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Submissions cover a wide range of issues, primarily the problem of improving management, sustainable economic development and introduction of innovative technologies, improved training and enhancement of the development of "human capital", interaction between the individual and society, psychological and pedagogical foundations of innovative education.

Materials addressed to all those interested in the actual problems of management, economy and ecology, social sciences and humanities.

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In accordance with the position of of Imam al-Ash'ari's faith the last deeds of human are considered. If the last deed of a person is positive, then life was good, and if the last act is negative, then life was miserable. Because if human did good actions in life, there is no doubt the last moment in life will be good.

Islamic scholars unanimously argue appropriateness of ijtihad (views) of the two great imams of Ahli Sunnah Wal Jamaat Abu Mansur al-Maturidi and Abu al-Hassan al-Ash'ari.

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## 10. Communication Strategy Technologies in Mass-Media

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At the present stage of human development communicative strategies and technology in various types of media have covered millions of people. Communicative exposure allows in conditions of social instability arising reduce social tensions and create some positive sentiment. New levers to stimulate the creation of various forms and styles of expression, socialization and control that allow achieving better results in the optimum time. The communications revolution is linked, so with unprecedented in the history of the process of development of the media and their pervasive influence on

public life. All enhanced by manipulation of consciousness by means of verbal and non-verbal communication, especially the television audience: viewers are the most mass audience (the internet is developing actively, but on such a scale has not yet reached). All the more urgent it becomes to counter the idea consciousness manipulation by social movements. However, the creation of such a counter is quite a challenge, since manipulation of consciousness achieved in his great strength due to strong financial support from corporate and government budgets. Particularly in Kazakhstan adopted and implemented by the Republic of Kazakhstan Information Security Concept to 2016. In particular, the creation and ongoing is development of the information society.

Today, information development acquired a global dimension, is becoming increasingly urgent the idea of increasing the role of the intellectual forces that are in opposition to the manipulator's consciousness. Manipulation of public opinion has become a technology directed to a person as an object, a special kind of thing. Hence manipulation – it is a part of the technology of power, not only the impact on people's behavior in relation to each other. However, the manipulation is not a simple deception. Manipulative effect is that of an individual or a group, as it were gradually pushed to make some action. The manipulation is as important text and context of the message as the recognition of the situation, the interpretation and the interpretation of events, which should be beneficial to the manipulator. Consumer manipulative actions are always looking for hidden meaning. This is the most difficult psychological process. Often the manipulators act themselves or employ its technology for influential people, for example, academics, artists, experts in any case to increase motivation. This allows users who have adopted the information disconnect or connect it to the different sections of context and create their own picture of the world of justice. But an intelligent and thinking audience throws their first encountered the original version of what is happening, restoring primarily the author's logic messages. The logic of it helps, of course, leads to a situation moot point to flaws of the manipulation. For this reason, intelligent and educated people are critical of any information. But the simple man in the street does not spend time on analysis. He grabs the "pieces" to receive messages mentally rearranges their positions, thereby distorting the information and entering the network dexterous manipulator. In this case, it triggered the so-called "economy of thought", narrowing the human mind. It promotes reception of the message and its one-sided interpretation. Babbitt used to live stereotypes - dies, notions and entrenched prejudices. This viewer believes everything that happens on the screen, or printed word, but after some time he will not remember the details of what a TV program or a newspaper article was. The main thing is in mind of the consumer that it is stronger than the stereotype of memory. In our time, we conclude the existence and development of one type of person, and add up the conditions

for the formation of a different type, the other mental and physical, spiritual and aesthetic values of the system.

The youth of today, who have to live in an era of new technology - it's not just consumers who make choices among commodities. Manipulators are not able to prevent the growth of public awareness of the true nature of the current system, where the information field management was carried out without regard to humanity of his character. In the context of this struggle goes on the information revolution not in the interests of the manipulators and their opponents in calling for the media in a democratic manner served the purpose of spiritual development and social progress of the peoples of various countries, uniting them in the struggle for the survival of humanity and the preservation of its cultural heritage. However, the information industry itself is also experiencing some difficulties. Key issues in the crisis period: Journalists criticized Kazakhstan legislation on mass media for vagueness and stiffness.

