of the general axiological guidelines of Uzbekistan's youth, which made it possible to state the implementation of a branched direction of the value choice of spheres that were not directly related to the creation of matrimonial relations. Within this study's framework, such a situation, characterized by a shift in the spectrum of strong values, was a positive criterion for the policy of containing the rate of demographic growth. The results of this study correlated with the sociological developments of Russian specialists (A.A. Larina, who, using the different scale of terminal values of I. Rokich, revealed a similar phenomenon associated with the reassessment of the traditional system of values among Russian youth. This allowed 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 was subject to the economic and political changes taking place in society, the majority of the respondents' choice was concentrated around the system of Western value standards. Young people made their individual choices based on values that guarantee the prospect of social and material well-being. The hierarchical system of values was the basis for forming 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 was 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 interacted with many human needs, the degree of its relevance and social significance directly impacted the possession of an appropriate material base and the possibility of professional self-realization.

CONCLUSION

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

1. For most of the respondents, one of the most critical indicators of a prosperous life was the choice of a successful career with high wages.
2. The majority of the respondents, in addition to achieving family and educational goals, strived with great zeal to achieve high career success.
3. The overwhelming majority of the respondents were inclined to base their values on Western standards of success, which led to a positive assessment of axiological guidelines.
4. Most of the respondents, when choosing between family and career, opted 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 implementation of material tasks related to the search for a successful career, financial independence, the possibility of self-realization were the main priorities of the younger generation. However, an essential question in such a formulation of the problem was the correct

choice of methods, strategies, and ways of solving the arising socio-economic difficulties. Career strategy was a plan to develop an employee's professional and personal qualities to achieve a successful career, including goals, plans, and strategies that met the organization's requirements. Based on the preceding, a career's role is acquired an entirely new meaning within the framework of the socio-economic problems existing in society. Thus, effective business communication became one of the priorities for youth, society, and the state.

CONFLICT OF INTERESTS AND CONTRIBUTION OF AUTHORS

The authors declare the absence of obvious and potential conflicts of interest related to the publication of this article and report on the contribution of each author.

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