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Abstract

The article provides a theoretical justification for various methods of studying public opinion, which first appeared in the East, that practical sociological research in modern sociology are the first manifestations of science related to early society in Central Asia. In addition, the works of Abu Mansur al-Moturidi, Abu Nasr Farabi, Abu Rayhan Beruni, Amir Temur and Alisher Navoi analyzed scientific approaches that make it possible to achieve effective governance by studying social processes in society using special methods that take into account the opinion of the population in society and public administration.

Keywords: sociological research, applied sociological research, social phenomenon, methodology, social groups, scientific cognition, eastern thinkers, public opinion, creativity, art, spirituality, religion and enlightenment, justice, human interests.

Introduction

In the world, thousands of sociological studies are conducted and analyzed annually in the centers of sociological research, which provide optimal suggestions and recommendations for identifying the causes of problems in socio-economic and political processes by studying public opinion and determining the main directions of the country's development. Conducting scientific research to improve the organizational mechanisms of applied sociological research in order to update the methods and methodology of research from the point of view of the period of studying public opinion on the basis of international and domestic best practices, high-quality execution of orders, prompt identification of the true nature of the problem and making clear proposals and recommendations for its solution is important.

The different social phenomenon that is taking place in society is reflected differently in the human mind, arises on the basis of a variety of opinions and views. All thoughts formed in humans are also grouped together as a result of their division into social groups and different layers. A grouped set of opinions, on the other hand, constitutes public opinion.

In particular, the scientific views of thinkers are of great importance in studying the stages of the development of public opinion in Central Asia

Methodology:

The scientific approach to the study of social processes in society through special methods can be seen in the first theoretical views given by Abu Nasr Farabi "Fozil odamlar shahri haqida

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kitob" (A book about the city of virtuous people), "Siyosat al-madaniya" (Politics and culture), Abu Rayhon Biruniy "Hindiston" (India) and "Qadimgi xalqlardan qolgan yodgorliklar" (Monuments left over from ancient peoples). It is also covered in the works of Abu Mansur al-Maturidi, Amir Temur and Alisher Navoi.

Abu Nasr Farabi, with his many social opinions, theorized his scientific views on the Raia of society, the study of public opinion. Farabi works, such as "Fozil odamlar shahri haqida kitob", "Siyosat al-madaniya", set out ideas and views on a Just Society, a rational structure, conscientious rulers. He theoretically justified the social system of the time in which he lived, his contradictions, problems in the origin of these contradictions. Farabi writes down attitudes and views on the study of public opinion on the basis of Special Studies. «Fazilat, baxt-saodat va Kamolot»² the book reflects the following:

- Clear, thorough analysis of thinking about various issues, their difference, structure, composition and absolute considerations.
- Thinking about comments that are sharp and leave no room for objection.
- Thinking in the context of opposites and non-opposites, studying in what cases and for what reason these considerations become the opposite force.
- Contradictory, contradictory thoughts, knowing what the appearance of thoughts is.
- Based on the criteria, it is necessary to check that each expressed opinion and reasoning is correct, incorrect and think about what state they are in.
- Knowledge, analysis of the meaning, causes of change of changing, unchanging and changing considerations.
- To have opinions about types of reasoning that do not arise from known and general opinions.
- It is necessary to have scientific ideas about the definition of thoughts and views, about what they are manifested on the basis of, about what they are composed, about probable and absolute opinion, about views.

On the basis of Farabi social views, we can conclude that any researcher should analyze and synthesize the opinion of each person on the basis of social opinions in the sociologist society. Farabi also made valuable remarks about the social way of life being guided by the ethics of society and public opinion. In his "Siyosat al-madaniya" (Politics and culture), he put forward the idea that "The need for power arises when the population of the country does not feel sympathy"³. In the management of public opinion, the system of moral relations in the interaction of people is influenced by Halda, who knows and does not know. Moral views, on the other hand, are shaped by the way of life of people in society and their different opinions and controversies on the way to achieving the goal. Such behavior of individuals in groups and strata in society is formed by a positive or negative assessment by the public.

The opinion of the population about social processes, social life changes in the works of one of the Eastern thinkers Abu Rayhon Biruni "Hindiston" (India) and "Qadimgi xalqlardan qolgan yodgorliklar" (Monuments left over from ancient peoples) theoretically substantiated

³ Al-Farobiy. Гражданская политика Аль-Фараби. Социально-этические трактаты. - Алма-Ата: Наука, 1973. – 45-168.