The study, conducted by Media net, it was revealed the general state of development of Kazakhstani mass media in the crisis year. With the help of the questionnaire were interviewed editors of more than 60 media - both print and electronic. The survey included chief editors of national and regional mass media of Kazakhstan Current state at the time as a very ill-defined 14% as a stable - 28%, the bad, but there is hope - 58%. Editors pointed out the most negative impact on the current market conditions. Among the main factors - loss of confidence (10%), increased the state order (2%), economic (56%), increased pressure crisis (17%) [1]. Management - a special kind of social and mental activity of the individual, aimed at people, the basis of all communicative practice. Penetrates the consciousness of any person, but to govern themselves or someone else, not everyone can. It is always important to be the talent and knowledge of the journalist, the ability to govern themselves and their heroes. Television pursues exactly this goal: to manage to introduce audiences to the necessary actions to society, as well as manage the consumer to accept the reality as a continuous process of information exchange of goods. Own thinking management is inextricably linked with the logic. It helps the journalist as a creator competently build their own thought and prevent errors in it. If the dialogue with the journalist hero interview each party remains in his opinion, this case is a typical management error. However, there are manipulators that option communicative practice as "the substitution of identities." Let us consider it in more detail. It is known logical thinking transparent. So, it can invade and deliberately misrepresent the program, depriving the human ability to make the correct inference. Introducing thus chaos, the author changes the logical sequence, and achieves substitute identity very much. Partner (viewer), got into a situation of "spoofing identity" feels helpless he wants and expects assistance and support. Leading the dialogue moderator enjoys it to their advantage. Manipulation is to disable the ability of the viewer to the structural analysis of messages and events - analysis immediately replaced ideological

evaluation. Communicative management practices - "substitution of identities" initially looks like an outright deception listener. But leading the dialogue in every possible way this practice disguises (motivates) or their particular ideology or value system for all, to justify themselves and the actual situation. Management - "substitution of identities" old method of manipulation of authoritarian regimes, such as fascism, communism, fundamentalism, etc. It creates conditions for the appearance of double standards in society. It is monstrous that people in this case, lose the ability to analyze. They become, as they say, in a stubborn and gullible in another. Mastering the techniques of logic – is a necessary condition for a convincing argument. But you need to know and be able journalist to convince their consumers? First of all, it is necessary to establish a link between knowledge and belief. Conviction is more active compared with knowledge: "I am convinced" > "I know." In other words, the belief – is this knowledge effectively. The daily television dialogue with the audience produced social role as master and slave. In the first phase a listening audience receives information on the second - restraint responds to the emotional level of the message, and the third and most difficult step - to slow decision-making and make the desired ranges action. This situation is "the crisis of forming beliefs" when, following the logic, the journalist wants and seeks to expose the viewer need to obtain information and any action. This situation is considered to be a psychological barrier. However, every action has a reaction. For example, the viewer can use a standby crisis to their advantage, quickly pressing the TV remote control button. That is why, in order to avoid the loss of potential audience (slave), the media all the more sophisticated in methods and ways of presenting information, depriving the viewer's ability to analyze, reflect and, therefore, to come to their own beliefs and attitudes on a particular situation in the country, world, etc. For this reason, broadcast entourage is extremely aggressive, bright, and rapid. The channel, thus fighting for the attention of his audience and does not allow him even to recover. Channel continuously loads the consumer the most unexpected, intriguing information that the latter is not switched, and got out of the communication area. Another, no less important and meaningful communication management practices in addition to the "substitution of identities" practice, practice is the "paradox of the liar." West communicative culture has always been ahead of the rest in the search for new forms of exposure to an audience of millions of TV viewers. The need for a new communication practices are closely related to the problem of the information revolution - the issue of movement and processing of very large amounts of information. In this regard, the French philosophers - sensationalists in the middle of the XX century turned their attention to the ability of human speech and dialogue to cooperation, which logically follows from Aristotle's "liar paradox" - re-substantialize speech. How to make partner management in the dialogue promoted rapprochement of speaking with humanistic positions? Can such a communicative practice to perform the functions of

