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PRACTICE LINEAR THINKING

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Abstract: The article examines the nature of linear thinking in journalism, its specific features, and its differences from other types of thinking with clear theoretical foundations and analytical examples. Linear thinking has been proven to be the most basic type of conscious thinking.

Keywords: Linear, linear thinking, text, composition, journalism, hypertext, nature.

INTRODUCTION

"Nature moves in circles. Fine art is on a straight line. All natural things are round, artificial things are round. ... beauty is a nature that has achieved solitude, individuality is its attribute"[1].

American writer O.Henry's short story "Circle Square" shows that natural objects and man-made objects, which are opposite to each other, have a hierarchical and linear appearance. This raises the question of "Does man control nature or does nature control man?" The reason is that today almost everything is organized, people act along straight lines and are forced to follow certain norms. For example, the globe, eyes, head are round. They were created by nature, that is, human beings are the fruit of nature. And the city, houses, streets, buildings are arranged, and they do not have a circular appearance. Therefore, human tries to change the natural forms created by nature and create new phenomena. In the same way, the ability to think, which has been acquired by personality over many years, is also a human condition, it has come out of nature. The reason is that thinking is individual capital.

Thinking is both an old and a new concept at the same time. The old thing is that it has always been studied as a subject of sociology and philosophy, and the new thing is that the opinion has an individual appearance and is differentiated. Today's research will be about old and new ideas, their types, influence on mass media. What do we know about the history of good and bad ideas?

The person tried to think about the secrets. He began to speak late, and his ability to think ahead was lacking. What was this idea? According to F. Muminov,

"Our ancestors were individuals - proto-humans for more than 3 million years, and they had old ways of thinking. Then these people uttered different sounds and imitated the gods of nature. In our opinion, man has developed his ability to think based on visual vision. Thought sounds and language sounds caused the appearance of speech. However, it took many years for people to master these. According to different scientists, the language was created around the same time, some scholars trace the history of the language back to many years. Based on the historical data, the most stupid opinion appeared in the society, that is, the opinion was also confirmed in the middle of the language for 130 thousand years. Therefore, the person spent a lot of time to learn the language. Speech history was 70 years. The differences between thought, language, and speech go back thousands of years. This is a complex process of thinking, and it shows that it takes twice as much time to learn it as to practice speaking. This is because people have learned over many years of experience to rule based on feelings and thoughts.

An opinion is a person's ability to think. It is the first method of telling the story. The reason is that the process of thinking, which leads to speech, consists of thinking. Think before your opinion. It is one of the most important characteristics of a person, and in relation to thoughts, certain concepts, semantics, ideas, and views are transferred to language. To date, it has been learned from a scientific point of view, from a philosophical and sociological point of view. In philosophy, it is viewed as the fruit of worldview, the convergence of human thinking, feeling and consciousness. "Opinion is a process, a service, in which motivation, ability and a number of other qualities are separated from me. A person carries out his thoughts and actions in every step of his mental development. At the same time, ability and motives can be further refined only in the later editions of the opinion. ... opinion often uses requirements and conditions in the decision-making process. Today, there are visual-objective, visual-abstract, visual-logical and verbal-logical types of thinking. In this way, the historical development of consciousness with verbal-logical thinking and the transition form from visual to abstract thinking is calculated.[2] In psychology, the term is considered as a process, a subject of thought. And, in sociology, it is discussed as a phenomenon that it appears under the influence of feeling, consciousness and society. In our opinion, journalism is a related phenomenon. This is because the media text is created based on specific opinions. Also, from a philosophical point of view, the operation of "... the use of tools in the decision-making process (according to the above opinion)" involves the fundamental principles of the mass media.

Thinking is a unified system, and it consists of a composite system. There was a certain system of operations that perfected it, each of which required several time factors:

- operations and actions in real situations from objects;
- visual operation and actions;
- mental operations and actions based on imaginary visions;
- appearances and actions of real objects that did not exist in the situation;
- actions with abstract and theoretical views, diagram, model views;
- verbal or logical operations, actions;
- external words, signs and mental schemes, actions.

