

**SOCIOLOGICAL IMPORTANCE OF AGE CLASSIFICATION IN
GENERATIONAL CHANGE****Ernazarov Behzod**

National university of Uzbekistan named after Mirzo Ulugbek

Sociology department teacher

ernazarov.b.nuu@mail.ru**ANNOTATION**

In the issue of generational exchange, we chose the "visual anthropological approach", a unique method of modern sociology. The visual components of social reality, i.e., the components that are perceived with the help of a sharp gaze of the ordinary eye and inevitably have a material basis, significantly affect the understanding of the modern world. In the social and cultural space surrounding a person, visual forms of various forms (photographs, paintings, advertising, cinema, media samples, architecture, sculpture) that have gone beyond the boundaries of artistic creativity and have become an integral part of everyday life occupy an important place.

Key words: Generational change , "Quiet generation" (75-95 years old) employ representatives of five different generations, "Baby boomers" (55-75 years old), "X generation" (35-55 years old), "Y generation" or Millennials” (23-35 years old) and “Generation Z” (15-23 years old). Visu al-cognitive, social space , social time, photo image, decorative symbol, identity, primacy, interaction

Эрназаров Бехзод

Преподаватель кафедры социологии

Национальный Университет Узбекистана**ernazarov.b.nuu@mail.ru****Социологическое значение возрастной классификации в смене поколений****АННОТАЦИЯ**

В вопросе смены поколений мы выбрали «визуальный антропологический подход» — уникальный метод современной социологии. Визуальные компоненты социальной реальности, т. е. те компоненты, которые воспринимаются острым взглядом обычного глаза и неизбежно имеют материальную основу, существенно влияют на понимание современного мира. В социокультурном пространстве, окружающем человека, занимают

изобразительные формы различных форм (фотографии, картины, реклама, кино, медиаобразцы, архитектура, скульптура), вышедшие за пределы художественного творчества и ставшие неотъемлемой частью повседневной жизни. важное место.

Ключевые слова: Смена поколений, «Тихое поколение» (75-95 лет), в котором работают представители пяти разных поколений, «Бэби-бумеры» (55-75 лет), «Поколение X» (35-55 лет), «Y». поколение» или «миллениалы» (23-35 лет) и «поколение Z» (15-23 года). Визуально-когнитивный, социальное пространство, социальное время, фотография, декоративный символ, идентичность, первенство, взаимодействие

Ernazarov Behzad

Lecturer at the Department of Sociology

National University of Uzbekistan

ernazarov.b.nuu@mail.ru

Age classification in generational change in sociology

ANNOTATION

In the issue of generational change, we chose the "visual anthropological approach", a unique method of modern sociology. The visual components of social reality, ie, the components that are perceived with the help of a sharp gaze of the ordinary eye and inevitably have a material basis, significantly affect the understanding of the modern world. In the social and cultural space surrounding a person, visual forms of various forms (photographs, paintings, advertising, cinema, media samples, architecture, sculpture) that have gone beyond the boundaries of artistic creativity and have become an integral part of everyday life occupy an important place.

Keywords : Generational change employs representatives of five different generations in the age category "Silent Generation" (75-95), "Baby Boomers" (55-75 years), "X Generation" (35-55 years), "Y Generation or Millennials " (23-35 years old) and "Generation Z" (15-23 years old). Visual-cognitive, social space, social time, photography, decorative symbol, identity, primacy, interaction

INTRODUCTION .

In this article is available, It is necessary to know how to distinguish between the concepts of social and cultural knowledge in order to analyze the phenomena according to the two traditions of cognitive sociology. A new ratio of verbal and visual, real and virtual will be built, the need to develop the visual ability of individuals, the ability to "read" visual signs will arise.

METHODOLOGY .

In the world system of social sciences, since the second half of the 80s of the last century, the study of the identity of peoples continues to be studied as a characteristic sign of self-awareness and the illumination of social memory. Assessing "identity" as the "cause" of all existing interests in the whole system of periodic changes of the human society, it continues to influence the social processes and events that took place or are taking place. As a result, the essence of the changes occurring due to periodic exchange processes, the necessity of studying the issues of identity as a result of development trends .