ideology for all? Indeed, on our consciousness is prevails powerful Aristotelian tradition associated with the notion of substance? Your partner in your evidence is often asked: "Yes, what you say? Is that so? Are you telling the truth? ". This reaction occurs and the viewer, when he listens to the keynote address, for example, presidential candidate. Partner casts doubt on your evidence system - as a whole, together with a situation in which it exists. His radical action - and you do not get the joke, or uncertainty. From you it requires an answer: "Yes or no." Secondly, the question itself: "It is true" can have varying degrees of radicalism. It may refer to a situation in which the speaker and listener, but which probably is part of covering the situation. Listening in this case is trying to "fit" the situation in the context of personal convenience for him. But it confirms its willingness to continue the dialogue. In general, he trusts you. If you say, "I am telling the truth", the partner will be required to continue the dialogue in the framework of your initial conditions, even if he understood what you said - a lie. In this case, he will be required to make by means fewer radical questions of the speaker go to the new "initial conditions," that is present in the dialogue is clearly false, since the very formulation of the question implies trust. If he tries to change the situation himself or leave lie undetected, the responsibility for ending the initial dialogue will be based on it. If the reply: "I am not telling the truth", the listener, having received permission to change the situation, new issues should make the speaker's partner not only give a correct picture of the situation, but also to explain why he is lying. If he does not, then it would mean that he knows the foundation of lies, and it deprives the speaker's confidence. Otherwise, the dialogue gap wills bemire possibility. In the event of an attack is a strong one way - to continue the dialogue, you have to agree, "Yes, I'm lying." If you say, "No, this is - the truth," it would be tantamount to counter-attack, which probably will not be heard by a partner, as it will still be perceived as false. But we should answer: "Yes, I agree - it's a lie." So, the answer you pass the initiative partner, he builds his answer in representing situations system, their consent, he opens the base of his behavior: he was lying, not because he lied but because he is in a situation that is lying, that is - false. In other words, a listening partner devoid of any rational grounds for action: the situation is in fact false, because it presents itself as false; but if the situation is in fact true, because it presents itself as false, it is false. Thus, the other person is in a situation of paradox of the liar. But as the question of dialogue remains open, he is obliged to continue the conversation in the less radical manner. He will say: "Good. Let's continue to understand. «This will mean that representing the system as a whole and the situation you have withdrawn from the strike partner.

The dialogue continues. "Liar Paradox" – is a defense mechanism of our speech, protecting its continuity [88]. In an effort to prove its truth and resist the onslaught of lies (forgery) actually unfolds the struggle of human interests: whether it is a business meeting or an ordinary sale of goods in a shop or a talk show with audience participation. A liar paradox clearly

teaches people a new way to find a common language with a partner. This is a very important discovery in the field of communicative management. Western television certainly took advantage of this as another good way to manage the viewing television audience. Modern TV shows, variety talk show on the content have become closer to the everyday life of the common viewer. They enjoy well-deserved success with viewers. In their character and audience management has ceased to be inhumane. The heroes of these and other programs are openly calling screens for publicity and trying to look at their problems through the eyes of a partner. Babbitt successfully began to study the effective conduct of such a productive and friendly dialogue. However, for the world it has become obvious - learn to look at reality in a new way, to rise to the position of the interlocutor and to find a consensus - the imperative of the time. But what if you are now on us fall the giant information as a consequence of the global scientific and technological revolution? How to be a man and how to remain competent in this sea of facts, opinions, and events? Now the man knows how to get into the global information network, but when you get into it, he risks getting lost in it. Personality continues to strive to be and remain in demand as a host or transmit the information to a party? It is a matter of extreme importance in our modern world. Aristotle's hint about the tradition of substance - learn to accept the partner's position prompted the society of the developed capitalist countries in the modernization of the phenomenon of the "paradox of the liar 'in a new type of control that contemporary political scientists, and behind them, and journalists in public debate entered into a turnover, the term -" new thinking". But unfortunately, they still do not specify the content of the term. In fact, a new type of control that is presented to society as a new ideology is emerging open society. It can be assumed that the term "new thinking" will soon be fixed for this kind of control, and the philosophers and political scientists would clarify the content of the term. Indeed, the human mind in general, and the principles of "new thinking" as a form of control in particular offer, intruding into the consciousness of the modern individual, learn to see the wider problem of the situation in which he lives, energetic go into them successfully overcome them. The support of these skills action is filled with content, our rational and creative thinking. This will be the main choice of the right person - to seek to know the situation with the help of the effective ways of thinking and cooperation in the dialogue. But there are problems in life should be seen in the relationship of contemporary events, as important will be the chain 'content - form ". The modern open society is in the media space of inventing a democratic form of thinking through cooperation in dealing with a large audience, when control "new thinking" realizes itself in the recognition of a clear hierarchy of objectives. This provides the flexibility of the human dialogue, the freedom to choose their actions tactics. Yet it was the art of mutual compromise, which is also based on the hierarchy of objectives. In this case, the dispute teaches people the ability to stand up to someone else's point of view, to further prove his own