These categories are the operations that can motivate the opinion, and with the help of external and internal feelings, objective views, their specific types are the cause of the person's opinion depending on the situation. It has a marginal push, that is, there is action in all its categories. Actions can be physical actions of someone or something. Therefore, thoughts, feelings, impulses and actions are also realized.

In foreign sources, the process of learning to think is divided into three steps: the first is thinking based on feelings, the second is cognitive, that is, thinking with feelings and mind, and the third is understanding, thinking based on knowledge and skills. The most visible manifestation of this difference is to understand the story, understand it deeply, and think with knowledge. In science, there are also assumptions that humans began to speak in the second era of thought. Therefore, the relative part of the language is considered to be the unit that causes the speech. For that reason, we believe that not only in the example of the opinionated texts, which are the most important of journalism, but also in a line with the practical understanding, but from the point of view of the impact on public opinion, every study from the scientific-theoretical point of view justifies itself.

In 1960, the American neuroscientist Paul McLean developed the "Triune Brain" brain model. He divided the brain into three: neocortex, limbic system, instincts. According to scientist the age of the brain, that is, the neocortex, is 1.5-2.5 million years. The complex of thoughts in the human brain is complex and complex. For millions of years, people have been using the hierarchical, linear component of thought.

Thinking is a direct component of journalistic speech or text. The text consists of several parts:

Text = opinion + composition + method

In this theoretical formula, there is a theory that the first separate opinion of the text is opinion. In order to write a good article, a journalist must have a good opinion on the first page. The reason is that the right choice of the type of opinion has great significance in the cognitive service of a journalist. In articles, there are many cases where the author's opinion does not take shape and is not interesting. In order for the text to be meaningful in terms of composition and style, a journalist should be able to think carefully. In this paragraph, the scientific theory of opinion in journalism, as well as its manifestations, types, method, and connection to the form will be considered. "Thinking is a thought based on thoughts, feelings, and impressions. "It is a function of the human brain"[3]. According to Professor V. Rozin, in history, opinion was used not to make myths, but to define invisible, but existing things. "It is an inner, active desire to control others with their own ideas, understanding, inner feelings and impulses, memories, and the manifestations necessary to change the situation. It automatically reclassifies the content and serves to improve the communication between them"[4]. The "APA" dictionary defines imagination as "cognitive activities in which ideas, visions, imaginations and other similar imaginary elements of imagination are experienced or manipulated. "In journalism, thinking allows the teacher to create models to understand the story. "Imaginary signs also work with the help of visuals" "[5]. Therefore, it is considered to be a synthetic manifestation of the human brain, feelings, and thoughts. Until now, in the analysis of journalistic texts, "opinion" has been limited to a descriptive description, and its nature, classification of types, and its impact on text composition have not been studied in a special aspect. For that reason, it is important to study the opinions that are the relevant component of the text from a theoretical point of view.

There are three elements of communication in mass media: concepts, symbols, and mental function. Interpretations are the information that appears in the mind about stories. For example, the word "car" means information about the means of transport (long distance, status indicator, etc.). Dates about what the interpreters saw and felt. Therefore, the journalist produces preconceptions and signs based on mental functions. These three elements are actively acting in a person. For that reason, it is necessary for a journalist to have the concepts and signs of the story.

The second element of opinion is signs. A real subject, object, or unit of narrative of ideas. Red traffic lights, road signs, flags or other visuals are considered

signs that convey information to the brain. The brain, on the other hand, performs the function of thinking in terms of signs and concepts. He notes signs, feelings, concepts, and creates ideas.

A person performs processes related to the function of the brain, that is, the brain. "Cognitive activity of a thinker is the cognitive process of the mind that identifies, connects, changes and uses his views, ideas, concepts." In journalism, it is the sent factor of information processing. There are widely accepted forms of opinion, and Russian scientists describe it as follows:

- Orally - logical;
- Visual - imaginary;
- Visual - impressive.

This classification in Russian science explains more about the phenomena of opinion. And, in other scientific studies, opinions are divided into such types as theoretical + practical, theoretical-empirical, logical-intuitive, realistic + autistic (related to the transfer of ideas to internal experience), affective + reproductive, voluntary + compulsory. In this classification, there are more differences in the content of the opinion, different views of the groups. Also, there is a growing trend of gender in science. N. Kozlov proposed to divide the theory into two groups"[6]. Far Western traditions emphasize its seven types of thinking: critical, analytical, conservative, abstract, concrete, convergent, divergent thinking.

