



THE IMPACT OF TRANSFORMATION OF SOCIAL CONSCIOUSNESS AND INTELLIGENCE OF RURAL POPULATION ON SOCIAL LIFE

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ABSTRACT

This article analyzes the implications of changes in the social consciousness and thinking of rural people on social relations and processes in society from philosophical point of view. An attempt has been made to clarify the directions of social reform in rural people's life and the priorities for these reforms. As well as, the issue of transformation process of social consciousness and intellectuality, and the influence of social reforms on it have been studied. At the new stage of progress, the peculiarities of the tendencies of social consciousness changes of agricultural social policy and its significant factors in Uzbekistan are investigated. The usage of mechanisms of influencing on rural population consciousness and its features in social policy has been studied through comparative method. In conclusion, the ultimate theories on transformation of public consciousness and intelligence at the new stage of progress in Uzbekistan are pointed out.

KEYWORDS: Social consciousness, infrastructure, social thinking, social reforms, rural social processes, social service, social relations, social protection, action strategy, Prosperous village.

INTRODUCTION

As we know, there are different forms of social consciousness. The human social consciousness represents the individual attitude of person on social system social relations in the society, existing social processes, state and social relations. All levels of social consciousness and thinking of the rural population play an important role in rural social processes. There are a variety of factors that contribute to the formation of social consciousness and thinking, and the criteria and principles should be followed in social systems and social processes are significant. The enhanced social consciousness contributes to the well-being of the rural or urban population. The human attitude to existing social-economic, political-cultural processes is identified with the level of social consciousness. Therefore, the social consciousness of the individual is important in the development of social processes of the society and rural social life.

METHODOLOGY

The Public policy of the state plays an important role in the development of the social consciousness and thinking of the rural population. The social policy, which is not based on the needs of the people and citizens, can have a negative impact on the development of the country. "Social existence is inextricably linked to social consciousness"[1]. For example, the social policies during the former ideology had a negative impact on the development of social consciousness and thinking of the Uzbek people. In the development of social consciousness of the society, the principle of

inheritance was violated. The direction in social policy of today's Uzbekistan is a completely new direction. Because today's social policy is aimed at enlightening the social consciousness of all peoples and nations living in the republic, which is the basis of human and universal values. "It is impossible to overlook the fact that over the last decades, people with certain values have developed a certain social consciousness"[2]. Consequently, the activities of science, technology, literature, art, ethics and aesthetics, and educational-training institutions that promote the development of the social consciousness of the present person are dynamically changed.

The laws of development of the essence and directions of social consciousness are reflected in the outlook and behavior of citizens of our country, especially in rural areas. Due to the liberalization of rural social processes, real opportunities for direct access to and participation of people in social life have become real. The growth of social consciousness and social orientation, change of economic, political and spiritual bases of social life is an important factor in the formation of rural social consciousness in rural areas. A new criteria-based relationship between social life and economics, state and social processes has been established, and a legal framework has been developed. "The social consciousness of the people reflects the whole social existence, first of all, the socio-economic relations, and actively influences the material and spiritual life of the community"[3]. It is the base of human social consciousness and intelligence development of rural people. The development of social consciousness and thinking of the rural population



ensures the future and prospects of the republic as an independent state, and the creation of legal democratic civil society.

RESULTS

In the work being done to promote social processes, the reforms should aim not at the formation of the human mind but on the formation of a person with social consciousness and thinking. It is necessary to define the essence, character, purpose of social processes with the social consciousness of the modern person. Of course, this is not an accidental process. In this regard, the social activity, social policy, the system of public administration, the social policy of the country and the level of self-awareness of the population play an important role. It is important for the formation of social consciousness that any person belongs to a particular social group and has an attitude towards social processes, a vision and a vital position. Therefore, no matter wherever a person lives, he/she belongs to a social group, regardless of where he or she lives, and is thus involved in social relations. S/he protects own personal and group benefits and interests. The process of formation of human social consciousness provides objective and subjective conditions for their transformation from ordinary observers to subjects of social policy.

