



Ways To Adjust Economic Culture to The Requirements of Society Economy.

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Abstract: The article reveals the nature of internal and external factors associated with human economic culture, classifies their rational use, and also discusses issues of preventing economic costs and reducing their impact on the green economy while complying with the requirements of the green economy.

Key words: Personal economic culture, personal economic security, internal and external factors of personal economic culture, green economy.

Пути Подстроения Экономической Культуры К Требованиям Экономики Общества.

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Аннотация: В статье раскрывается природа внутренних и внешних факторов, связанных с экономической культурой человека, классифицируется их рациональное использование, а также рассматриваются вопросы предотвращения экономических затрат и снижения их влияния на зеленую экономику при соблюдении требований зеленой экономики.

Ключевые слова: личная экономическая культура, личная экономическая безопасность, внутренние и внешние факторы личной экономической культуры, зеленая экономика.

In the current era of economic globalization, human health and life expectancy are reduced due to the deterioration of health, social stratification, cultural and moral level decline, increased fresh water and food scarcity, loss of



biodiversity and forests, climate change and its impact on sustainable economic development. is causing many social and environmental problems such as showing.

The economic culture of a person is a general socio-economic category that includes the quality of a person's lifestyle, the level of consumption of material goods and services (standard of living), as well as the satisfaction of spiritual needs, health, life expectancy, environmental conditions, moral and psychological includes a number of factors such as climate, creativity, mental comfort.

Culture in a person's life is the main and integral element; it reflects his formation and development in society. This process of a person's creation of himself occurs in the process of constant activity, through the rise of his material and spiritual equipment. The effect of activity on a person varies. So, for example, work can not only elevate a person; in conditions where labor is of an ordinary nature, it drains all strength - such work leads to the degradation of society and man. Culture appears as a result of the confrontation between various, including anti-cultural, tendencies in society.

American cultural scholars A. Kroeber and K. Kluckhohn, in their joint study on definitions of culture, noted a huge and growing interest in this concept. So, if, according to their calculations, from 1871 to 1919. 7 definitions of culture were given (the first, as they believe, belongs to the outstanding English ethnographer E. Tylor), then from 1920 to 1950. They counted 157 definitions of this concept from various authors. In Russian literature, the willingness to compare various definitions of culture allowed L. E. Kertman to count more than 400 definitions. Now the number of definitions is already measured in four-digit figures [1].

"Culture is a complex that includes knowledge, beliefs, art, morality, laws, customs, as well as other abilities and skills acquired by a person as a member of society." In the original it reads like this: "Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" ("Primitive Culture", 1871) [2]

So in the Great Economic Dictionary of A.B. Borisov's economic culture is interpreted as "a system of values and motivations for economic activity, respect for any form of ownership and commercial success as a great social



achievement, success, rejection of “equalizing” sentiments, creation and development of a social environment for entrepreneurship, etc.” [3].

The economic culture of a person, society, and state evolves as the pace of the world economy develops and increases. Economic culture is developing at an accelerated pace with the decreasing role of the state in the economy and the expansion of the non-state sector. The economic culture of society implies:

- 1) the level of perfection of the economic life of society;
- 2) focus on human preservation and development;
- 3) economic culture expresses a certain harmony of nature and society in their economic interactions;
- 4) economic culture characterizes the focus of the economic life of society on stabilizing and strengthening peace, and not on preparing and waging war.

The formation of economic culture is understood as the development of a clear understanding of the economic laws of the development of society and the education on this basis of such personality qualities that are necessary in production and economic activity. The formation of economic culture is inextricably linked with the preparation of a graduate for life and work; it becomes one of the necessary criteria for the formation of an individual’s civic position [4].

It is not compatible with the changes taking place in society, such as "digital economy", "green economy" and "behavioral economy", which lead to inefficiency and even helplessness, especially in solving global problems. And the modern economy is the economy of knowledge. Within this economy, knowledge is transformed into high-tech products and high-quality services. This is the macro-level effect of education on society and society on education [5].

Today, we are moving into a green economy, so more attention should be paid to the preparation of the individual for the modern economic environment.

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