With critical thinking, he analyzes several concepts in specific forms and analyzes them from a critical point of view. "This type of opinion helps to separate the form from the content"[7]. It offers the opportunity to put the message into context and give it an objective opinion. In the mass media, this type of opinion is relevant and sends an opinion about the critical evaluation of stories. Opinions help to clarify the situation even more. Analytical opinion is a reason to evaluate things in terms of critical opinion. With this idea, the person appreciates the stories more closely. Stories are compared there.

It is important for a journalist with an editorial opinion. It has cognitive properties in a different way than other opinions. In this, the author describes the subject in his own way and refines it according to the destination. Edward de Bono calls it lateral thinking. It is considered to be a way of interpreting the situation from a different angle and point of view, rather than expressing an opinion similar to the majority. Also, the tendency to think abstractly is increasing in journalism. "Abstract

opinion begins with assumptions." This is a way to understand reality. Jean Piaget began to develop abstract ideas in human beings between the ages of 2 and 7. From the age of 7 to 11 years old, the ability to think abstractly.

MAIN PART:

Concrete opinion is literally called opinion. Clear examples and evidence are required for this information. In journalism, a clear opinion is relevant. For that reason, the genres of the message should be focused on who, when, where, why, and what kinds of topics. The reason is that the material should contain clear evidence and information. Convergent thinking is linear, that is, a person uses all kinds of thinking at the same time. As a rule, journalists use mixed opinions when writing material, i.e., opinions are both conservative, critical or specific. In this case, convergence occurs.

To date, convergence and divergence have been treated as one concept. The theorists do not use the filter to distinguish between the two. In our opinion, from the point of view of journalism, both are different concepts, and convergence is a mixed opinion, while divergence is a different, non-linear opinion. This type is characterized by a person's character, social aura, language, and religion. For example, a person whose nationality is Karakalpak expresses his opinion based on his marital system and social structure. For that reason, there is no situation in the world with opinions that are extremely similar to each other. Today, almost all of these types of opinions are used in the field of journalism. Especially in Internet journalism, there are many aspirations for convergent and divergent opinions. We thought it would be good to distinguish three types of touch while comparing the physical characteristics, theoretical definitions, and classifications of the mind itself. The reason is that the existing concept of universal division is also present in philosophy and sociology, different types of opinions overlap each other, and it is necessary to define its semantic and formal types for the mass media. In our opinion, there are three main types of thinking in online journalism: linear, hierarchical, and non-linear (hyper) thinking. The reason is that these types influence the content of the text and serve as a great attribute in shaping the opinion of the audience.

So far, we have given a little scientific overview of the hierarchical, linear components of the American journalist's theory. We will try to strengthen the linearity in the opinion from the theoretical point of view:

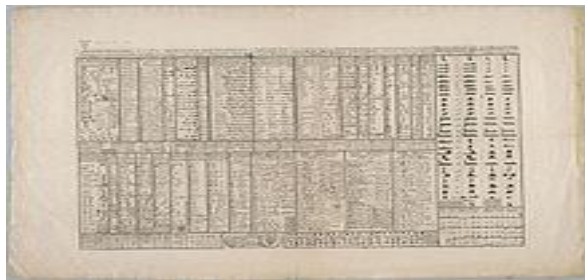
Linear reasoning means that the stories are connected to each other and evaluated. It is also called "template thinking", it takes on the task of presenting

