



## Goal Setting and its Functions

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**Abstract:** the content and essence of the category “purpose” in this article o?in the process of changes, the determination of the goal and its functions, the role of setting a goal in management and ways to achieve efficiency are analyzed.

**Keywords:** the concept of” goal”, the functions of goal setting, the approach to goal setting, Social Development, Goal Setting in management, the process of changes.

In the scientific analysis of the development of society, the determination and study of the place of the category of “goal” plays an important role. The goal plays an important role in the activities of people. They are manifested in relationships, reflecting the relationship of the past, present and future: goals – means – a chain of results. At the same time, the means represent the dialectical unity of the past, work, resulting in the creation of a future ideal image. In relation to the objective world that surrounds us, the goal seems to deny it. It contains a conflict between the needs of a person and the possibility of their satisfaction in specific socio-economic and socio-political conditions. These conflicts are resolved in the process of the practice of society, and the goal is manifested as the result of human activity. The concept of” goal” is a category that has long been of interest to scientists. In social development, the goal can be justified by two different approaches: teleological (result, goal achievement) and deterministic (deterministic). The development of nature is interpreted based on predetermined goals. In it, a person has his own characteristics that allow him to develop in social life by expanding the conditions of his life. The ability to set conscious goals belongs to the category of these characteristics. One of the main factors of social life is the determination of consciously realized goals. The goal shows admiration for all aspects of human practical activity, is controlled in accordance with changing, material and social conditions. They make it possible to consciously convey the active nature of a person. The goal is the image of an intelligent result that occurs through actions. It describes realities that may appear in the future. The goal is a model of future actions to achieve a certain result.

The goal is Goal setting is always associated with the choice of a specific set of actions and a specific type of action in a broad social mahno. In a person, it is psychologically mediated, while in society it is carried out through social actions manifested in knowledge, assessment and practice. The information process is evaluated mainly in real material and objective activities in the fields of science, ideology and politics, material production. However, it describes three points of a single mental and physical process that is carried out by both man and society in order to anticipate their life activities, regardless of knowledge, evaluation and practice. In this process, goal setting is manifested as a mechanism of adaptation that balances the admiration of internal factors and external conditions of Social Development. Through the goal, the freedom of man is realized. The process of change is a process that reflects a person's attitude, his choice, decision, ability to resist the admiration of the environment. not only a reflection of reality in the minds of people, but also an expression of relationships in favor of external circumstances, opportunities for development, actions. In this context, it serves as a function of needs. It is considered a subject that does not yet exist, but is created as a result of practical human actions. The goal reflects the relationship of

values, which is knowledge – assessment – practice. In the unit of human activity, the goal serves as a link between knowledge and practice. So, this goal acts as a guide to the factors of practical and changing human activity. The conditions relating to the structure of activity form a mechanism for combining practical action and results, which is why it acts as an internal law of an objective process. The goal is related to the means, even if it is not their result. Means are the actions of a person in relation to his goals. Through means, it connects themselves with the result and thanks to them it becomes a force that changes reality. In relation to the means, the objective is primary and comes to the fore as a subjective objective action. At the same time, the activity turned into a result is a means of new goals. At the same time, it can be a goal and a means, a cause and a consequence, a beginning and a result, subjectivity and impartiality. The chain "goal – means – result" is a form of causal relationships that determine the direction of human activity and, ultimately, Social Development. In this process, the goal carries out the function of adapting people to constantly changing natural, material and social living conditions. Through the goals of practical activity, there are two opposite, but interconnected forms of development: historical continuity, social relations and their repeatability, which characterize variability and stability, which reflect the admiration of random factors and uncertainty in relation to the future.