The world if attention is paid to his experience, the problems of identity in the system of social sciences today are considered an object of scientific research of such sciences as philosophy, sociology, anthropology, psychology . Approaches to identity issues in a number of leading universities, research institutes and research centers of developed foreign countries, in particular, the " Institute of Race Relations" in London with issues of social and legal equality of ethnic groups, "I economic and social issues " in Cardiff, Great Britain Research Council on " (ESRC, Economic and Social Research Council) on issues of identity in ethnic and religious relations , the Institute of Ethnology and Anthropology under the Russian Academy of Sciences on " Research of Ethnic, Civil and Other Forms of Social Consciousness " , as well as " International Research " established at the Russian Institute of Sociology in the center " The balance and interaction of the state, citizenship, ethnic and religious identity in a changing society " , the French Institute for the Study of Central Asia (IFEAC - Institut français d'études sur l'Asie centrale) Culture, lifestyle and ethnicity of the peoples living in Central Asia they deal with issues of identity . Today, in the methodological approaches defined by " identity" in the system of sociological sciences, due to the social and cultural changes taking place on earth, it is also reflected through the classification of newly emerging countries on the geographical map of the world. The term identity is derived from the English language (identity) - it is used in the meanings of "identity", " belonging" ¹. The categorical content of identity, or identity, language and related discourse, art forms, and other aspects, which are considered elements of ethnic identity, are fundamentally changing. In the first quarter of the 21st century, the people of Central Asia, especially the Uzbeks, have become more interested in this phenomenon, due to the rapid acceleration of population mobility and information society.

During the years of independence of the Republic of Uzbekistan, the topic of national identity developed within the framework of researching the concept of "national identity " .

¹See: Madaeva Sh.O. Anthropology of Identity. - Tashkent, PUBLISHER, 2015. - B. 41-42.

²Today, the sphere of influence of the Internet in Uzbekistan has expanded even more. By 2022, the number of Internet users worldwide will exceed 4 million, and in our country will exceed 22 million people ³. The achievements of the change of eras must serve human interests and good goals, of course. However, it cannot be denied that some forces are using the virtual world for their malicious purposes. The change of times, unfortunately, has also created categories that seek only to satisfy their material interests and needs, have almost lost their identity, and are ready to use any idea in the way of their goals. Such a negative situation will not fail to affect the population of our country, especially our youth. It is one of the urgent problems to fight consistently to eliminate this threat. Especially, taking into account that today every information has the characteristic of knowing no borders, preserving the national identity of the young generation, whose consciousness and worldview are just being formed, is one of the urgent problems.

PF-4947 of the President of the Republic of Uzbekistan dated February 7, 2017 " On the strategy of actions for the further development of the Republic of Uzbekistan " , PF-5106 dated July 5, 2017 " On improving the effectiveness of the state youth policy and supporting the activities of the Youth Union of Uzbekistan " 2018 " On approval of the Youth - our future State Program" and the Committee on International Relations and Friendship with Foreign Countries under the Cabinet of Ministers of the Republic of Uzbekistan dated June 27, 2018 This thesis serves to a certain extent the implementation of the tasks specified in the Decision No. PQ-5046 of May 19, 2017 and other regulatory and legal documents .

Onto-epistemological bases of mass communication theories are devoted to the analysis of subject-object boundaries, based on the formation of the principles of discursive analysis of some data directly related to the period and age category of mass communication as a method of manifestation and study of mass communication, through specially oriented approaches and instructions Analyzing the discursive process is based on the spark or outline of the problem area.

The analysis of the topic of generations and periods in sociology relies on the interdependence of social and demographic characteristics recognized in science. This has its own merits. Firstly, demographic processes appear as a primary factor determining the structural (structural) characteristics of social relations in people's lifestyle based on the location of a certain generation. Secondly, the characteristics of interaction of members of the society

²Taking an important place in the activity of the individual, the spiritual maturity of the individual and the society is of great importance in strengthening the material and spiritual foundations of the civil society.

