



# MAIN DIRECTIONS OF SOCIAL TRANSFORMATION

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## Annotation

The article analyzes the processes of social transformation and the role of scientific knowledge in this. On a scientific basis, the concept of transformation and its various interpretations, constructive and destructive directions, socio-cultural transformation, cybernetic approaches, "knowledge society", "knowledge economy", "information society" are revealed.

In the modern era, the demand for information is as high as ever. Therefore, the dissemination of unbiased and truthful information and meeting the public's need for this product are becoming one of the urgent issues of today. We all see that modern information technologies provide humanity with a wide range of opportunities and changes that confuse the mind.

Opportunities and changes may have spanned all areas of the economy, culture, and social sphere. The development of human civilization in the future and its fate depend on an in-depth analysis of these changes and the ability to use them for further progress in the future. A huge number of scientific approaches and ideas have emerged concerning the study of changes at the present stage of society's development and their analysis. The changes that occur in many of them as a result of the processes of modern globalization and informatization are called socio-cultural transformation processes. Therefore, in this article we will reflect on the essence of community transformation processes, the history of the term, the determinants of transformational processes, and the importance of knowledge in this process.

**Basic conceptions:** civilization, mentality, national mentality, nation lifestyle, society, transformation of society, spirituality-national mentality, national consciousness, cultural heritage, humanism, nation, collective.

## Introduction

In today's world, as information technologies are rapidly developing, the process of globalization is unfolding across the globe. The demand for information is higher than ever before. Thus, distributing unbiased and accurate information and meeting the public's demand for this product have become one of the most pressing issues of our time. We can all observe how modern information technologies are offering humanity vast opportunities and changes that are mind-boggling in scale.

These opportunities and changes encompass all sectors: economic, cultural, and social. In the future, the development of human civilization and its destiny will depend on deeply analyzing these changes and using them to advance further. Numerous scientific approaches and ideas have emerged regarding the changes occurring in the current stage of societal

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development. In most of them, the changes resulting from modern globalization and informatization are referred to as processes of socio-cultural transformation.

Therefore, in this article, we will discuss the essence of social transformation processes, the history of the emergence of this term, the determinants of transformation processes, and the importance of knowledge in this process.

### **Analysis of Literature on the Topic**

The concept of transformation has been developed by a number of scholars. The term "digitization" emerged in connection with the strengthening of information and communication technologies. Some scholars, such as Ye.L. Vartanova, M.I. Makseyenko, and S.S. Smirnov, consider this concept as the process of translating information into numbers while also addressing the infrastructural, managerial, behavioral, and cultural components of education [5]. Based on this educational theory, authors like V.P. Lebedeva, V.A. Orlov, and V.A. Yasvin, among others, have analyzed this subject in their works.

The virtual (electronic) space is a form of intangible space that can only be reconstructed using additional tools like virtual reality headsets and glasses. Researchers like O.V. Bashirina, Y.P. Korotnikov, A.A. Kuznetsov, Y.E. Ogorodnikov, I.V. Robert, N.V. Strekalova, T.N. Suvorova, A.V. Uvarov, Y.E. Chernova, and A.V. Shimurzoyeva emphasize that the primary role in this space is played by subjective and methodological components, with software and technical tools serving as auxiliary factors [5].

### **Research Methodology**

Based on various authors' perspectives, the traditional idea of society preparing educated individuals for full participation in life is gradually changing. In addition to basic literacy skills (reading, writing, and arithmetic), an educated person must possess qualities such as the ability to collaborate, solve non-standard tasks, demonstrate perseverance, curiosity, initiative, and so on [7]. The materials from the World Economic Forum emphasize that in the digital economy, every individual must possess these competencies [4].

### **Analysis and Results**

First of all, let's consider the term "transformation." The word "transformation" (Italian: *transformare* – to change, to transform) derives from the Latin "trans" meaning "across" and "forma" meaning "shape," "appearance," or "form." Therefore, the transformation process refers to the transition from one form to another. The term "transformation" was introduced in the middle of the last century in the social sciences, initially as a synonym for "modernization." It was only in the 1980s that this term became associated with the research of independent, modern societies. In scientific literature, many authors describe transformation as a profound and comprehensive change, as well as a qualitative change in the elements that make up a system. In Russian scientific literature, this term is often used to refer to social changes. The transformation process is distinguished by its speed and the significant influence of subjective factors in driving the changes. There are numerous opinions and ideas about the content, implications, and significance of social transformation processes, some of which we will discuss here.