information in a random manner” ”[8]. For example, we are going to travel. We will prepare clothes for him, get to know the weather, and inspect the house. In this case, a person without going on a trip performs the necessary actions in advance, without interruption, that is, our thoughts are expressed in a linear view, and our actions are uniformly oriented in an orderly manner. This idea is "... the result of systematic, logical, orderly formulaic thinking” ”[9]. Usually, people are closer to linear thinking. This is because the narrative form of thinking in the tales told by mothers to their children in childhood is also linear, that is, the plots are told one after the other. Therefore, in most cases, the process of thinking in a linear way starts from the beginning. Over the years, this thinking blocks the non-linear hierarchical thinking. A person is born with the ability to think non-hierarchically. More precisely, the life we touch occurs in a non-linear life; Information comes through non-linear communication channels, and we make relevant decisions with the help of non-linear thinking. In general, in linear time, such an idea means a succession of ideas in a straight line. It is a dynamic system, and based on thought, it reduces the action of the brain to a specific template ”[10]. In linearity, "... the following operations are carried out: analysis, synthesis, comparison, comparison, narration, abstraction, and concretization” ”[11]. However, in most cases, the different methods in the thinking operation, the form of concrete analysis, are not used in the thinking process. It depends on what degree, in what situation, and what a person thinks about. If something is wrong, the way a person thinks and thinks in a random manner is linearity. In this case, thinking becomes a smooth action. In one form, "template", the thinking operation is planned linearly. "Linear" model visualization begins with a person's observation of the things they are looking for. Therefore, the transformation of this type of person into a conscious - "homahaviles" began with me. Since the beginning of humanity's conscious life, this opinion has turned into a form of traditional opinion. More than that, many people understand the beliefs and practices of society in a uniform, similar way, and have relatively close opinions about it. Claude Bernard writes in the introduction to the book "Learning Experimental Medicine" that "the logic of observation follows things in a linear thinking without interfering with their actions." In the process of journalism, he builds linear supervision, which sees the stories without life, only passively observes them, does not intervene in the action, and does not change the situation in his mind. From this opinion of the scientist, we can come to the conclusion that people should accept stories as much as possible according to certain norms. In journalism, such a tradition in the way people think has a strong influence on their actions, speech and thoughts. For example, there are stereotypes about the following pattern, the "template" in the opening speech, and the coherent linear thought in the action. One of the reasons for

this is related to the emotional components of a person. Think, opinion and act like you think a lot and linearity. According to the scientist, "Hierarchical thinking was a manifestation of nature, linearity became an invention of human"[12].

According to the theory of E. Toffler, in the field of "Agrosphere, technosphere" linear ideas and text in horizontal form prevailed. The information is written in a simple, clear form, and the interrelationship between it and its delivery has created a linear text. There are different views in mass media science about linear opinion and text.

It is derived from the English word "Linear" and means "linear". "... linear texts appeared before or after the creation of hieroglyphic writing" caused the appearance of such opinions (The main type of linear opinion is text. The coherent appearance of certain interpreters is concentrated in the Zenno). The emergence of hieroglyphs, which can be distinguished from pictographic symbols, in China and Japan started a new era of graphics. In Phoenicia, the signs used to represent syllables were a little different, and in writing they started to use fast alphabet. This was the beginning of the Greek alphabet. An alphabet is a standardized set of written symbols and graphics (called glyphs) that represent the phonemes of a given speech. In history, a fully phonemic script, and then the proto-Cananite script, called Phoenician, is the first alphabet.



(1. Phonemic writing)

In these scripts, written symbols and graphics are written in random order. There were graphics in it, similar to today's alphabet. The order and placement of phonemes and graphics are related to text creation technology with linear thinking. This is because alphabet is a systematized form of written characters. Today, the name and surname are written in alphabetical order, and the official registration of documents in alphabetical order supports the linear thinking of a person. In this case, a person obeys the standardized rules, not according to his own choice. Therefore, the production of linear thinking is related to the nature of one factor. However, it is absurd to understand that the idea that the linear idea started from the alphabet does not make sense in science. In our opinion, this process is related to the life of people. The reason is that the visualization of the model of linear thinking is related to the

fact that the person observes things without tracing. A person's standard view of the story leads to linear thinking. In this case, the first situation appears before our eyes, then the second and the third. As a result, the connection to each other causes linearity. The composition of stories also becomes linear. The first injured person suffers the effects of pain, then he is given help, taken to the clinic, examined, vaccinated according to the analysis. The fact that things are presented in a linear way makes the implementation of the strategy linear. Also, it is a standard situation that the processes of washing hands, making tea, and returning to daily household chores are the same for girls who are housewives. That's right, it's human nature to think linearly. A linear text is a result of a person's linear thinking. The reason is that a person has created a formula that is convenient for him, based on his inner possibilities, to conduct an opinion and convey a text. Besides, "Linear thinking" is more ambitious, it requires less energy from a person. It won't be less than a quarter of a mile because it's a good day" "[13]. That's why opinions on the same topics are very close to each other both semantically and compositionally. The reason is that the horizontal view will drop the text into the "template". This is considered a very topical issue for journalism. From this, we can come to the conclusion that the traditional form requires linear text to be read from the beginning to the end and the stories to be typed step by step. More specifically, this type of text composition formula can look like this:

