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LINEAR, HIERARCHICAL THINKING AND TEXTUAL CHARACTERISTICS

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Abstract: The article analyzes the peculiarities of linear, hierarchical thinking with clear theoretical foundations and examples. The types of thinking at different stages of human society and the factors influencing it were studied. At the same time, texts and their features, which arose on the basis of each thinking, were also introduced. On the basis of texts specific to the types of thinking, certain proposals were made.

Keywords: Linear, hierarchical thinking, text, Agro Sphere. Techno sphere. Pos industry, composition, introduction, hypertext

INTRODUCTION

There are several sociological, journalistic and historical, theoretical studies on the differentiation of the world into different eras. Some studies are very scattered, and while they cannot represent the general periodization completely, briefly, some theories have classified the periodization based on the nature of society. Sociologists classify it into five, namely the society "hunting and harvesting", "livestock", "horticulture", "agriculture", "industry", "postindustrial". Again, other sociologists distinguish between "pre-industrial", "industrial" and "post-industrial". Anderson and Taylor, on the other hand, recommend studying the Human period in six: "nutrition, livestock, horticulture, agriculture, industry, postindustrial". This classification differential was studied by the American scientist Alven Toffler as the main three waves. He will divide the history of mankind into three in the work "Third Wave", published in 1980. "The first stage is the agrarian period"[1]. This period began 8-10 thousand years ago and lasted until 1650-1750. At this stage, the main wealth was considered land, and the person who owned it also owned the world. In the first wave

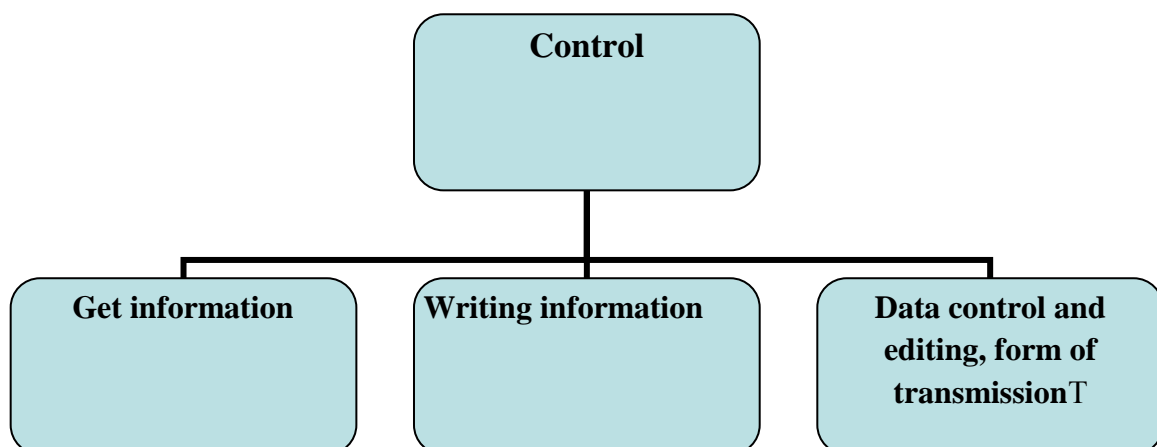
there were restrictions on communication between large landowners, ordinary people. Messages written on, riders or special boards have gained a limited amount of popularity. In the AgroSphere, messages delivered in oral form were considered priority. The first historical manifestations of information were in a simple form, the methods of its transmission, distribution were in this Yusin. At the time of the first wave civilisation, all these channels of communication served only wealthy people and rulers, ordinary people were deprived of the opportunity to use them. Judging by the writing of Muarrix Laurin Zilliacus, the rulers were even skeptical about "attempts to send letters by other methods" or completely banned it.

In short, although everyone can deal with the exchange of information directly face to face, the nascent methods of sending information outside the family circle or the populated area were a forbidden area for ordinary people and used them for purposes of social or political control. In practice, they were only weapons of a group of cybores. Orkhon Enisey records, various signs inscribed in stones, inscriptions written on special skin, printed works extracted from the original stanok are the directions of transmission of information caused by the first wave. But the civilization of these types of text has acquired a completely new look in the second wave. This phase covers the period beginning in 1750 until 1950. A. Toffler calls IT "industry".