³See: <https://kun.uz/news/2019/11/05/dunyoda-internet-users-soni-4-mlrddan-oshdi>
<http://uz.infocom.uz/2018/01/27/uzbekistonda-internetdan-users-soni-20-million-osdi/>

determine the characteristics of the demographic situation (*migration, birth, growth, health, etc.*) of any period (*generation*). In this, the role of social space is of particular importance ⁴. During the study of the problem of relations between generations in modern times, the following question appeared before us, without answering it, it is impossible to properly organize an experimental study.

Respecting various theoretical and methodological views in the field of sociology, we would like to show that the aspects of "social behaviorism" and "exchange theory", which are unique approaches, are relevant to our research topic. Its emergence has more to do with psychology than with other sociological doctrines that have appeared before. In addition, the development of behaviorism and exchange theory is significantly influenced by another external force - the economic factor. For the first time, the idea of "periods" ⁵ was brought to science by the American researchers U. Strauss and N. Hau, and he denied some sociological theories in some of his sharp views. N. Hau, U. Strauss, D. Stillman, D. Martin, D. Oblinger, D. **Tapscott**, **T.K. Research work of Reeves** is important. Another point to acknowledge is that not all behaviorists and exchange theorists accept the concepts of Skinner, Homans, and Blau. In particular, E. Gouldner's classic essay on exchange and W. Hood's "role tension" The research works on the theory of exchange are considered among the theoreticians who do not belong to the behaviorist approach. Their scientific estimates emphasize the exchange aspect of social relations, in particular, the problem of the emergence of the phenomenon of power and influence (authority) based on the imbalance of exchange. Our research work, that is, the topic of period change, was carried out by referring to approaches that are mainly behavioristic.

As Blau is interested in the process of exchange, he analyzes the basis of the relationship between individuals and groups, which is largely related to human behavior. He presents a four-stage progression from interpersonal exchange to social structure and then to social change as a "theory of exchanges."

- 1st stage - interpersonal exchange;
- 2nd stage - differentiation of position and power;
- 3rd stage – legitimization (legalization) and organization;
- 4 stages - opposition (opposition) and changes.

At the individual level, like K. Lévi-Strauss, he is interested in a system of similar processes. But he limits the theory of "social exchange" to saying that it is a set of behaviors that

⁴Kalanova S. Sociological analysis of generational change processes in society. - Tashkent: "Science and Technology", 2018, - B. 7

⁵<https://moshemodeira.medium.com/strauss-howe-generational-theory-is-the-closest-thing-we-have-to-a-crystal-ball-part-1-f9bc21e3fc75>

depend on the effects rewarded by others and stop at a certain point when the expected effect does not occur. Humans are attracted to each other for many reasons, which lead them to form social groups (associations). Once established, the scope of social relations gradually expands. Mutual rewards serve to maintain and strengthen social ties. The opposite may also be the case: when rewards are not sufficient, groups (associations) begin to loosen and then disperse (disperse). Reciprocal rewards can be either internal (for example, love, gratitude, respect, etc.) or external (for example, money, physical labor, etc.).

In the field of sociology, two reasons can be given as the basis for the processes that motivated the increased attention to the topic of "era": a) *historical process*, in which the desire for self-awareness (identity) formed in the shell of the historical-cultural memory of a person increases, and b) *social process* - the globalized world and protection from the influence of the flow of information on existing realities (ideological immunity).

Russian researcher B. Dubin expresses the following opinion about the concept of "period": "At a general preliminary glance, period can be imagined as a form of social communication and a focus of symbolic unity of individuals in action: in this you (I) interact with others, that is, with those like "yourself" we feel that the illusion on the horizontal axis constitutes the normative limit of the same appearance⁶. Parties may not always reward each other in the same way. Different levels of power arise when there is inequality in exchange. Let's try to apply these ideas proposed by Blau to the relations of periods in Uzbek society. If they see someone from the period getting married to a representative of another lower period, they react simply by saying, "They are sick of their blood too." Thirdly, due to the excessive complexity of wedding customs, that is, the increase in the amount of expenses as a result of the increase in the need for items. As a result, parents are fraternizing with their own people so that their children will not be discriminated against later, taking into account that they cannot provide all the equipment called "sarpo". There is also a fourth factor that we found necessary to include among the social problems that occur in all societies. We found out that consanguineous marriages are also taking place in order not to fall into the clutches of a stranger who uses drugs. After all, even ordinary families began to use the last two factors in their experience.