¹ Farobiy. Фозил одамлар шахри. – Тошкент: Янги аср авлоди, 2016. – 233.

² Abu Nasr Farobiy. Фазилат, бахт-саодат ва камолот хакида. – Т.: Ёзувчи. 2001. – 29-33.

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issues related to its study. In his work "Mineralogy", berunius outlined his valuable views on humans and their social behavior, responsibility to society, the concept of personality improvement, social phenomenon, processes, and Justice⁴.

The Sage wrote about the methods used by his research on society in the process of writing the qomusi book "Qadimgi xalqlardan qolgan yodgorliklar" (Monuments left over from ancient peoples): "At the time of writing this work, I was convinced of myself-that it is impossible to have real information by making evidence of mental things, comparing them to what is observed. It is determined only by following the "Book readers, Readers" and various clerics, the owners of all kinds of allegiances and trusts who follow these (beliefs), always keeping their understanding as a basis. Then it is known by comparing the words and beliefs they bring for proof"⁵.

Method

The sublime, which brings Biruni society to progress, emphasizes that it is not conflict or contradictions, but the study of the thoughts of individuals of different social levels, taking them into account and paying attention. "How to believe in something that clearly manifests itself in contradiction" opposes single government and promotes the possibility that a need for progress may arise in such processes.

In our opinion, this opinion of Biruni is necessary for individuals of each social group or social class to express their attitude to social processes, it is the diversity of thoughts that manifests itself as a factor of progress. Theories on the study of public opinion are scientifically substantiated in the works of Biruni of the X th century about how the reduction or strengthening of contradictions in the influence of human thought on people of the lower class of society on people of the upper class develops or disintegrates in society.

The role of Abu Mansur al-Maturidi in the study of public opinion in Transoxiana in the IX-X centuries is significant. The works of Abu Mansur al-Moturidi, the founder of the Moturidi school, "Kitab al maqomat" and "Kitab raddul avomil lil adla and lil Kabi", which are of great importance in the direction of Sunni Islam, can be applied not only in religious studies, but also in the doctrine of the formation of society, social processes, communities, thus, the study of public opinion. The work asserts that the way of life of the peoples of Movarunnahr, regardless of their religious beliefs, race and nationality, is active in all social processes and in the formation of public opinion, a sociological concept has been formed that encourages each individual to have his own place.

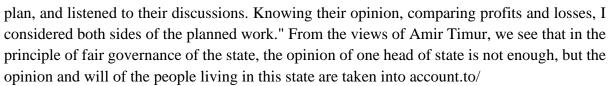
"Temur tuzuklari" by Amir Temur promoted the noble virtues of our great ancestor, such as statehood and military skills, construction, art, enlightenment, spiritual issues, respect for religion and enlightenment, justice and the ability to put human interests above everything else. In his work "Temur tuzulari" he writes: "When the advisers gathered, I discussed the good and the bad, the benefits and harms, the necessity and uselessness of the work provided for in the



⁴ Abu-Reyxan Muxamed ibn Axmed-Beruni. Собрание сведений для познания драгоценностей (Минералогия) / пер. с араб. А. М. Беленицкого; статьи и примечания А. М. Беленицкого и Г. Г. Леммлейна; под ред. И. М. Стеблин-Каменского и В. П. Никонорова; вступ. статьи И. М. Стеблин-Каменского, Д. Абдуллоева, В. П. Никонорова и Н. П. Юшкина. – 2-е изд., доп. и испр. СПб.Петербургское лингвистическое общество, 2011. – 5-6.

⁵Abu-Reyxan Beruni, Танланган асарлар, 5-жилд. - Тошкент.: Фан, 1976, – 11

⁶ Abu-Reyxan Beruni. Танланган асарлар, 5-жилд.- Тошкент.: Фан, 1976. – 44.



From the numerous literature described about Amir Timur, it is known that the great thinker used research methods in his administration in order to constantly study public opinion. For example, he considered the study of the level of satisfaction of the population with the state as one of the most fundamental aspects of management, Prescribing to study the market in order to find out the level of well-being of ordinary people. He tried to get answers to questions about which goods are sold and bought more often in the market. I interviewed sellers and used this to measure the standard of living of the population.