The main wealth in this is the technique, the sphere of production, there is a technique factory, the owners of favrica owned the world. In all the zodiac signs of the world of the "second wave" — both in Japan and in Switzerland, Great Britain, Poland, the United States—most people begin to act through the previously strictly defined life path. At each stage of his life, a person becomes under the supervision of one of the main institutions of the second wave" [2]. Thanks to this control function, the team was not fully able to receive objective information. A. Toffler's theoretical views on the second Technosphere wave were put forward by other Western researchers. Theorists call it an industrial era, showing that technology is the main force in society. But Alven Toffler showed an informational picture of each era,

focusing more on certain methods, means of producing and transmitting information on each wave of periodization. In our opinion, the agrocontent of information was created on the first wave. In the second wave, data transmission technologies were discovered. The creation of the postal service, telephone, telegraphs are technical methods of transmitting information, that is, information was created using techniques in a certain sphere of the second wave. "... civilization is not just a technosphere and a yujtimum sphere that exists side by side with it, but a phenomenon greater than them. All civilisations also need an information field, with the help of which they spread their dovrug. Alven in this matter, the changes caused by the second wave will be very significant and bright." All three periods serve as the basis for the initial emergence and formation of information, stages of development. In the first wave, the first manifestations of information were created, in the second stage, the specific nature, nature, directions of obtaining, writing and editing information, transmission appeared. The process of preparing a text according to Toffler's theoretical views is a phenomenon closely related to the characteristics of the Technosphere.

Writing, distribution, control scheme of information during the Technosphere



At the Technosphere stage, information from some industrial Institute was formally requested. It was prepared by the administration of the same Institute of management. Based on the information provided by the management on the

requested information, the base was collected based on the topic. In the process, the information was under full control. As a result, the fact that initially institutions acquired access to information turned the task of journalism into a person who simply organizes it from the technical side, that is, receives information on the topic, puts it in shape and creates creative techniques such as writers and distributors. While on the second wave journalism was seen more as a creative technical organizing industry. And at the stage of writing data, materials are written based on the collected data. This information is published on the basis of the control of certain institutions, that is, edits. Obtaining information, writing and editing it, transmission is a process carried out in sequence, in which the text is created in a "linear" way. Although this sequence in the style of thought, meaning, transmission partially responds to the completeness of text in journalism, the presence of control has led to the fact that truthfulness is not provided from the point of view. As a result, the Technosphere became a period of technical armament of journalism. When the data is in the form of control and editing, conveying material was edited by examining it by the person in charge or institutions at the editing stage. In that process, the content of the material changed due to the fact that the material was modified by other people and enriched with additional thoughts. Edit, thanks to this control in writing, it is noticeable that in the second wave the properties of the Technosphere are strong.

In general, both periods were a preparatory stage for the preparation and delivery of information. The infosphere, on the other hand, was considered a period of transmission of information as an uncontrolled institution.

In "primitive" communities and first-wave communities, the information needed for economic production would be relatively dynamic, and it would still take it in the form of verbal information or by gesture from someone who stands in that near Middle." On the first wave according to Toffler's theory, only the AgroSphere was formed. On the second wave, the Technosphere stood in the main center of society. By the third wave, the infosphere was considered significant. "This infosphere, the Technosphere, has faded with the social spheres and began to help them adapt

economic production to the behavior of certain people"[3]. A.Toffler believes that the Technosphere creates material materials, while infosefera distributes information for the whole society. Both define the architecture of society. From this it can be concluded that at the first stage there was an AgroSphere, and then it formed a techno and an infosphere.

At this point, the issue of thinking, which is considered one of the main features of journalism, should be stopped. Because, at the root of any creative work, the opinion, game, point of view of the author and heroes are embodied. "Thinking is the cognitive activity of the individual. This is a generalized way of reflectinr. The result of thinking is thought"[4]. There is thinking since a person begins to realize the events around him. Thinking is the perception, analysis of information, drawing conclusions. He also said"...knowing events through intuition, perception," too" . Hence, thinking is the product of a person's intuition, perception. At the moment there are types of creative, critical, creative, inductive, deductive, parological thinking. In addition, such types of thoughts as discursive, creative, dialectical are also found. But these species are built on thinking in the main two directions. The first is linear, the second is hierarchical and the third is nonlinear.

Linear thinking is a sequential assessment of events, inextricably linked. "In doing so, the following thinking Opera will take place:

- Analysis;
- synthesis;
- comparison;
- generalization;
- classification;
- abstraction;
- concretization".

