



SOCIAL NORMS AND THEIR ROLE IN SOCIETY

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ANNOTATION

In the days of primitive society, when there were no laws and rules, the driving force of people were instincts. With the development of humanity, the dependence on the power of instincts began to weaken. They were gradually replaced by social norms, they were born in the early stages of the formation of society itself. People needed to solve many problems together, and for this they already needed generally accepted rules. The social norms of primitive society no longer gave the right to rash, impulsive actions that did not lead to serious consequences. Between the desired actions of the person himself and the surrounding world, rules have appeared to regulate the behavior of each person in society. These rules became known as social norms.

KEY WORDS: *society, social norm, laws and rules, development of humanity, power, activity.*

DISCUSSION

Social norms are rules of behavior, expectations and standards that regulate people's behavior and social life in accordance with values. Compliance with these norms is usually ensured in society through the application of social rewards and social punishments, i.e. positive and negative sanctions, acting as a more specific, direct and direct element in the structure of social regulation. It is especially important for the value-normative regulation of the life of society to divide them into legal and moral ones, which are manifested in the form of a law, sometimes a state or administrative normative act, contain even dispositions that determine the conditions for the application of this legal norm, and sanctions implemented by the relevant authorities. Compliance with the second-is provided by the power of public opinion, the moral duty of the individual. A culture that prescribes standards of correct behavior is called a normative culture. Social norms can be based not only on legal and moral norms, but also on customs and traditions.

Customs and traditions — rules of behavior that have become mandatory by force of habit and are repeated from generation to generation;

Moral norms are rules of behavior based on the ideas of society or individual social groups about good and evil, bad and good, fair and unfair, honest and dishonest, and similar ethical requirements and principles. A significant part of moral norms is developed and supported by society as a whole or by the majority of its members.

Norms of etiquette — a set of formal rules of behavior in pre-defined situations, including norms of communication, business protocol, etc.

Legal norms — requirements set forth in state laws. Compliance with legal norms is ensured by state coercion.

Aesthetic norms-apply to art, nature, man and his actions.

Political norms are the regulators of political life, expressed in international treaties, declarations, and political principles.

Religious norms — the rules of behavior, the commandments contained in the holy books and church regulations.

Corporate norms — the rules of conduct established in large organizations, and enshrined in the charter, codes, agreements and ideology of organizations.

In order for social norms to have a real impact on human behavior, it is necessary for a person to: know the norms, be willing to follow them, and perform the actions prescribed by them.

The observance of social norms by the members of the society is necessary to maintain stability in the society. In this respect, social norms are as important as the rules of the road for the organization of the movement of transport. If drivers do not follow the basic rules, for example, they will drive in the oncoming lane or get behind the wheel while intoxicated, then driving on the roads will become impossible or extremely dangerous. The rules governing the behavior of people, the actions of



social groups, collectives, and organizations, together constitute social norms.

The emergence of social norms and their development express the tendency of society to maintain public order in the process of exchanging material and spiritual goods. Objects of exchange act as those values that a person seeks to receive, master, and therefore exchange relations acquire a normative and value character, and repeated, stable connections that arise in the process of exchanging activities become familiar standards of what is due, possible, and expected.

The main features of social norms include:

1. Social norms are general rules—they establish the rules of behavior in society, determining what the behavior of subjects can or should be from the point of view of the interests of society. At the same time, social norms act continuously in time, have multiple actions and are addressed to an indefinite circle of people.

2. Social norms regulate the forms of social interaction of people, that is, they are aimed at regulating social relations.

3. These norms arise in connection with the volitional, conscious activity of people.

4. They arise in the process of the historical development and functioning of society. Social norms, being an element of society, reflect the processes of its development, affect their pace and nature.