Due to variability, we can observe the diversity of species, their birth and devastation in nature and the social life around us. The goal not only belongs to values, but it also represents the inner aspect of freedom. In this sense, freedom is the realization of a system of Ultimate and intermediate, quick and long goals in accordance with the capabilities of a person at the moment. This process is complex, not uniform, since people can leave some things and move to other goals due to many goals, including conflict ones, changing them depending on the situation, in which its action becomes flexible. As mentioned above, the goal is a model of action. It reflects the movement up to its results, which are determined by social, economic and cultural factors. Therefore, the study and scientific justification of social goals is an important area in the formation of a management system in accordance with the laws of Social Development. The social goal directly enters the mechanism of regulation of personal behavior. The goal is based on the dependence of a person on the surrounding social world, his participation in changing activities and the assimilation of social experience in the process of determining goals. When setting a goal, a person chooses various possibilities, makes a decision in the use of appropriate tools in its implementation, determines the obstacles to achieving it. At the same time, this choice ensures the harmony of a personal goal with a system of social goals and their acceptance. The question of determinism of the goals of human activity should be put in the middle, it should be noted that earlier there was a mutual discussion of philosophers, sociologists, economists. As a result of scientific research, an alternative tradition of its solution was formed. Considering the purpose of social development of society, the main thing is that social production is considered and understood not only as the production of products, but also as the conditions of human life activity. In turn, social development, its form and means of organization determine the direction of the social system. Interests are developed by society, redevelopment and transformation of it. If the interests do not bring results, it is required to change it in other directions. Interests are related to certain aspects of development. On its basis, social groups, classes are formed. Common interests are the necessary conditions for the unity of goals and practical actions. Therefore, in order to know, understand the development goals of a particular society, it is necessary to know that the priorities of interests are ensured through the means of production. In addition, it is also necessary to find out how the social need and their means should be met. Well, goal setting manifests itself as a versatile and Multi-Factor process, it involves the choice of many solutions and management work. Based on human interests and needs, social goals vary. Scientific analysis shows that goals require classification. The mutual education of the laws of general and specific social development reflects the ultimate, intermediate, own goal, level goals. It should be borne in mind that the Chosen One is not indifferent to the specific content of the relationship, the essence of his activities. This corresponds to the final goal, the main goal-setting factor of the Yah, the main goal of uniting human actions in areas of activity, leading to a long and complex series of activities aimed at an intermediate goal, while the correct final goal expresses the essence of the development process. Its existence depends on the admiration of the model of Social Development. This reflects the infinity of

movement in direction, time and space. Determining the ultimate goal of Social Development has a significant impact on social and educational life. The conformity of one's own goal and level goal in the process of means of community development reflects the dialectic of goals. Since the activities of people operating in various spheres of social life are obvious, it is advisable to distinguish between social, economic, scientific, technical and environmental goals. In this system, priority is given to social goals based on the laws of socio-economic and scientific and technical development. The interests of Man are reflected in the goals. The goal will be long-term, daily, General, Collective and personal. In this regard, it is appropriate to outline important and insignificant, distant, close and direct, general and private goals. Social goals are by nature the goals of society and have different mechanisms of formation and implementation than the goals of the individual. In modern society, management, including social pragonization, Social Planning and social programming, is a mechanism for setting social goals. Social goals are manifested differently in forecasts, plans and programs. For example, in forecasts – its mahno-content, that is, the ideal vision of the future, in plans – as a management decision, but in order to implement this decision, it is necessary to take into account the sequence of actions. Finally, in programs, the goal arises as a target system, the yhni is an integral unit of the ideal image, the structure of the activity and the available resources. At the same time, this unit is achieved only in the presence of forecasts and plans. Therefore, the establishment of effective goals can only be carried out when the three tools are organically integrated in the social management system. The main point of goal setting – the goal is determined through the tool (implementation mechanism). A goal without a definition of a tool is not yet a real goal, but only an initial mental project. When the subject himself sets a goal without a goal being set from the outside, the path to achieve it is complex and requires responsibility, creative attitude and initiative. It is necessary that the set goal consists of three main parts: general tasks (organizational goals), mission, organization content. General tasks reflect the main reason for the existence of the organization. The expression of its importance is usually obtained based on the specific situation in which the organization operates. For example, the main task of a higher educational institution is to train competitive and highly qualified young personnel. And the task of medical institutions is to restore human health. When forming a common task, it is necessary to focus on the organization of the organization and the circle of interested parties for the activities. Usually, their number includes consumers, employees, heads of organizations. The competence of an organization is part of a common goal, comparing the organization with others, determines the scale of its activities, as well as the type of product or service.

The assignment of the organization, the structure of the organization should be clear, consistent. The mission is a way to achieve the goals of the organization. The mission is formed by the senior management responsible for its implementation through the formation and implementation of the organization's goals. In the development of the mission, attention should be paid to the following key elements: the organization that produces the main product or service; determining the market for the sale of a product or service; an indicator of production technology. The essence of the organization is an explanation of its social purpose, social significance and social benefits for society. The essence of the organization appears in the moral category and expresses its prestige. In order to increase the attractiveness of an organization's reputation, management must rely on increasing its role in social programs.

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