According to I.A. Batanov, transformation refers to deep and qualitative changes in the morphology, structure, function, and other aspects of an object, with the potential for both creative and degenerative directions. Guranov argues that transformation changes are qualitative, non-additive, complex, and often irreversible, helping to discover new characteristics of the system being studied and approach the processes from a new perspective.



Many definitions of transformation can be found, but in our opinion, V.V. Lokosov's definition better captures the essence of transformation processes. He argues that transformation processes are of an objective nature, reflecting the necessity of forming a new, more developed social system in society. In this sense, transformation can also be defined as a transitional period. This period marks the society's shift away from its negative past, which impedes progress, toward new goals and ideas; it is a time of "dynamic chaos." The more complex a system, the more unstable it becomes. Thus, during social transformation, we may observe intensification and sharpness in social conflicts. This process combines both destructive and constructive potentials. This view is supported by Gnutov, who acknowledges the constructive and destructive directions of this process.

The first type of constructive transformation results in the progressive development of society, either in its entirety or in some of its areas. The second type of destructive transformation manifests in two forms. The first form leads to the archaization of social structures, where groups, individuals, and entire societies function according to outdated cultural programs that do not align with contemporary complex issues. In the second form, destructive transformation manifests through the rise of crime and corruption in society, which leads to social anomie — a situation where social and cultural systems cease to align. This is often caused by the accelerated pace of social transformation. While the macro-social environment changes quickly, individuals, who are typically less flexible to change, experience these transformations more slowly. As a result, individuals may fail to adapt to the changes in the macro-environment, lose trust in the future, and develop apathy. This breakdown in trust in existing social values leads to an increase in criminal activity. Zaslavskaya highlights that such situations are common in the early stages of post-communist societies' development.

Social transformation processes represent a systemic change in social phenomena, and their scope depends on the structural parameters, functions, and organizational levels of social systems in a particular historical period. Therefore, we can conclude that the essence of this process is the transition of a social system to a new quality that is more developed. This transition occurs due to the laws of development and the goal-oriented activities of society's institutions and individuals.

### **Social and Cultural Transformation Processes**

Social and cultural transformation processes are defined as the endogenous mechanisms by which active social subjects (individuals and social groups) adapt to social and cultural changes. These processes are objective and occur through the self-change of social subjects, as well as through the organization or dissolution of collective activity. In this sense, the laws of social and cultural transformation are of transnational and trans-societal significance.

There is also a "cybernetic approach" to social and cultural transformation. According to this approach and systems theory, society is a complex system characterized by probability and randomness. Society consists of various organizations, businesses, and technical and informational systems, including rights, traditions, sciences, and literature, as well as railways and telephone communication networks. Social and cultural transformation processes, according to this approach, occur by influencing social consciousness with a certain amount of information. The amount of information necessary for these transformations in social consciousness is specified. Cybernetic theory also posits that, as a result of social transformation, society's structure, composition, social consciousness, and the social information within the social system undergo changes. If we consider society as a system,



changes occur in interpersonal relations and in the structure of society. Consequently, society moves to a new stage of its evolutionary development. As society is a complex system, its complexity increases over time. Transformation is a progressive evolutionary process, where it retains the positive elements of the previous era. During this process, changes occur at all levels of society, from microstructures (families, households, small businesses) to macrostructures (government institutions). This process occurs without war and in an evolutionary manner.

## Conclusion

Social and cultural transformation processes are acknowledged by futurists. For instance, in the works of D. Bell (post-industrial society), Gelbreit (new industrial society), E. Toffler ("The Third Wave"), and B. Brzezinski (technotronic society), social and cultural transformation processes are explored. In P. Drucker's work on "post-capitalist society," the transformation processes in knowledge and their essence and three stages are outlined.

D. Bell predicts that the social and cultural transformation in society will lead to the emergence of a new post-industrial society, which will be characterized by:

1. The centralization of theoretical knowledge that forms the basis of production.
2. The creation of new technologies to address economic, engineering, and social problems.
3. The emergence of an intellectual class that produces information and knowledge.
4. The shift from commodity production to services in the economy.
5. The adoption of meritocracy as a form of governance.
6. The formation of an information-based economy.

Social and cultural transformation processes also manifest in knowledge, which is a part of culture.

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