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THE NEED TO DEVELOP INTELLECTUAL CULTURE IN THE DEVELOPMENT OF MODERN SOCIETY

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ABSTRACT

In this article, the socio-philosophical perspective of the concept of intelligence, the importance of intellectual property in the economic development of the current society, and the path to the development of intellectual culture in the context of articles of different historical periods are studied. periodical reports on intelligence CIS studies. analyzed based on his works.

KEYWORDS

Intellectual property, intellectual capital, modern society, copyright, innovative ideas, stereotypes of consciousness, intelligence, intellectual communication, World Intellectual Organization.

INTRODUCTION

In the conditions of today's man-made civilization and globalization, the main decisive powerful factor is not destructive weapons and military forces, but intellectual potential, thinking, advanced worldview. At a time when all aspects of society and state life are rapidly developing, our country's strong position in the

world market and joining the ranks of developed countries, the creation of modern innovative ideas, inventions, i.e. intellectual products, and their commercialization in many respects. remains connected with their work. Intellectual property

accounts for 45% of the gross domestic product in Europe, 12% in China, and 7% in Russia.

It is important to ensure the protection of intellectual property in the modern globalized world. The share of intangible assets was 17% in 1975, and by 2020 it will increase to 90%, and their estimated value will reach 21 trillion US dollars. According to the analyzes of the World Intellectual Organization, in 2019, 17 countries received 64.1 billion dollars as a result of obtaining a license for the use of famous characters and educational and scientific literature. At the same time, the income from copyrights to the GDP of the USA amounted to 2.2 trillion dollars, which was equal to 12% of the GDP of the USA. Intellectual property is a very lucrative business, bringing more than a trillion dollars to Coca-Cola, KFS, Nestle and Apple. But, unfortunately, the indicators of commercialization of intellectual property in our country are extremely low. Our country's community of artists: scientists, inventors, businessmen, writers and artists are suffering from this.

In recent years, a lot of attention has been paid to the protection of intellectual property in our country. In particular, the decision of the President of the Republic of Uzbekistan "On additional measures for the further development of the field of intellectual property" [1], the strategy for the development of the field of intellectual property in 2022-2026 [13] was adopted. The main goal of the strategy is to eliminate existing

gaps and conflicts in the legislation in the field of intellectual property, to continuously improve it based on advanced world experience, and to regularly improve the processes of legal discussion of intellectual property objects, taking into account modern trends, as well as supporting the creation of intellectual property objects, raising the legal culture in relation to intellectual property.

On February 20, 2020, President Sh.M. Mirziyoyev, while participating in the opening ceremony of the People's Library in Ankara, Turkey, rightly said, "Every country in the world, every nation is powerful primarily with its intellectual potential and high spirituality" [14], - said the right thoughts.

Taking into account the negative deviations in today's globalization process, A. Zinov'ev said, "Now comes the period when the shortage of intelligence is growing" [5].

In fact, it is important to study the development of intellectual culture in various historical aspects at the same time that the developed countries in the world are making a lot of profit due to the commercialization of intellectual products, which are the product of human thinking rather than natural resources, oil, gold, and cotton.

METHODOLOGY

Local researchers B. Toshev, F. Nabievlar on the legal basis of intellectual property protection; D.N. Bogoyavlenskiy and N.A. from CIS researchers. Menchinskaya problem of formation of intellectual culture; Z.I. Kulmakova (1981), P. Ya. Galperin, (1985), N.F. Talyzina (1975), T.V. Kudryavtsev (1975), A.M. Matyushkin (1972), I.S. Yakimanskaya (2004) and others consider the problems of intellectual development of a person in accordance with educational theories. N.A. Loshkareva (1980), I.Ya. Lerner (1981), Y.K. Babansky (1982) analyzed the activities of students based on mental development, in particular, the ability to learn experiences within the framework of professional activities, to adapt to non-standard situations, and to accept important things.

