

**THE GROWING NEED FOR THE SOCIETY'S IDEOSPHERE IN THE
CONDITIONS OF NEW UZBEKISTAN AND ITS SPECIFIC FEATURES**

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Abstract: This article discusses the increasing demand for the ideosphere of society within the context of New Uzbekistan and its unique characteristics. Furthermore, the article describes the concept of the **innovative personality** and the requirements placed upon it.

Keywords: Globalization, information society, civil society, development strategy, public administration, innovative technology, innovative personality, innovative thinking, socio-political activity.

In the 21st century, which is becoming the age of innovative technologies, the world is rapidly changing and developing. Competition for geopolitical interests, natural resources, and markets is intensifying. Modern society feels a need for individuals who are intelligent, competent, and creative thinkers capable of effectively managing their intellectual activities in interaction with other members of society.

In such conditions, every state can only ensure sustainable development if it fully utilizes its internal capabilities, develops human capital, and introduces the principles of an innovative economy into the national economy. Our President Shavkat Mirziyoyev said the following about this: "We all know well that today is the time of high technologies and innovations. Developed countries in the world are setting the task not only of producing many products and bringing them to the market, but of moving to an innovative economy based on deep knowledge and scientific achievements. That is, developing one's economy not at the expense of spending existing natural resources, but through the creation and mastery of innovative products and the introduction of advanced technologies into production is becoming the main factor of progress". Indeed, in the current era, innovation has become one of the important social mechanisms of development.

Today, our national ideology serves only the interests of the person and the people. The ideological environment is considered one of the important factors that stabilize social relations in society and bring them to a new stage. The development of this very environment directly affects the progress of society, the essence and significance of the reforms being implemented, and their effectiveness. After all, how any change, renewal, or creative work occurring in life proceeds and what result it gives depends, first of all, on the ideological views and principles of the people.

For this reason, Uzbekistan has stepped into its new stage of development and is undergoing a process of rapid development based on the Action Strategy, which was developed by our President Shavkat Mirziyoyev and is an example of a unique innovative approach to reforms. The priority tasks defined within the framework of the Development Strategy of New Uzbekistan for 2022–2026 have marked a new stage in the country's progress.

Within the priority areas aimed at improving the system of state and society building in the Action Strategy, the task of fundamentally renewing the activities of state administration bodies is defined. In this process, the main goal put forward is the reorganization of the management system based on the principle that "state agencies must serve the citizens," rather than the people serving the state agencies.

This approach requires ensuring openness, transparency, and efficiency in public administration, and putting the needs and interests of citizens first. It is planned to implement tasks such as directing all areas of activity of ministries and departments to serve the citizen based on the "State - servant of the people" principle, accelerating work on decentralizing management, and ensuring the openness of the activities of state bodies.

In general, the Development Strategy of New Uzbekistan for 2022-2026 makes it possible to achieve strategic goals in ensuring the rapid and high-quality consideration of appeals regarding issues that directly affect the daily lifestyle of the population. This is achieved by creating a centralized system for collecting appeals sent to state bodies and establishing digital control over the timing and quality of their consideration. Furthermore, comprehensive measures are being implemented to increase the political consciousness and political culture of children and youth, turning them into active participants in society and strengthening civic responsibility and social activity.

As social and economic processes become more complex amidst intensifying global competition, modernization based on scientific achievements and modern technologies has become a primary condition for sustainable development. In most developed countries, forming an "intellectual nation" is a strategic task, which requires the initial formation of an innovative personality type. Regarding this, President Shavkat Mirziyoyev emphasized that creating an environment of innovation in the worldview of the people is a vital task, as progress and competition in any field are impossible without it.

The transition to a new stage of development has necessitated the reform of society and the improvement of its scientific management alongside state institutions. This is achieved by creating and implementing new socio-cultural technologies. These technologies are prioritized for:

- Developing constructive projects to ensure social progress.
- Creating complex programs for the development of every aspect of society.
- Implementing rational activities aimed at eliminating social problems.

Using advanced socio-cultural technologies elevates the state, society, and individuals toward progress. In the work *The City of Noble People*, Al-Farabi noted that leaders of such cities must be just, wise, caring, law-abiding, and capable of foresight. In a modern interpretation, this foresight, combined with the triumph of enlightenment and science, corresponds to "innovative management".

Consequently, a main task of the reforms in the renewing education system of Uzbekistan is to form an innovative personality type. Innovativeness is expressed through a harmonious complex of qualities such as knowledge, thinking, activity, and responsibility. These features allow individuals to promote new ideas, find unconventional solutions to problems, and fully realize their potential. To achieve this, society must be restructured so that knowledge and cultural wealth are created within its spiritual, socio-political, and material productions. The ultimate goal of this new society is to form a holistic person whose essence is determined by the complex of knowledge acquired throughout their life.