It is important to determine whether the people are joining a particular group, by participating in social relations, acting according to the interests of common sense, or participating in a community based on the local basics of everyday life. A person with a high level of social consciousness is more concerned with real life and the daily small issues are secondary, while a person with a low level of mentality and social consciousness has a low level of thinking and understanding of interests.

Such people are influenced by certain individuals in their participation in social processes. They do not have a social mind. They do not have a sense of responsibility for social relations in the society.

The living conditions, social services, social security, labor activity, relations with the state, and other demographic and subjective factors have always been influencing on the formation of the social consciousness and thinking of the rural population. Today, the processes aimed at instilling the social consciousness and thinking of the rural population are inseparably linked with socio-political reforms. In the current environment, both in the economic and social sectors, it is taking rapid steps to improve human life, work and living conditions, and to create decent living conditions for them.

DISCUSSION

In recent years, on the development of the social sector has been increasingly focused on as extracurricular from industries. Different social groups have emerged as social service providers that serve the interests of different groups. In particular, the social

relations between the villagers, family-life and daily life have been adequately assessed. The norms of justice in rural social relations have been restored. All people were given the opportunity to social protection, to be a consumer of social services and to choose their own way of life. The moral and ethical basis of state power has changed in the organization of social processes. Much has been done to bring social reform to the minds and consciousness of people.

In general, these fundamental principles are crucial for the process of transformation in organizing above mentioned deep reforms. This is the meaning of the idea 'The society is governed by principles.' But, the nature of principles of reformations is more important. When it comes to social consciousness, it is worth noting that the strength and prosperity of the state is determined by the principles that govern its socio-moral basis, human intelligence and potential and the principles that they follow.

The renovations of social processes, the change of social consciousness are such a complex and colorful process that different social groups and layers cannot have the same social consciousness and thinking. The people express their views and interests through their social consciousness and thinking. Or, existing social institutions represent and reflect their interests. However, as the awareness of the interests of the villagers expands, they become closer and closer to the general public interest. This is the sphere of such a benefit that there is no place suiting naturally to will and hope linking them together, only by uniting them in this degree the human consciousness and thinking can reach the level of universal interest.

There will be no inferiority to the current social processes when the development of the society is built on the principles of mutually beneficial cooperation and universalism. The transformations in social processes of the society, is in its turn consistent with the cultural-educational basics in the society.

The rise of social consciousness is consistent with the socio-economic cultural development of the society. The development of social processes brings a person closer to another person. It encourages them to be mature and united. When a person becomes socially active, his or her inner world changes through social thinking. The purpose of social change is to show human dignity. The orientation of social consciousness to universal values encourages a person to feel himself as part of the universe.

The development and nature of the social consciousness and thinking of the rural population depends on the level of rural economy and the well-being of the population. The higher the level of production in rural areas is base of the greater the interest to social life and the increase in social activity.'

CONCLUSION

The improvement of living conditions of rural population is the basis of social reforms in the country. Improving the job conditions of the rural



population increases the interest to the results of the work, to take a worthy role in production and society. It is becoming more and more obvious for people that the agricultural production is a crucial factor in the development of agriculture. As a result, the living conditions of the rural population are improving day by day. This process can be seen as in follows:

- The development of rural social services to increase labor productivity of the rural population.
- The relationship between the economic situation of the country, the natural growth of the population, its needs and demands, and the economic opportunities,
- The identification of social interest and demand
- The abandonment of the system of minimum living conditions in rural areas;
- The development of awareness of the social rights of the rural population in the process of social and cultural life of the country
- Understanding the necessity of improvement of social conditions of rural population.
- Wider participation of the rural population in social processes;

Owing to the profound reforms in the aforementioned directions, the social life of the rural population is being dynamically changed, and the transformed social consciousness and thinking of the people plays an important role in this process.

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