



ANALYSIS OF THEORETICAL AND PRACTICAL CHARACTERISTICS OF PROFESSIONAL ETHICS IN POSTINDUSTRIAL SOCIETY

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Abstract: *It is more effective to look at post-industrialism and globalization as a reshaping of the entire system of social relations, the life world of the population of economically developed regions and partially developing regions of our planet. They do not fail to affect the entire axiosphere, they have a transformative effect on it and, in turn, have an adverse effect on the course of globalization processes, its direction, pace and nature, and the entire amount and structure of everyday practices. . Of course, among them there are professional relationships in all their diversity, including specific professional ethics.*

Key words: *Post-industrialism, globalization, professional ethics, information society, intellect, hermeneutics, ethical code, manager.*

Since the 70s of the 20th century, many Western scientists have announced the beginning of a new stage in human development, which they call the post-industrial or information society. Such signs of the post-industrial society were noted as the transition from production of goods to production of services in the economic sphere, the growth of the class of professional specialists, the leading role of theoretical knowledge as a source of innovation and social development. transformation, creation of new intellectual technology. All this will lead to profound changes in the content of social processes, first of all, in the field of labor. Having overcome the global crisis in the relationship between society and nature in the middle of the 20th century, humanity was forced to focus on the relationship between people in the environment created artificially. The formation and development of the information society has become a global process of the formation of the noosphere.

In 1973, sociologist Daniel Bell noted that a new type of society has emerged. He described the important changes accompanying the emergence of a post-industrial society, one that relies not only on “mainframe computers, but computers on a chip” as well as telecommunications and computer intelligence. This new post-industrial society has six characteristics:

1. The service sector is so large that many people work in it;
2. A large surplus of goods;
3. Trade between nations is more extensive;
4. Wider types and quantities of goods available to the average person;
5. Information explosion;
6. Global village connected by fast communication, transport and trade.

Reflecting the stages of development of the concept of post-industrial society, Bell highlighted four works that influenced his thinking:



1. An underlying theme in his first book, *The End of Ideology* (1960), in which he examined the role of technical decision-making in society and the end of old political passions. He argues that, contrary to the misconceptions derived from the book's title, its real argument is that "the exhaustion of old ideologies inevitably led to a hunger for new ones".

2. He conducted a series of studies for *Fortune* magazine in the early 1950s on changes in the composition of the labor force, whereby the reduction of unskilled workers occurred at the same time as the increase of technical and professional workers in the occupational system.

3. His reading of Joseph Schumpeter's *Capitalism, Socialism, and Democracy* on the concept of technology as an open sea focused on technological forecasting and the desirability of his role as "...diagrammatic technology to overcome disruptions. the uncertainty of the future".

4. Physicist and historian of science Gerald Holton's essay on the importance of theoretical knowledge and the codification of theory.

The theory of post-industrial society, following the principles of W. Dilthey's hermeneutics and M. Weber's "understanding of sociology", denies cause and effect in history, but focuses on meaning. In other words, when describing the axial principles of industrialism, we do not identify a set of conditions, the combination of which will certainly lead to the emergence of a new stage in history, but we are trying to understand what exactly makes it possible to become a reality.

"The concept of postindustrial society is primarily concerned with changes in social structure. However, we do not claim that in social structure they determine corresponding changes in politics or culture. Rather, they pose three kinds of questions to the rest of society.

First, social structure is a system of roles designed to coordinate human actions, for example, to achieve certain goals. Roles distinguish people, determine special ways of behaving in society, but a person does not always easily perceive the conditions of a certain role.

Secondly, changes in the social structure create problems that the political system faces in the field of governance. In a society that increasingly understands its destiny and strives to control its wealth, the political order of necessity comes to the fore". [1: 940]

Thirdly, changes in society are first of all manifested in the emergence of a new way of life that fights against cultural traditions. The random symbiosis of tradition and innovation determines which way society will go.

So, what is meant by the post-industrial society, the current stage of development, which is usually called an innovative society? "Post-industrial society means a society in which the priority in its economy has shifted from the production of goods to the production of services, scientific research, organization of the education system and improvement of the quality of life; in which the technical class became the main professional group, and most importantly, the introduction of innovations became more and more dependent on the achievements of theoretical knowledge. Post-industrial society



implies the emergence of a new class whose representatives at the political level will play the role of advisers, experts or technocrats”.[2: 72-86]

It follows that the information society objectively determines the complexity of relations in the field of labor activity and the content of the labor process, increasing the importance of professional skills, the need to develop new criteria in the characteristics of the labor team. New professions (programmers, astronauts, rescuers, ecologists, managers, etc.) will appear on the basis of further growth of the division of labor. In such conditions, relevant ethical codes of labor relations appear within the framework of new professions. Most of them are being developed and trying to cover and systematize the new complex processes of modern professional relations, leaving some questions still open and controversial. So, at present, controversial issues of advertising, marketing communications, intellectual property, etc., are being resolved within the framework of professional ethics.

Changes are also taking place in the traditional fields of work, which determine the concretization, complexity and addition of the already existing code of professional ethics, because today many professions appear in qualitatively new content. The increase in the types of professional activities began to be characterized by the increase in ethical requirements. Deviation from them is usually associated with great harm to other people and is often accompanied by anthropogenic, man-made, ecological and other disasters.

Difficulties in the development of professional ethics in the information society are connected not only with the abundance of innovations in the relevant fields of human activity, but also with the direct reflection of highly controversial problems of modern life. So, in medicine, this is a problem of genetic engineering, surrogate motherhood, euthanasia (voluntary death); in ecology - problems of natural environment rights; in politics and legal ethics, the problems of denunciation and the death penalty; in sports - problems of doping, corruption, scandals; in computer ethics, liability issues, censorship, electronic viruses, and more. The causes of these problems are deep antagonistic social contradictions and conflicts, the complexity of social relations, the growth of technical equipment, the real threat of global, including ecological, disasters, etc.

Professional ethics has been studied by many sociologists, emphasizing its dynamic nature. If we talk about the changes in work and professional ethics, then they are undoubtedly related to the change in the attitude to work, the position of the profession in society and the role of professional associations in the development of a professional personality. According to these criteria, several stages of development of morally determined professional ethics can be distinguished.

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