

Effective ways of ensuring spiritual development, personal development and social activity of the child are put forward. This manual, with its unique pedagogical aspects, serves to improve the methodological support of preschool education, enriching the content of spiritual education.

Observations show that in the modern pedagogical system, the sphere of preschool education was relatively updated and improved. Accordingly, the enrichment of preschool institutions with the necessary methodological resources, the provision of didactic materials will remain one of the most pressing and topical issues.

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**FUNCTIONS OF SERVICE ACTIVITIES IN MODERN SOCIETY**  
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**Abstract:** Currently, the definition of specific features of terms is becoming increasingly relevant in connection with a significant expansion of intercultural relations. Linguoculturology is a section of linguistics that studies the relationship between language and cultural concepts. Of particular importance in the article is the study of dictionaries associated with cultural symbols in the field of terminology.

**Keywords:** Culture, linguoculturology, production service, distribution service, professional service, consumer service, public service.

A service can be defined as a product of labor, the beneficial effect of which is not in the form of a thing, but in the form of activity directed at a thing or a person. The service is aimed at the thing or person. It exists only in the process of its production. Production and consumption of services allows us to change the usefulness of things or the nature of human life.

There are various classifications and types of services, and each of these classifications reflects a specific approach to the analysis of service activities. There are five general types of services:

1) **production service** - engineering, leasing, maintenance and repair of equipment; **reefer (a shortened name for a refrigerated container) - sovutgich**(repair service) etc.

2) **distribution service**- trade, transport, communication; **a commodity - tovar ,xomashyo ; fair value - haqiqiyqiymat (trade); bulk cargo - yuk tashish;** (transport) etc

3) **professional service** - banking, insurance, financial, consulting, advertising; **affidavit – vakolatnoma; bank custodian - bank xodimi** (banking) etc

4) **consumer service** - the so-called mass services associated with the household and pastime; **troubleshooting - muammolarnibartarafqilish; nosozliklarnituzatish** and etc.

5) **public service** - television, radio, education, culture.

**broadcasting - eshittiruv, ko'rsatuv; bandwidth - tarmoqkengligi** and etc.

A more systematic classification of services divides them according to the principle of materiality or non-materiality into four classes.

1) actions aimed at the human body. Such services are provided by **health care, passenger transport, beauty salons and hairdressers, sports facilities, restaurants and cafes.**

2) actions aimed at goods and other physical objects. This is the **work of trucks, repair and maintenance of equipment, security, maintenance of cleanliness and order, veterinary services.**

3) actions aimed at human consciousness. This includes **education, radio and television broadcasting, information services, theaters, museums.**

4) actions with intangible assets. These can be **banking, legal and consulting services, insurance.** Services can be divided into tangible and intangible. The first are aimed at satisfying material needs, for example, public services and transport services, health care, and public catering. Intangible services satisfy spiritual needs, such as education, counseling, and the provision of information.

**Standardized and creative services** differ in the degree of their systematization. Standard types of services are provided according to strict rules. Creative services can be shaped and changed according to the individual requirements of the consumer.

**Personal and collective services** are aimed at different consumers. Some services, such as tutoring and medical activity, are useful only for certain individuals. Other services, on the contrary, are always provided to entire groups of people: lecturer services in the student audience, the provision of

public order by the state, transportation by public transport, and the work of the media.

Production and non-production services are carried out in various areas of society. For example, transportation of goods and maintenance of equipment can be attributed to the production sector, and health care services, culture, tourism, recreation, etc., to non-production.

**Commercial and non-commercial services** differ in the ultimate goal. The first are produced for the purpose of profit and other commercial benefits. The latter are not aimed at profitability. These include **the services of charitable foundations and organizations**, a number of public services such as the defense of the country, the maintenance of public order, care for education and the health of its citizens. As the standard of living increases, the share of commercial services increases. This leads to a differentiation of the level of service depending on the effective demand of people.[1-16]

According to the form of organization of services, they can be divided into **state and non-state**. The main difference between these types of services is that, in principle, public services cannot be provided by anyone except the state. These are **services for the defense of the country, maintaining public security, keeping a record of citizens, registration of means of transport, state registration of commercial transactions, for example, real estate transactions.**

Services are divided into **pure and mixed**. Net service is the only activity of the manufacturer - specialized production services. The mixed service accompanies inventory holdings, facilitating their circulation and making them more attractive to the consumer. This is, for example, **pre-sale and after-sales service, the accompanying act of sale of goods.**

**Legitimate and illegitimate services** differ in relation to them of the state and society. Legitimate services are endorsed by the state and society; illegitimate services are condemned and usually prosecuted. Services that satisfy needs that in a given society are considered reasonable, useful, approved are recognized as legitimate.