M.A. In Kholodnaya's studies [11], the problem of intellectual education is analyzed as the main factor in the development of intellectual culture. In our country, researches on socio-philosophical aspects of intellectual culture in the development of society are not at a sufficient level.

Methods such as historicity, analysis, synthesis, and comparative analysis were used in our research work.

DISCUSSION

Culture is a concept that applies to any social phenomenon, and it also refers to the integrity of consciousness, thinking or some of their parts and aspects and features. Mind, like any social

phenomenon, is described using the concept of "culture". Among the living creatures, intelligence is given only to man. Intellectual culture is one of the components of culture.

Intellectual culture in society is formed and developed in certain social and historical conditions. The intellectual culture of each historical period is complex and multi-level. This, in turn, requires the study of the development of intellectual culture in the context of different historical periods. Because in each historical period, under the influence of the political and socio-economic situation, intellectual culture was manifested in its own way. In other words, each historical period has its own common cultural origin, that is, its main ideas, values, stereotypes, and symbols. One of the prerequisites for the study of the intellectual culture of a particular person is the study of the mechanisms of intellectual capital transfer in the historical period.

According to A. Mol, intellectual activity is the basis of culture formation. It is impossible to systematically analyze the intellectual culture of the period without studying the broader context of intellectual activity. In each historical period, the nature and capabilities of a person, his relations with the outside world, social interaction, cognitive priorities, and the leading trends of cultural development are manifested in a unique way.

The components of intellectual culture include:

- elite and professional culture;
- stereotypes of mass consciousness;
- logical methods of objectification and conceptualization of the surrounding world in nature and society;
- official and unofficial institutions that support intellectual culture;
- communicative practice of intellectual communities and scientific schools;
- forms of intellectual communication.

The term "intellectual culture" is widely used in different meanings and there is no single definition. In determining its main content, "mind" is the main category. Wide application of the concept of "intellectual culture" in the scientific environment came to the world when it was used in the process of studying the development of the human personality in the field of psychology. In psychology, special attention is paid to the role of consciousness and intellectual culture in achieving a high level of individuality of a person, in cognitive psychology. From the point of view of modern psychology, intelligence is a unique mechanism responsible for processing information.

Russian researcher V. Ivanova emphasizes that the elements of intellectual culture are "scientific" ability to work, interdependence at all four levels of ethics, and methodological fluency technique [7].

In the achievement of low or high indicators of psychological development in a person, special emphasis is placed on the formal nature of intellectual details. This, in turn, requires the study of the development of intellectual culture in the context of different historical periods. Because in each historical period, under the influence of the political and socio-economic situation, intellectual culture was manifested in its own way. In other words, each historical period has its own common cultural origin, that is, its main ideas, values, stereotypes, and signs. One of the prerequisites for studying the intellectual culture of a particular person is to study the mechanisms of intellectual capital transfer in the historical period. In this place, attempts to study and determine the essence and structure of the mind go back to antiquity. In particular, Aristotle distinguishes between active and theoretical (passive) minds in his work "On the Soul" (O dushe .435 p).

According to Aristotle, the active mind thinks about the truth, the theoretical mind refers to it [2]. In our opinion, this opinion of the great thinker is very appropriate. So, we can see that the concept of "intellect" appeared in the works of Aristotle, who is considered the creator of culture and scientific

thinking, as a symbol of "ancient thinking" [4]. In Western European medieval scholasticism, an attempt was made to limit the role of the mind in cognitive activity and subjugate it. Leibniz, a German philosopher who lived in the 17th century, divides the human spiritual world into 3 parts: mind; will and emotion. We can see that in the epistemology of the 17th and 19th centuries, culture was actually considered as a vague term like "experience".

Nicholas of Cusa, one of the thinkers of the new era, evaluates intelligence as an innate ability. Aq's complex structure and uniqueness make it difficult to develop a single definition for it. In the period when classical philosophy developed (XVII-XIX centuries), instead of the concept of "intellectual culture", its unique equivalent "experience" was understood. At the same time, different levels of experience are defined:

1. Natural empirical (impression).
2. Knowing the consequences of operative-empiric-movement-operations.
3. Empiric dialogue-generalization of experience of previous levels (induction).
4. Theoretical constructions-deductive axioms.