position. Management "new thinking" teaches combine the knowledge of European and oriental wisdom.

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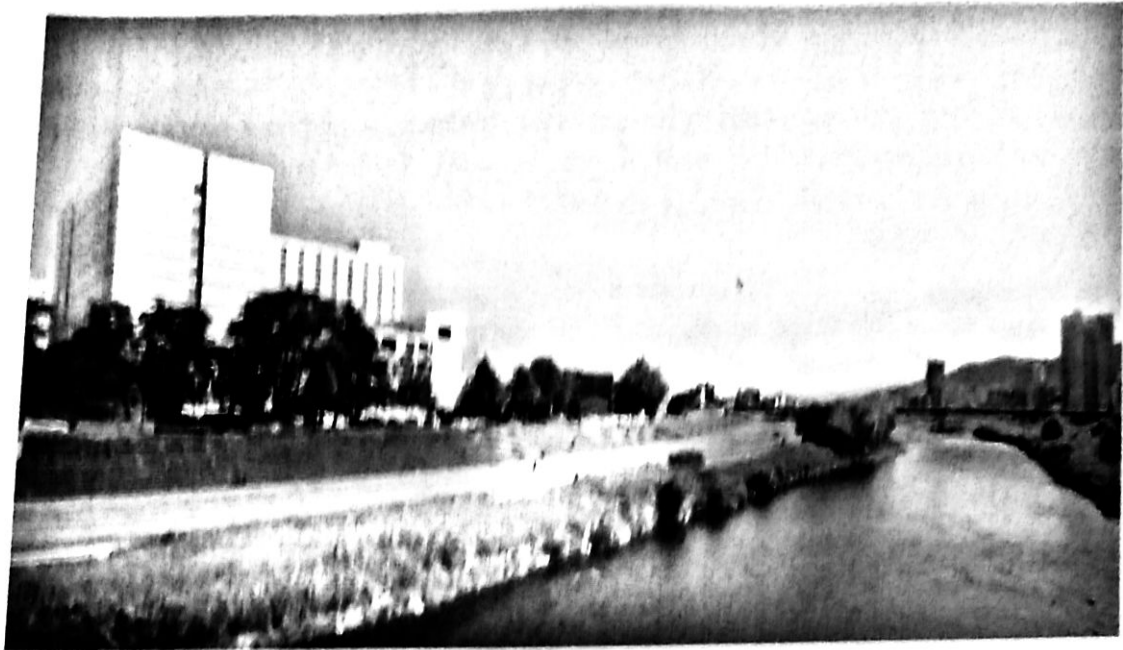## 11. Role of Folklore Art in the Developing National Pride of Human

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In any historical era, the methods of secession of the person's national pride are specific to the democratic character of society's socio-political life. They are based on the historical heritage of the culture of the universal moral status.

Therefore, in the spiritual and cultural reforms of the Uzbek state, the study of the historical heritage and creative development are one of the priorities. That is, in the appeal of Shavkat Mirziyoev the President of the Republic of Uzbekistan to the Oliy Majlis on December 28, 2017, we must pay special attention to "the inculcation of the invaluable heritage of our great scholars and writers, saints and admirers of the unlucky commander and our young people in the minds of young people, their national pride and pride." [1, p. 20].

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## Volume I