Title+Introduction-Main part+Conclusion

Today, this structural formula has lost its meaning in Internet journalism, and the article is written starting with the conflict or the culmination of the topic. Linearity or non-linearity in a single composition affects the appearance and content of the material. This is because the reader expects a work in a different style and form from the author. The use of structural elements in a mixed manner negates horizontal thinking. The author also looks at the composition and places the content in the text. In this case, the author determines the order of the text or the way it is read.

Categories of linearity

There are different definitions of the word linear in the literature. We diverge it into categories from the point of view of the text, with the units of the mass media calculated.

Let's see that the first characteristic of linearity is the flow of interconnected ideas. Here, opinions on the topic are presented one by one, connected to each other. The connection in the opinions is considered a good value in journalism from the structural and semantic point of view. However, the interpretation of a single point of

view methodically brings the text to a uniform form and causes the creation of similar looking materials.

The second characteristic is that he has a one-sided approach to traditional thinking, similar to pluralism. In this process, after the opinion is accepted as much as possible, in most cases, it is not analyzed and it can be a reason not to create one's own opinion. The emergence of concepts related to general, unverified and uncomparing ready opinions, such as "couldn't work", "took a bribe" to the information about the dismissal of the accused person from his service.

Thirdly, it is a category of *monopikir birzitiy* with a single interpretation of the story. Due to linear thinking or individual thinking to the process, it is possible to come to different conclusions. If you have such an opinion, it is a desire to be manipulated by a certain power or forces.

These categories are calculated based on linear thinking. A corpus of content created using linear text input.

"Linear" means uniform. Everyone reads the material in the newspaper in monotone. In this process, the role of the receiver of information is equally stable, and he does not have additional opportunities that he wants. The reason is that on the 12th page of the newspaper, it is limited by its volume and articles. The materials there are limited to me, and I feel compelled to read (review) them. As a result, it limits to a certain extent the infinite choice of the receiver.

In Marshall McLuhan's work "Galaxy to Gutenberg" he wrote that "rationality gives a clear linearity, a sense of stability" (p. 105). In his scientific theory, the author mentions that similar opinions expressed in randomness are linear. Standard comments also suggest linearity. This scientific approach is related to the idea of linearity, which we mentioned earlier. Also, in this book, "The effect of the printing press on the minds of Westerners is observed". We remember the best achievements in the fields of art and science. In the 16th-17th centuries, monotonous linearity spread in the 18th-19th centuries and became a utilitarian fashion" (p. 363). There, McLuhan used linearity in the sense of traditional thought, uniformity of thought, ideological similarity. He cites the fact that the development and ideas in art and science, starting from the 16th century and ending in the 19th century, influenced linguistics and journalism. Of course, McLuhan does not endorse this post. One category of linearity is related to its ideological unity. Here, several themes and ideas are similar in terms of composition and structure.

Currently, there are two types of text in foreign mass media. The most striking of these is linearity. The so-called linear text is a form that requires to be read from beginning to end. This text follows the requirements of grammar and style. Semantic standard is strictly required. Texts printed on paper are usually linear. Examples are

novels, novels, poems, letters, newspaper articles, that is, texts that require reading from beginning to end. This is a widespread text type and usually includes publications. "The line in the text is arranged from the line to the right, from the left to the bottom. In multi-numbered texts, several lines of interconnection are possible due to hyperlinks, making it a non-linear text. This type of text does not allow the reader to choose. "The process of receiving information from a computer is carried out" "[14].