According to this approach, an **innovative personality** manifests, above all, as an individual who strives for novelty and is open to experimentation, the adoption of innovations, and change. Such a person accepts diversity of thought as a natural occurrence, recognizes the existence of different points of view, and is not afraid to revise their own worldview. Without denying past experience, this individual focuses primarily on today's reality and future opportunities.

The possessor of **innovative thinking** has the ability to overcome the difficulties and obstacles encountered in life, demonstrating determination and will in achieving their goals. They consider it important to make plans for the future in both social and personal life and to

carry out their actions with careful foresight. At the same time, they believe that social life can be regulated and predicted based on specific patterns.

In such a person, the sense of **justice** is strong, and the belief that one should be evaluated according to the results of their labor and professional skill takes priority. They accept knowledge and education as the highest values and strive for constant self-development. Most importantly, an innovative personality considers it a human duty to respect the honor and dignity of others, regardless of their social status or position.

A general characteristic of the modern individual is not merely the ability to self-transform by adapting to social life, but the ability to **create life meaning** aimed at both changing social life and changing oneself. This creative quality determines both the set of personal aspects and the general properties of creative thinking, which is considered an attributive sign of the innovative personality type.

Certain typological aspects of the innovative personality can be found in the works of the French scientist **M. Crozier**. The author emphasizes that the ability of people to take initiative becomes a more important factor of development in current conditions than the management of material resources. For this reason, competition intensifies not around the problem of acquiring material resources, but around the ability to rapidly renew and create and implement innovations. Among the leading personal qualities of an employee-alongside professional skill and competence-initiative and readiness for innovative changes take on immense importance. The mobilization of these qualities is directly related to the readiness and ability to receive an education. Thus, the driving forces of organizational development change.

The **innovative potential of teachers and educators** is of great importance in the development of the individual. Today, the youth of the 21st century is full of energy, enthusiastic, resilient, knowledgeable, and live striving and searching for happiness. President **Shavkat Mirziyoyev** said the following about this:

"We all know well that today is the time of high technologies and innovations. Developed countries in the world are setting the task not only of producing many products and bringing them to the market, but of moving to an innovative economy based on deep knowledge and scientific achievements. That is, developing one's economy not at the expense of spending existing natural resources, but through the creation and mastery of innovative products and the introduction of advanced technologies into production is becoming the main factor of progress. The strategy and mechanisms of innovative development of a country are, above all, closely connected with how effectively the intellectual and scientific-technical potential created in that state is used."

It is known that "civil society is formed in harmony with the rise of self-awareness in people and their ability to feel an objective sense of responsibility. **Civil society** is a specific social system that guarantees every citizen of the country full freedom to build their economic and political life based on their own will."

In the conditions of civil society, **social activity** expresses the level of people's conscious, objective, and selfless approach to relations in society, and their desire to improve or change specific aspects of these relations. Such activity is manifested when citizens are not indifferent to the life of society, but deeply analyze the processes taking place in it and try to influence them.

According to **M. Kirgizbaev**: "...one of the unique features of civil society is that membership in all-state and non-state public organizations-within its system of institutions is voluntary. This rule, firstly, demonstrates a high level of democracy in society, and secondly, signifies the high social consciousness and activity of the members of society." From this point of view, the concept of civil society represents a system of mutual relations formed between the individual and the state, where human rights and freedoms are viewed in harmony with duties and responsibilities before the state.

The geopolitical goals and forms of ideological policy of the current era-including their constructive or destructive characteristics are not accidental phenomena; rather, they correspond to objective conditions and subjective character. Today, **globalization** requires an increase in the importance of regional unity in strengthening the kinship, spiritual-psychological closeness, and security of all countries in the region, as well as in strengthening the fight against various ideological influences.

Based on the summary of the above points, it can be said - as Shavkat Mirziyoyev stated:

"The ideology of the New Uzbekistan we are creating will be the idea of goodness, humanity, and humanism. When we say ideology, we understand, first of all, the education of thought, and the education of national and universal values. They are based on the life concepts and values of our people spanning thousands of years."

In conclusion, innovative measures are of great importance to satisfy the needs of the society's **ideosphere** in the socio-political activity of the individual. These measures serve to form an active citizenship position, and to receive, promote, and improve ideals and ideas through modern information technologies. In this process, the purposeful and effective use of information and communication technologies, and the development of programs aimed at increasing the **media literacy** of the population, especially the youth, are of vital importance.

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