



2. Ernst & Young. Mode of access: EY Global Banking Outlook 2019 [Electronic resource] // Ernst & Young. – Mode of access: https://www.ey.com/Publication/vwLUAssets/Global_Banking_Outlook_2019.

3. Xasanova X.X. INTERNATIONAL EXPERIENCE IN RISK MANAGEMENT IN BANKING. 2024/3/26. “Key directions for developing the financial market, current trends and prospects” <https://doi.org/10.60078/2024-vol-issM>



THE AESTHETIC VALUE OF TREATMENT

Norkuchkarov Khushvakt Eshnazarovich

Termez State University of Engineering and Agrarian Technologies Teacher of the Department of Social and Human Sciences

Khaitmurodova Zaynura Gaybullayevna

Termez State University of Engineering and Agrarian Technologies Teacher of the Department of Social and Human Sciences E-mail: xushvaqt.norqochqarov@mail.ru Tel: +998919100221

Abstract: People form their ideas about science, art, the world, philosophy, and social life through communication. This article analyzes the aesthetic importance of communication culture, which is considered a means of proper communication between people.

Keywords: Aesthetics, science, art, world, philosophy, social lifestyle, behavior, speech culture.

INTRODUCTION

People cannot live a life in accordance with their goals and exchange labor and life skills without interacting and cooperating with each other, without exerting a moral and aesthetic influence on each other. Interaction is the highest form of human relations. Aesthetic relations are an integral part of the culture of interaction. The culture of interaction should not be limited to analyzing only the moral aspect. Interaction includes moral, political, legal, religious, economic, and aesthetic aspects.

MATERIALS AND METHODS. People form their ideas about science, art, the world, philosophy, and social life on the basis of communication. Information about this is provided in the manuals "Aesthetics" by A. Sher and B. Khusanov, as well as in the works of J. Yuldashev and other sources published in the 1980s. The analysis of the peculiarities of communication relations can be revealed through comparative analysis and a number of other methods.

DISCUSSION AND RESULTS.

True human communication is an ability that helps people to identify and reveal their high aesthetic qualities.

The aesthetic essence of communication is the manifestation of moral and aesthetic qualities in the process of human interaction.

This process also depends on the level of aesthetic knowledge of the interlocutors in their communication.

Aesthetically educated young people value their time and spend it with the right people.

When answering questions, it is necessary to proceed from the content of the forms of beauty: rhythm, tone, accents.

If during the conversation one of the interlocutors does not pay attention to the tone of the word, but speaks in a high tone, the rules of beauty are violated, and ugliness increases its dominance.



Therefore, even the most beautiful word, if pronounced in an unkind, mocking, ugly way, can be perceived as offensive.

A person develops a communicative culture as a social phenomenon, in connection with the literary language of society, science, art. As the aesthetic level of people increases, their communication also improves in accordance with moral and aesthetic rules.

After we achieved independence, the culture of speech is based on the norms of the national literary language, which is closer to the people's language.

An important factor in this was the acquisition of the status of the Uzbek language as the state language.

There are many people in the world whose words are kind

But whose actions are bad

If they are born from within, they will only bring pain

What good is their tongue, even if it is bewitched

Abdurahman Jami emphasized in these lines that the culture of speech is also related to the culture of the speaker's behavior.

One of our universal values, the etiquette of greeting and receiving greetings, has existed since ancient times and is an important component of human relations.

Greeting and receiving greetings are the first basic form of human interaction.

When greeting, people wish each other good intentions: good health, mutual respect, friendly relations, good mood, and success in their current work activities.

On this basis, the culture of people's interaction with each other, that is, internal respect, is manifested as an external sign. When greeting, people fulfill their human duties.

Abdurakhmon Jami expressed the following thoughts about this.

If someone greets you and says,

Why don't you just say hello?!

What arrogance and arrogance is this?

This is baseness, this is baseness

You are not doing anything other than yourself,

You are full of filth.

CONCLUSION

People exchange meaningful opinions about books read, television programs, works of art, films watched, lectures of interesting aesthetic value, seminars, TV shows that invite discussion, new events taking place in the world, scientific research.

Being able to speak based on the above-mentioned means, expressing one's thoughts correctly, accurately, realistically, clearly and aesthetically, develops the ability to defend the belief in independence. The culture of communicative speech is of great importance.

REFERENCE:

1. A. Sher, B. Khushanov. Aesthetics. Methodological manual. – Tashkent: “National Society of Philosophers of Uzbekistan”, 2010. – 192 p.



2. Abdulla Sher. Aesthetics (Philosophy of Aesthetics). – Tashkent: “Uzbekistan”, 2015. – 367 p.
3. Y. Jumaboev. Essays on the history of Central Asian ethics. – T.: Uzbekistan, 1980. – 286 p.
4. G.P. Vladimirov. New World Humanism. – T.: Gafur Ghulam Publishing House “Literature and Art”, 1980. – 350 p.