When one of the parties needs something, but cannot offer anything corresponding to it, four different alternative situations arise based on the exchange. They are: a) coercion; b) looking for another source of desired benefits; c) trying to get benefits without spending; g) this

⁶Dubin B. Pokolenie: smysl i granitsy ponyatiya. / V kn : Ottsy i deti: Pokolenchesky analiz sovremennoy Rossii. M.: Novoe literature obozrenie, 2005. - S. 64

is the most important aspect, according to which it presents itself as credit (dedication), that is, subjecting itself to other events.

Emphasizing that values play an important role in the process of social exchange, Blau writes: "Common values can be considered as a link that expands the boundaries of space and time of the structure of social relations and social relations in the process of reaching exchange agreements. Consensus on shared values serves as a basis for extending social relations beyond social relations and beyond human life. Stereotypes in people describe the term values, which indirectly represent social life, in two different ways: 1) the context of values as a means of shaping social relations; 2) values are considered mediators in large-scale social associations and relationships."⁷

According to Blau, there are four basic forms of values according to their function. These are: a) particular values; b) universalist values; v) legitimized (authority, prestige), legislated values ; g) revolutionary values.

Then we analyzed the theory of exchange and discussed the work of representatives of behaviorism and examples . We have illustrated with examples the state of development of the idea of "social exchange", which was formed under the strong influence of the works of the greatest theorist of exchange - J.Homans and B.Skinner. We have provided a critical analysis of the views of scientists such as Homans Durkheim, Parsons and Lévi-Strauss about macrolevel and social behavior .

In general, the following scientific hypotheses in social behaviorism reflect the content of this chapter:

1. The scientific hypothesis of success: "It is true for all human behavior that the more individuals are rewarded, the more likely their positive actions will be repeated." It also depends on the circumstances in the process of periods and their exchange.
2. Stimulus (incentive) scientific hypothesis: "If in the past behavior was rewarded through incentives or incentives, then after the exchange process, the incentives will be similar to the previous ones. This increases the likelihood of repetition of the same or similar behavior by individuals (including the period).

How many generations should be studied simultaneously in order to obtain a more complete and objective characterization of intergenerational relationships? Researchers have given different answers to this question. "The study of relations between generations is considered a very difficult situation and has been different in different periods. For example, in primitive times, the study of relations between generations was related to the study of the social situation of this

⁷ Blau P. Exchange and power in social life. NY, 1964. - P. 263-264

community. Today, the progress of science is changing the whole world, of course, it is developing through the human factor and the human mind, so today the study of the relationship between generations is at the same time based on the history, mentality and scientific potential of the society ^{or nation}. after studying at least 3 or 4 generations, it is possible to give a conclusion for this nation or society". According to "BrainApps.ru - *fitnes dlya mozg*" website, Uzbekistan *ranks 67th out of 100 countries with an IQ of -87. This is definitely *a factor affecting the country's reputation. Over the years, the lack of attention to education has been given to industry entrepreneurs instead of allowing professors and teachers to find solutions to existing problems. As a result of several years of harassment and inventing an unreasonable bureaucracy, many of the scientists themselves became infected with cashlessness, and many of them left the country for intellectual migration. As a result, today the mental index of the nation is lower than that of the neighboring countries ⁸. Paying attention to the historical evidence of intellectual

⁸ Abduvaliev F. Of young people education migration : social reasons , structure and status _ Monograph. - Tashkent : "Universitet", 2022. - B. 26

*The best way to determine (measure) an index of trust in anything: a person, organization, event or government policy is to study the social circle.

*IQ - intelligence, quotient - indicators of intelligence. (IQ is a quantitative assessment of a person's mental abilities, which is determined with the help of specially prepared tests).