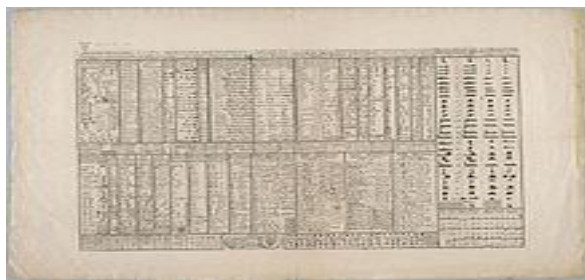
In many cases, however, certain aspects in the thinking opera, i.e. the form of concretization or analysis, may remain unused in the thinking process. It depends on what extent, in what situation and condition, a person thinks. The thinking of a person

on a thing or phenomenon, thinking on the basis of a certain sequence of thoughts, is linear. In this, thinking is done evenly. Thinking in one rhythm, the opera of thinking is linearity. The early visualization of "linear" thinking is explained by the fact that a person sees in a row what he is observing. So this thinking began with the conscious, "homahaviles" transformation of mankind. This thinking, which has existed since the human being lived in a conscious type, is a traditional type of thought. It can be seen from this that most people perceive events in society in an even, very similar type, think about it relatively closely, accept it. Claude Bernard writes in the introduction to the study of Experimental Medicine that "the essence of observation is to control phenomena in a linear type without interfering with their movement." In the process of observation, seeing phenomena inanimate, just in sequence, not interfering with movement and direct acceptance of the situation without changing the imagination constitute linear control. From this statement by the researcher, it can be understood that linear thinking is the way in which a person perceives events as they are, without giving in to emotion. Such traditionalism in a person's way of thinking also strongly affects their behavior, the way of speaking and thinking. For example, the sequence in dress habits, greeting in speaking, asking for status and switching to maq sad, continuity in movement are stereotypes formed on the basis of linear thinking. One of the main reasons for this is inextricably linked with the character, knowledge and thinking of a person. Thinking like everyone thinks, thinking like most people think is also linearity.

In the first, second (Agrosphere, Technosphere) period, "linear" thinking and the transmission of text in a horizontal form, the form of writing acquired priority. The sequential writing of information in a certain form and the inextricable connection in the form of its transmission appear the form of "Linear" Text transmission. In terms of the "linear" text form, there are different views in science. It is derived from the English word Linear, which means linear.

There are views that "linear" texts appeared with or shortly after the first appearance of hieroglyphic writing "(a special type of linear thinking. A centralized

type of certain concepts is called Tsenno concentratiskis, a holistic concentrated). The emergence of the hieroglyph in China and Japan, which differs from its pictograph in signs, marked the beginning of a new era of graphics. While in Phoenicia abandoned characters denoting syllables, fast began to use letters in writing. This marked the beginning of Greg's alphabet. The alphabet is a standardized set of written signs and graphs (called letters) that represent phonemes of certain spoken languages. In history, The Complete phonemic writing, then the Proto cananite script, called Phoenician, is the first alphabet.



(1. Phonemic writing)

In the alphabet, written characters, graphics are written according to a sequential order. Unlike today's alphabets, it has graphs. Phoneme, the arrangement of graphs in order, gives rise to a form of "linear" thinking and text transmission. Because, the alphabet is a systematized form of written signs. Currently, the name, the surname, is written in alphabetical order, proving that the alphabetical formalization of certain documents is very prone to "linear" thinking of people. In this, a person, not by his choice, willingly or unwillingly obeys the standardized law of the alphabet. So, another reason for "linear" thinking is associated with the invention of the alphabet. Some researchers Associate "linear" thinking with the invention of the alphabet. In our opinion, this process is preceded by the fact that a person is associated with the earthly life of father and mom. Because, the first visualization of "linear" thinking is a process related to the fact that a person sees in a row what he is observing. A person's sequential, standard vision of what is happening causes "linear" thinking. In this, first the first case in sight, then the second event is visualized in a row. As a result, the inextricable connection causes "linear". The composite of events takes

place in the "linear" type. At first, the injured person smokes serum from pain, then he is helped, taken to the hospital, examined, the analysis is treated. The occurrence or implementation of events in a "linear" type causes "linear" bias. Also, the process of waking up every morning from sleep, washing your face and hands, then having breakfast, going to work, returning home at a certain hour daily is a standard "linear" state. Therefore, "linear" thinking is considered a characteristic feature of human nature. It was the "linear" text that arose due to the "linear" thinking of humanity. Because, based on his comfort and inner capabilities, a person created forms of text transmission. Hence, "linear" text refers to the traditional tekst, which must be read from beginning to end. In addition, this type of text will have an order or sequence. Usually, in this, the author of the text himself determines the order of the tekst or the way it is read. In journalism, any text printed on paper is seen as a linear tekst". In Mass media, "linear" texts are a form of articulating an idea in a flat traditional way, or a traditional text. The fact that it is inextricably linked, expressing a sequential thought or written in order is a sign of "linear".