That is, if there are many types of expensive fabrics for the people in the markets where ordinary people shop, then this is a sign that the population is living well. Because at the time when the average population was growing from buying everyday food to buying various fabrics to purchase clothes, this would mean that the level of well-being of a particular part of the population was increasing. merchants traded expensive fabrics in cities whose residents were wealthy, and in this case the wealth or poverty of the country's population was measured. On the basis of these observations, laws, decisions are created or certain changes are made. Thus, we can see that the level of satisfaction of the country's population with public administration has always been studied and analyzed by Amir Timur.

Alisher Navai's book "Mahbub ul kulub" describes all social groups and classes of that time, describes in detail which of them were good or bad, and which brought benefit or harm to humanity, the state and society. The sage justified the sociological views that the social division of society in terms of number and quality is a positive phenomenon, the breadth of this classification is an expression of the level of well-being of the country.

Alisher Navoi identifies more than a hundred characteristics of social classes in society, interprets their role in the social system of the country and their potential for self-sufficient activity. The content of the work is that the purpose of this sociological classification is to increase the level of their social usefulness.⁷

Despite the fact that in the West the formation of sociology as a science is associated with the name of Comte, and applied sociological research is associated with Durkheim, many approaches to research in the field of modern sociology can be traced in the views of Eastern thinkers on the management of the state and society many centuries ago. The works of great thinkers and scientists who grew up in Central Asia were subsequently translated into the languages of Western countries, which gave sociology further development and theory.

Applied sociological research changes over time and, accordingly, sociological knowledge, values and traditions change, and with them the application of research methods, as a result of which the process of sociological knowledge is improved with new needs, opportunities, and the methodology of sociological research is also updated and improved.

Sociology studies society and individual behavior in the social process. This allows us to more clearly see and explain the social circumstances that affect our lives. The concept of "social",

⁷ Alisher Navoi. Махбуб ул-кулуб. - Т.: Гафур Гулом номидаги адабиёт ва санъат нашриёти. 1983.- Б.3.

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which shows the influence of people's interaction, their influence on thoughts and behavior, behavior, as the main characteristics of social processes, is important for scientists when determining the purpose of problems. Sociology, based on positivity, is associated with common sense, that is, it is critically combined with thoughts about public life and people themselves, formed on the basis of simple realism and sterotypes formed in a particular society.

Conclusion

Even before people realize their behavior on their own, the sociologist begins to study it. But unlike the knowledge of the people themselves, in sociology, empirical facts are studied through sociological research, theoretical systems are created based on evidence and facts that have a scientific basis. At the same time, it also includes characteristics characteristic of the humanities, such as the tradition of interpretation, prediction and conclusions. The question of how practical problems turn into scientific ones, in turn, turn the knowledge gained in the course of research into practical recommendations, has long been of concern to sociologists. Judging by the scientific approach of Eastern thinkers in the sociological study of social processes of society:

First of all, in the sociological study of social processes of society, it is formed on the basis of various theoretical and methodological approaches, on the basis of various reflections of social processes and phenomena in the minds of individuals in society, their environment involved in public life, their division into different groups and layers. And a diverse set of attitudes and thoughts that have arisen in society makes up public opinion. The dynamics of changes in public opinion, its essence, the state of changes, changes in a positive or negative direction are studied on the basis of practical sociological research.

Secondly, a scientific approach to the study of social processes in society using special methods can be seen in the works of Abu Nasr Farabi, Abu Rayhan Beruniya, Abu Mansur al-Moturidi, Sahibkiran Amir Temur and Alisher Navai, who give the first theoretical ideas.

Thirdly, studies based on logical methodological, organizational and technical systems in order to obtain scientific knowledge about social phenomena, their formation, ridges, processes of change through sociology are practical sociological studies.

Fourth, the term "sociological research" itself entered scientific circulation in the middle of the 20th century. The French philosopher and sociologist Emile Durkheim was the first in the history of sociology to introduce the concept of sociological research into the science of sociology in 1897, paving the way for the emergence of methods and various methodologies of applied sociological research.

Practical sociological research improves the development of society, social values and traditions in accordance with the state of change, and as a result of changes in the methods of research centers, sociological knowledge is improved along with the new needs of society, as well as the methodology of applied sociological research is improved.



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