In a society with a complex social and educational structure, it is more important to understand the real interaction of elements of intellectual culture (subcultures), to identify models of intercultural

communication, perception and distribution of new ideas. One of the directions of studying intellectual culture is the analysis of specific processes of the circulation of ideas in the form of knowledge, thoughts and various information in the multi-layered space of culture.

Intellectual tradition works simultaneously as a necessary condition of intellectual activity and its derivative, as well as a form and method of preserving intellectual heritage. Of course, the acceptance and assimilation of the intellectual tradition in new historical conditions is accompanied by the selection of some elements of the heritage, the internal development of the tradition and the dynamics of its "cultural shift".

Cultural scientists consider the study of the concept of intellectuals based on three approaches:

1. How the ideas of their predecessors influenced them;
2. How they influence others, that is, how clearly their ideas reflect the development of culture. How he understood and expressed his era, the main meaning and direction of its development.
3. What is the significance of their ideological heritage for generations [8].

CONCLUSION

The concept of intellectual culture is knowledge born at the crossroads of personality psychology, and it is emphasized that it is the manifestation of the highest level of individuality, and then the formal nature of intellectual activity that has nothing to do with high or low indicators of psychological development in the psychology of cognition. The term "intellectual culture" is not clearly defined in local dictionaries, and although there is no general meaningful definition of intellectual culture, various terms equivalent to "intellectual culture" are used in research. The mechanisms of intellectual development of a person in society are related to the processes that take place in the space of individual mental experience and are characterized by its reconstruction and enrichment. The growth of intellectual abilities is an individual characteristic of mentality.

From a pedagogical point of view, intellectual culture includes a set of knowledge and skills in the field of mental work: the ability to determine the goals of cognitive activity, plan it, and implement it [7]. In order to ensure the professional training of future specialists in the society, it is important to form such qualities as the acquisition of variable methodology and heuristic methods, flexibility of thinking, and the ability to quickly solve one's problems based on thinking. Therefore, intellectual culture is a wide-ranging concept that includes the state of intellectual skills - mental experience. At this point, psychological

determinants include the following among the main characteristics of a person that contribute to the emergence and manifestation of intellectual culture:

- a person's positive attitude towards himself: self-acceptance and appreciation;
- attitude towards the world;
- personal values;
- the ability to self-regulate;
- creativity, initiative, etc.;

As the content of intellectual culture, it is a complex, multi-system purposeful activity, regulated on the basis of social and individual determination, carried out by the real life activity of a person, including self-development in the field of education, as well as mental processes in the process of professional development. , and their harmonious combination constitutes intelligence [3].

The phenomenon of intellectual culture has two forms: personal and social.

A.R. According to Nazaretyan (1991), the development of the society, to overcome the modern crises, the development of common thinking is important first.

A positive result in this process is related to certain cognitive characteristics of a person in society, including knowledge of the world and awareness of

cognitive actions. The basis of a person's intellectual culture is his cognitive ability. One of the characteristics of people with a developed intellectual culture is their active attitude to the world. Maslow connects different levels of human activity with a hierarchy of needs. According to him, the system of needs is the main source of individual activity [9].

A person's developed intellectual culture is also distinguished by its internal support system. In this case, it leads to a series of initial connections, actions and searches between the task and the necessary tools for its rational solution. The constructive nature of intellectual culture is related to its positive and negative level. A person with a developed intellectual culture is distinguished by his independence and can show himself in knowledge and practical activities. Thus, at the individual level, intellectual culture appears as a whole, complex structure, which is characterized by it. Intellectual culture performs cognitive, regulatory, communicative tasks in society. The main task in society is to understand, to expand the parameters of understanding, as well as to form people who think creatively. Intellectual development of a person is becoming an urgent problem for society.

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