Characteristics of linear texts

| | |
|-----------------------|--|
| Description | Linear text is a traditional form that requires close reading from beginning to end. |
| Nature | The line to be read in a message received by the author. |
| Content | Texts not to be printed from basic |
| Time factor | It gives students time to find the information they are looking for. |
| Text structure | In a linear text, the content can have a linear and stable structure. |
| Target | In the linear text, the grammar is respected regardless of the method. |
| Example | Linear texts include novels, novels, letters, and articles. |

The tendency of linear thinking is everywhere. Only when mass media is the force that shapes the social opinion, other types of this opinion will prevail in the society. This is because the mass media, as an impartial power, does not control opinions, but sends them. In the world of agrosphere and industry, journalism, which is considered a democratic institution, has become the reason for the domination of the same class in the society by the same opinion. This type of opinion limits the student's ability to choose information by accepting the information in one way. It imposes an obligation on the audience to accept the information. It turns out that the abundance of information changes a person's way of thinking, choosing, comparing,

checking, and making decisions. In linear journalism, content can be structurally chaotic, connected to each other, and cause a whole text to be created. On the other hand, style can have an effect due to such bad features as self-uniformity, text expansion, and the similarity of opinions. It has a great value to compare it with other new types of text, and to learn it in the aspect of exercises.

"Any text printed on paper in journalism is linear". An interesting phrase requires tallāy. It is close to the truth that here the scientist considered the "horizontal distribution of opinions by the author according to certain templates" or the placement of materials in newspapers and magazines consisting of horizontal and vertical lines. We encourage this opinion and come to the conclusion that it should be produced more in connection with the appearance of the newspaper, opportunities, student's ability to read the material, design, and the most relevant argument - the impact of opinion on the media tool created by man. The reason is that the arrangement of printed materials in accordance with the newspaper template, and the fact that the reader is given limited articles and is forced to read them in the structure of the text written by the author, is likely to be an impetus for the expansion of linear opinion. To be more specific, the linear idea should have a traditional look, not be different, and should be placed on soft parts. We will see that this term is not only a property of philology or journalism, but also related to algebra:

"Linear algebra is the branch of mathematics that studies linear phases and their linear effects". "In many cases, such objects come to my work, and it is necessary to add them and multiply them by one number." Linear algebra involves adding and multiplying linear phases. In the 19th century, the concept involved in the discussion came from the uniqueness of the linear concept. The reason is that in this case, the concepts gradually slow down, while in linear algebra, the phases increase in number. The greatest feature of linearity is considered to be thinking or interrelationship of phases. "Linear, random, logical, orderly, formulaic thinking in the solution using linear facts"[15].

We have distinguished the following distinctive features of linear thinking:

First, linearity is a human-made object, natural phenomenon, an invisible action, object.

Second, linearity is the most common component of thinking. It shows that the audience is disciplined and follows certain norms. That is, the reader can read the linear texts and get to know the plots step by step.

Third, in linear thinking, monitoring and monitoring properties are strong. The struggle in the environment of linearity and non-linearity rises to the level of state, nation, ideology. The reason is that the state needs mutual harmony in opinion, and

this unity creates a linear opinion. Non-linear thinking causes each person to have his own ideology. Linear thinking is a form of popular ideology.

Fourth, linearity affects such principles as pluralism, freedom of expression, and objectivity. The reason is that the journalist cannot convey the message in a narrow scope and objective due to the lack of linearity. A certain stereotype and norms prevail there. As a result, it is possible to practice freedom of speech in society.

You have linear thinking, and one thing is related to its transfer of thought to another. In the technosphere, people had no choice but to read newspapers and magazines. At first glance, the student chooses newspapers and reads the material he wants. However, due to the limited number of articles published there, people are forced to read the existing dates. It conveys the message to the student and creates the possibility of coercion.

CONCULATION:

In short, linearity is a uniform concept. In this case, the thoughts about stories are systematically systematized in a way that is connected to each other. This is considered a unique property of linear thinking. Beyond this, the combination of linear thinking is considered a phenomenon that occurs in hierarchical thinking. If a person's opinion is in the form of a narrative, then it uses a linear opinion. Therefore, linear thinking is considered a traditional type that ensures communication between people and gives them the opportunity to understand each other.

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