



THE ORETICAL FOUNDATIONS OF THE DEVELOPMENT OF CONSUMER CULTURE IN PRESCHOOL CHILDREN

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Tayanch so'zlar: maktabgacha ta'lim, iste'mol madaniyati, kontseptual asos, «Ilk qadam».

Ключевые слова: дошкольное образование, потребительская культура, концептуальная основа, «Первый шаг».

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In the process of rapid development of intellectual development, many reforms are being carried out in the field of preschool education as the main link of the third Renaissance. In particular, it would not be a mistake to say that the prelude to economic reforms begins with preschool education. Because economic education and the formation of consumer culture, which is an integral part of it, are developed at the next stages of education in preschool educational organizations, and in the future a conscious citizen of society will serve as a basis for the education of mature personnel on the ground.

As President Sh.Mirziyoyev said at a meeting on the radical improvement of the preschool education system on October 19, 2019: «Whatever sphere we choose, without the education of modern mature personnel, we will not be able to achieve either changes or a prosperous life. The training of such personnel, a healthy gene pool of the nation, begins primarily with the preschool education system. In the modern process of globalization, many reforms are being carried out in the field of preschool education as the main ring of the Third Renaissance.

At all levels of education, as in other areas, the legal framework of consumer culture and economic education is being strengthened over the next five years. It would not be a mistake if we define the prelude of the Renaissance, which was offered to the attention of the people and society of Uzbekistan in early 2021, 2016. In particular, if we look at the example of the preschool education system, when the country's President Sh.M.Mirziyoyev started working as the



head of state, one of his first decisions was related to this area. On December 29, 2016, decision № PQ-2707 «On measures to further improve the preschool education system in 2017-2021» was announced. Later, on September 30, 2017, PQ-3305 «On the organization of the activities of the Ministry of Preschool Education of the Republic of Uzbekistan; on May 5, 2019, PQ-4312 «On the approval of the Concept of development of the preschool education system of the Republic of Uzbekistan until 2030» further strengthening of the legal framework of the sphere. According to the decision of the Board No. 4 of the Ministry of Preschool Education dated July 7, 2018, the State Curriculum of the «First stape» Preschool Educational Institution was adopted, which serves as a factor of quality and efficiency at this stage of education.

New Uzbekistan - people with economic knowledge are needed to strengthen the development of society and the economy of the state, where human value is a priority. The above-mentioned normative documents are important in the formation of such people from childhood, improving the legal, economic, political, moral and moral literacy of the younger generation, as well as in the formation of their consumer culture.

In the decree of the President of the Republic of Uzbekistan dated September 30, 2017 «On measures to radically improve the management of the preschool education system» PF-5198, taking into account the development of the sphere, much attention is paid to «... in modern preschool educational institutions characterized by the creation of conditions for the development of preschoolers aimed at demonstrating the possibilities of positive socialization of the child, his comprehensive spiritual, ethical and conscious personal development, the development of his initiative and creative abilities on the basis of activities appropriate for preschool age, which open up opportunities for cooperation with adults and peers in the framework of communication.» . This aspect of the decree reveals the comprehensive development of preschool children, including the need for their socialization. The socialization of a child, in turn, requires measures to prepare a growing personality for life, to master the moral norms and values necessary to solve life issues, communicate with other people, and improve the ways of activity associated with the formation of the «I» image. Such pedagogical measures should include the issue of economic education of children and consumer culture.

Consumer culture consists of material and spiritual values, knowledge, example and norms of consumer behavior, has great social significance and this process is carried out and develops in daily activities. Consumer culture occupies a special place in the general human culture and influences the



development of all its components (knowledge, qualities, value orientations, etc.), practically controls consumer behavior .

It is important to form consumer culture and values, knowledge standards and behavioral models in children. We recognize that this process can create ample opportunities for the formation of consumer culture in the five centers of activity of the state educational program «Ilk Kadam» for the harmonization of material and spiritual factors in preschoolers, and that it is necessary to create an additional version of the program based on this program.

The educational process reflects the general rules of the state curriculum «Ilk Kadam», the goals and principles of the educational process of preschool educational organizations, the competence approach in teaching preschoolers. The program was based on the principles of scientific observation, abstract-logical, comparative and system analysis, the role and importance of competencies in development centers were studied. The Law «On Preschool Education and Upbringing» and «State Standard of Preschool Education and Upbringing», approved by the Cabinet of Ministers Resolution No. 802 of December 22, 2020, were also adopted. The development of the state standard is based on the following documents: the Constitution of the Republic of Uzbekistan «On preschool education and upbringing», the President of the Republic of Uzbekistan «On measures to radically improve the system of preschool education» dated September 9. , 2017 № PQ-3261 and «Preschool Education of the Republic of Uzbekistan on approval of the concept of system development until 2030» Resolution No. PQ-4312 dated May 8, 2019; Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated November 21, 2017 № 929 «On approval of the Regulations of the Ministry of Preschool Education of the Republic of Uzbekistan and the Regulations on the Institute of Retraining and Advanced Training of Managers and Specialists of preschool educational institutions», «On measures to further improve the activities of preschool education organizations» 2019 Resolution № 391 of May 13.

In a word, the Law of the Republic of Uzbekistan «On preschool education and training», «State standard of preschool education and training», the state curriculum «Ilk Kadam» and the State Development of young and preschool children act as conceptual foundations for the development of consumer culture among preschoolers. We consider it appropriate to accept their requirements. In the following reports on the results of our work, based on the above conceptual foundations, we will present a model for the formation of consumer culture in preschoolers.



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РЕЗЮМЕ

Maqolada maktabgacha yoshdagi bolalarda iste'mol madaniyatini shakllantirishning kontseptual asosi sifatida bir qator qonun va me'yoriy hujjatlar batafsil tahlil qilinadi va asoslanadi.

РЕЗЮМЕ

В статье подробно анализируется и обосновывается ряд законов и постановлений как концептуальная основа формирования потребительской культуры у дошкольников.

SUMMARY

The article analyzes in detail and substantiates a number of laws and decisions as conceptual foundations for the formation of consumer culture among preschoolers.