DISCUSSIONS

"Linear" li thinking is to have a traditional look. The term does not only apply to linguistics or journalism, but also applies to algebra. "Linear algebra is the branch of mathematics that studies linear spaces and their linear reflections"[5]. "In many cases it is necessary to work with such objects so that it becomes necessary to add them and perform the actions of multiplying by a number." Linear algebra performs operations of addition, multiplication of linear spaces. It refers to the idea that the concept that arose in the 19th century came from the characteristics of "linear" thinking. In this case, when thoughts are expressed sequentially, in "linear" algebra, the spaces increase depending on the specific number. The greatest feature of "linear" is the inextricable connection or expression of thoughts or spaces.

In journalism, thinking takes one or more forms. "Linear" thinking is exactly one form. A printed book or published information allows the reader to read and think evenly, without distraction. This indicates that linear thinking is a priority when

the Press appears. Because of this type of text, thinking is a specific type for more printed media.

Another feature of" linear "thinking has proven to be related to its control function. The struggle between linear and non-linear is rising to the level of ideology of the state, nation. Because, the state needs a good attitude in thinking, an inextricable connection, which gives linear fixation if it is good. Nonlinear thinking is the reason for the emergence of each person's own ideology. And this may not quite coincide with the control policy of the state. Because the state must maintain the good of the nation and the government. Again, this leads to people expressing certain points of view, getting a head out of a collar in their thinking. In nonlinear thinking, each person draws a head from his collar.

Linear thinking has several features. The first control feature negatively affects such principles as pluralism in journalism, free expression of thought, objectivity. The reason is, due to the controlling nature of linearity, a journalist is also unable to convey information in a certain narrow circle, objectively. In this, certain stereotypes and laws prioritize. As a result, the problem of freedom of speech arises in society. In the era of the AgroSphere, the Technosphere, due to linear thinking and the priority of the text, problems arose in the field of journalism in the inviolable, objective transmission of speech, information. However, this trend has gained priority in society until 2017. The template is the writing of articles, the similarity in material composition and the uniformity in thinking occurred due to linear thinking and text transmission. This thing led to an increase in the number of the same-minded population in society and a slowdown in development. It seems to us that the excessive popularization of linear thinking in society has caused people to look like one another. It also influenced the variety of thoughts, pushing back development.

Another feature of linear thinking is closely related to its mandatory-voluntary self-subordination from the point of view of authenticating, choosing an opinion. In the era of the Technosphere, the skill of a person to be forced to read newspapers was formed. At first glance, a person chooses optional newspapers. Reading what one

wants from the materials on the pages also comes true according to desire. But due to the fact that an industrial material is published in the newspaper and information is limited, the reader is forced to read the information he has. This corrects the possibility of authenticating information to the reader, obtaining it compulsory-voluntary.

"Thinking as many think is also linearity"[6]. Linear thinking is a consistent, even thinking according to a certain concept. In this understanding of the event, thoughts systematize sequentially, connected to one another. This is considered the most primary feature of linear thinking. In addition, in this type of thinking, pluralism is partially limited. Human beings make the event the same and have similar thoughts. Third, the state's ability to control and control good thoughts increases. Fourth, the functions of objectivity, impartiality in journalism lose their strength due to linear thinking. Mass media, on the other hand, requires a variety of opinions and uncontrolled informatization. These features are considered the main distinctive impressive manifestations of linear thinking.

The second type of thinking is hierarchical. This is a relatively new term, and there is no term in dictionaries. "But this term is used a lot and is common. This type of opinion can explain the relationship in journalism."

In journalism, the text is the main creative and technical component. "Text-a highly linguistic unit, a generalized space of content" [7]. There are types of descriptive text, narration, discussion, literary text. At the moment, a synergistic type of text is actively used in journalism. It is the skill of creating content using the type of literary text that is characteristic of the media industry. In journalistic articles, artistic expression, artistic composition were prioritized. Journalistic materials of the analytical genre used both artistic and discussed text type. It cannot be said that in today's journalism exactly one type of text is used. Because, in differentiated mass media, a mixed type of synergistic, cognitive type of text is more commonly used. The correct choice of the type of text depends on the direction in which the thought goes, continues. Because, the text is a corpus of generalized thoughts. Hence, the

general view of thinking constitutes a complete text. Linear Text is a systematized unit of thought. "Cuneiform the most ancient man and writing system of the 3400s BC".