Services can be divided into **personal and impersonal**. Personal services are valued primarily for communication with the distinctive features of a person with exceptional professional qualities. These are the **services of doctors, lawyers, psychoanalysts, prominent artists and musicians, scientists, managers.**

The impersonal is usually referred to as simpler services, the performance of which has little effect on the identity of the **person who provides them trade, transportation, repair and maintenance.** One specialist in the field of service can be replaced quite easily by another specialist of about the same qualifications.

In addition, services vary in a variety of other classification features. All of them allow you to set off and analyze the various functions of service activities in modern society.

The modern language of English services sector is characterized by the preservation of the variation of terminological units, designated as terminological units with a cultural (historical-territorial) component of meaning based on research in the field of linguoculturology. It is necessary to consider the correlation of culture, cultural component of meaning and their dependence on historical and territorial factors. The interrelation of terms in lexicographical sources with linguistic culturology is significant and obvious for all industry and service sector terminologies and terminological systems.

Terms and common words based on contextual dependence and the presence of equivalents in other languages and cultures does not apply to terminological units with a cultural component of meaning. It is the inherent characteristics of terms, on the one hand, and vocabulary with a cultural component of meaning or a vocabulary denoting reality, on the other hand, determines the features of these units.

It should be noted that the cultural component is usually considered in cultural linguistics as applied to common vocabulary. G. D. Tomakhin writes about "vocabulary with a cultural component of the culture (words with a cultural component)" as words whose semantics reflect the originality of culture. Moreover, the cultural component of the meaning of the word is inherent, first of all, the so-called "non-equivalent vocabulary" and is revealed when comparing languages serving different cultures.[3]

In the field of terminology, studies of culturally-marked vocabulary are of particular importance. It should be noted that studying the cultural component in the English-language service sector terminology, it is necessary to consider realities as phenomena of legal reality and the corresponding historical-territorial legal culture.

Thus, consideration of such problems of modern terminology as the status and ambiguity of the term, as well as the ratio of terms and realities, provides the basis for the study of the specifics of sectoral terminological systems containing terminological units with both a certain degree of terminology and the properties of geographically marked vocabulary denoting cultural realities.

The composition of the language, the terms are a characteristic linguistic array, and their features are determined by both the internal laws of language development and the established socio-cultural relations in society. Comprehending how the national characteristics of a people are manifested through language is always difficult for foreigners, but at the same time, they are of interest and important for working in a foreign

audience. Currently, the identification of the specifics of terms is becoming increasingly relevant due to the significant expansion of intercultural contacts.

Linguoculturology is a branch of linguistics that studies the relationship between language and cultural concepts. Cultural linguistics accelerates the theoretical and analytical progress of both cognitive science (including the study of complex systems and the distribution of cognitive abilities) and anthropology. Cultural linguistics explores how different languages reflect cultural concepts, including cultural patterns, cultural categories, and cultural metaphors, using their features.[2-37]

In the framework of cultural linguistics, language is considered to be rooted at the group, cultural level of knowledge. The approaches of cultural linguistics are already applied in some branches of applied linguistics, including intercultural communication, mastering the second language and contact of the English language in social life through words, phrases and terms of different spheres and sectors of society as well as the sector of service.

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#### **PECULIARITIES OF TERMS OF CONSUMER AND HOUSEHOLD SERVICES (linguistic-cultural aspect)**

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**Abstract:** The article considers the entry of consumer and domestic services into the non-production and production services sector. It turned out that household services are distinguished by socio-economic methods and forms of directly satisfying the material and spiritual needs of people, regardless of their professional and social activities.

**Keywords:** Household service, consumer, socio-economic methods, public service, lexical content, syntactic content.