5. Social norms correspond to the type of culture and the nature of the social organization of society. The famous German sociologist M. Weber believed that it is culture that allows people to give meaning to the world, to create a basis for judging the interaction of people. Culture is expressed primarily in the content of social norms. From this point of view, you do not need special knowledge to notice the differences in social norms belonging to different cultural traditions (for example, European and Asian). However, as N. N. Tarasova rightly notes, "there are differences in the social regulation of the life of societies belonging to the same cultural tradition, although not so fundamental, related to the individual historical fate of a particular people," which, in particular, is inherent in Russia as a multinational country.

6. The nature of the organization of society has a greater impact on the significance of a particular type of norms in society, on the relationship of norms in the social regulatory system.

Thus, social norms are general rules related to the will and consciousness of people for regulating the forms of their social interaction that arise in the course of the historical development and functioning of society, corresponding to the type of culture and the nature of its organization.

The analyzed norms have different content, depending on the nature of the relations that they regulate, different ways of occurrence and different

bases of occurrence, in this regard, both for theory and for practical activity, classifications of social norms are important. There are many classifications of social norms proposed by scientists in the legal literature, such a variety can be explained by the fact that a particular classification is based on different criteria. The most common systematization of them is based on two criteria:

- by field of activity.

- by mechanism (or regulatory features).

According to the sphere of activity of social norms, there are economic, political, religious, environmental, etc. The boundaries between them are drawn depending on the sphere of society in which they operate, on the nature of public relations - the subject of regulation.

Economic norms are of particular importance for our country in the context of the formation of a market economy and are self-regulating principles of economic activity of the society.

Political norms are designed to regulate the relations of social groups, citizens to state power, relations between peoples, the participation of the people as a whole and individual social groups in state power, the organization of the state, the relationship of the state with other organizations of the political system of society.

Religious norms regulate the relations of believers to God, the church, and each other, as well as the structure and functions of religious organizations. Religious norms are of great importance. The existence of different faiths and trends dictates the need to allocate a set of moral and ethical regulations—an integral part of religious beliefs. Religious canons are a regulatory system that has been operating in society since the earliest stages of human development. A special role in the possibility of the existence and recognition of religious norms was played by the provision of the "Universal Declaration of Human Rights": "Everyone has the right to freedom of thought, conscience and religion; this right includes the freedom to change his religion or belief as an individual. And together with others, in public or in private, in teaching, in worship, and in the performance of religious and ritual rites."

By mechanism (or regulatory features): morals, law, customs, and corporate norms. Here the difference lies in the process of forming norms, the form of their fixation, the nature of the regulatory impact and the methods and methods of ensuring.

Despite the highlighted classifications, it is important to understand the integrity and dynamism of the entire system of social norms, since it is a necessary condition for the life of society, a means of public administration, organization and functioning of the state, ensuring coordinated interaction of people, human rights and stimulating the growth of the well-being of the people. The significance of the classification analysis in this work is to identify the significance of each group of social norms, to



determine their role in the process of regulating social relations, and possible options for their interaction.

The rules governing the behavior of people, the actions of social groups, collectives, and organizations, together constitute social norms. A social norm is a rule of socially significant behavior of members of a society. An integral, dynamic system of social norms is a necessary condition for the life of society, a means of public administration, organization and functioning of the state, ensuring coordinated interaction of people, human rights, and stimulating the growth of the well-being of the people.

The system of social norms reflects the achieved degree of economic, socio-political and spiritual development of society, they reflect the quality of life of people, the historical and national characteristics of the country's life, the nature of state power. The norms regulating social relations reflect and concretize the actions of objective laws, trends in social development, i.e. such laws that act with natural-historical necessity. The objective nature of these laws is organically linked to their scientific understanding by people and their use in purposeful social activities.

Social norms are also connected with the laws of natural and technical sciences, with the very scientific and technological progress of society, of the entire human civilization.

Considering social norms in their entirety and identifying the features of their typology, we tried to identify the relationship between different norms in social life at the present stage and prove that the requirement of our time is to use all social norms, especially traditions and customs, norms of cohabitation, which were forgotten as a result of the dominance of legal norms. Meanwhile, it is traditional norms that can become an effective tool in overcoming negative phenomena that manifest themselves in people's behavior.

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