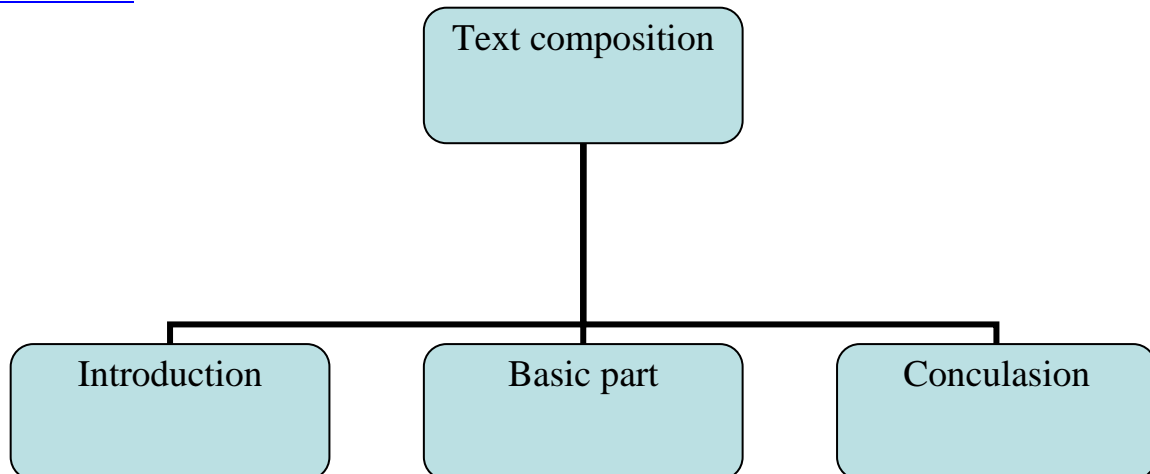


(2. Ancient text and writing system)

This text and inscription on clay tablets, which are distinguished by their sugar-shaped characters, is considered the oldest graphic, text in the world. It appeared before the Egyptian ioroglyphs. In the collection of the largest cuneiform tablets kept in the British Museum, ideas are successively finished in illustrative form. Thoughts are semantically inextricably linked to each other, giving rise to a common meaning. As a result, the text acquires linearity. This trend of linearity is manifested in texts in different forms:

- uniformity in text Composite;
- barriers in the expression of thoughts;
- tafthalogy of similar sentences in the text;
- formation of horizontal thinking.

Text Composite location system of thoughts, design of material. The text composition is basically in the following order:



In journalism, most materials will have a structure according to the sequence of the composite unit. The expression of an intact, preserved thought of a structural sequence is the first sign of textual linearity. In this, a text is created in order of introduction, main part and ending. The final part relates the structure that came at the beginning of the text to the author's style by some researchers. Style is originality in thinking. There is no specificity in the text composite of linear thinking.

The role of expression in Linear Text is great. Expression is to mean an event by word or other means. In this type of text, expressions are also linked together, like a chain. The influence of free expression from barriers caused by linear thinking decreases, and thoughts are directed towards a certain direction, goal. In the process, the journalist cannot go beyond the framework of the influence of linear thinking. Such an expression, the material composed of the means of expression, may not be interesting to the audience.

The greatest negative impact of linear text on journalism is due to the tautology of similar sentences in the text. Within the framework of the influence of linear thought, in journalism there was a popularization of one similar thought or sentence. Thanks to the use of these and other statements in the texts, such as "thanks to our independence, many opportunities were created in our country", "the participants were awarded diplomas and expensive gifts", mass media observed the number of template materials, not only sentences, but also similarities in thought. Firstly, it

adapts the audience to reading articles of this type, and secondly, it causes linear thinking. Thirdly, some people have lost confidence in the industry, and the reputation of the media falls. In the field of media, the prestige and marketing of printed publications in society has fallen significantly. Most newspapers have an excessively low circulation. Researchers believe that the primary reason for this is the Internet, a market economy. It seems to us that the main indicator of this is the state caused by linear thinking and text. More precisely, linearity is a kind of thinking and thinking. More precisely, to have traditional, similar thoughts to others.

CONCLUSION

In short, linearity has a double effect on both thinking and text. Due to linearity, systematicity, a standard form of thoughts is formed in thinking. It is formed on the basis of grammatical and methodological requirements. Also, rational linearity limits stylistic diversity in thinking for mass media. A standard set of opinions appears in society. Thanks to the information of the state, the status of management, control of thoughts increases even more. And a linear text is a template with a composite look that resembles one in journalism, which leads to an increase in articles. Defects in the style, skills of a journalist are observed.

While linearity gained extreme priority in the Agro-era, the discovery of new communication technologies in the Techno sphere partially reduced the popularity of linearity. It was determined that the type of thinking and text of this type was influenced by the volume of production of information in society, how democratizing, openness of information. Linearity has been proven to exist in the present day since the creation of man. Only its priority and influence in society was changing based on the characteristics of the Times.

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