

## ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW

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## CHARACTERISTICS OF DEVELOPING LEADERSHIP QUALITIES IN INCREASE YOUTH ACTIVITY

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**Abstract:** human life, the inviolability of the human person, his will are values recognized by the world. Modern social, especially scientific and technical development requires studying the factors affecting the physical and spiritual appearance, psyche and professional skills of a person as a whole, integrated phenomenon.

**Keywords:** the task of the youth, a prosperous and free homeland, a prosperous life, human life - the highest value, regardless of nationality, gender, language, religion, belief and social origin

It is an age-old problem for young people to clearly know their life purpose and to strive towards it, and today it is becoming more important. Because the foundation for the future can be strong only if the young people clearly know the goal of leadership and their activities to achieve it. After all, the reforms implemented in all areas of our country are aimed at laying the foundation for the future. The task of today's youth is to carry out purposeful activities to achieve a prosperous and free country and a prosperous life, which our ancestors started and our contemporaries are improving with their activities aimed at the renewal of society.

Only a person who clearly knows what his purpose in life is will consciously react to the changes taking place in society, will look around with a watchful eye, and will not follow the thoughts and ideas he comes across. Therefore, we try to study the issues of forming a life goal in young people, increasing the influence of national and universal values on it. Life, especially human life, is the highest value.

Both national and universal values are combined in it as a positive constructive phenomenon. The Universal Declaration of Human Rights (Articles 2-3) states that everyone, regardless of nationality, sex, language, religion, belief and social origin, has the right to life, liberty and personal integrity.

Therefore, human life, the inviolability of the human personality, and his will are among the values recognized by the world. Modern social, especially scientific and technical development requires studying the factors affecting the physical and spiritual appearance, psyche and professional skills of a person as a whole, integrated phenomenon.

The life purpose of the person was derived from the purpose of the social system, as a result, the spirituality and life of the person was turned into a secondary thing. A person follows and obeys ready-made patterns, ready-made norms and values. He spends his life to strengthen these values.

Therefore, the complete adherence to social values forces a person to live according to these values and carefully preserve them within the framework of ready-made norms, concepts and lifestyle. As a result, universal human values are considered higher than national symbols, and the contribution and share to universal human development determines which values peoples and nations

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live according to. A person's life purpose is also measured from a social anthropological point of view and ultimately by universal human characteristics.

One of the important tasks of today is to create a sense of independence and loyalty in everyone, to strengthen the sense of citizenship, and to honor our national values.

It is a positive thing that education, culture, and enlightenment centers today focus on the formation of skills and desire to respect national values and enrich them. It is felt that they have a high level of pride in their homeland, its history, and the heritage left by their great ancestors.

Formation of leadership skills in young people is one of the important conditions for training specialists who will contribute to the development of our country and society. Leadership is the process of efforts to direct and inspire the creative energy and energy of everyone in the team to achieve goals and objectives. The word "Leader" is a translation of the English word "leader" and means "leader".

"Leadership and leadership are different, leadership is a top-down form of authority that represents an individual or a group of individuals rather than a majority. Although the leader differs from the leader because he does not have power in his hands, he becomes a leader because of his activity in the group.

By developing leadership skills, in addition to developing management and leadership in young people, it is possible to create a foundation for them to become a good person who will contribute to the development of our country, including a person who will benefit the society.

President Shavkat Mirziyoev in his holiday greetings to the youth of Uzbekistan on June 30, 2019 - Youth Day, states the following:

"We should pay special attention to the active participation of young people in the democratic processes in the life of our country, to increase their political and social potential. This will be a great contribution to ensuring the interests of not only the young generation, but also our entire nation."

Famous diplomat J. Ball proposes the formula of a powerful state as follows: "The continental scale of resources and population with a high degree of internal cohesion and stability are strong leaders."

The development of leadership among today's and tomorrow's youth of our developing country is one of the tasks before us. A person who can see the future, sets a clear goal for himself, and is constantly moving and searching for his goal can become a leader.

Today, a person who has a sound mind based on our national values, who loves our Motherland and serves it wholeheartedly can become a real leader. The Chinese sage Confucius advised his emperor 2700 years ago: "Master, if you want to conquer a country and rule it for a long time, first deprive the people living there of their historical culture, strengthen spiritual slander, deprive them of their culture.", the people in a state of spiritual poverty will not unite, will be wrapped in a vortex of internal conflicts, will not be able to resist you. It will not be difficult to manage a nation and a country that has become like this."

People who have developed leadership skills are superior to others in any situation due to their strong interest in life, the ability to find different ways to solve problems, and the ability to follow others around them. They have a strong inner strength. and helps them achieve their future life goals.

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Leadership is a life force that strives for perfection. Every one of us young people has particles of this power, and putting the particles into motion brings perfection. The development of a targeted work system for the activation of leadership potential in young people and the organization of the development process is relevant today.

The main task of such a system is to demonstrate the vital forces of young people

to do, to develop and to help them consciously put their leadership potential into practice. Today, of course, through the media

such things are being carried out, that is, information about young people who are achieving success with their leadership skills, highlighting their successes and their contributions to the development of our country, serves as a motivation for young people who have not yet demonstrated their talent.

In order to develop leadership skills, young people need fluent speech and a wealth of vocabulary. With their words, they should arouse enthusiasm in the people around them, be able to transfer their energy to them and bring out their hidden feelings. To do this, knowledge, skills and effective leadership skills are necessary. The mass media can be a great teacher in this regard.

We all know that the media informs our youth about the news happening in our country and in the world. In fact, leadership skills are needed in every job, in every field. At work, at home, finding one's place in life, and even going out into the world, leadership skills are very necessary.

When studying the role of the mass media in the formation of leadership skills among young people, we must pay attention to all aspects of it, the current aspirations, general mentality and goals of our youth, as well as the actions, achievements and shortcomings of the mass media in this regard.

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