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EFFECTIVENESS OF SCIENTIFIC WAYS OF KNOWING SOCIAL AND CULTURAL FOUNDATIONS OF ECONOMIC PLANNING, PRODUCTION OF COMPETITIVE AND POPULAR PRODUCTS

Abstract: *Production management, including standardization, should be carefully prepared with maximum reliance on the reserves of professional culture of specialists, but the dynamics of running production management is desirable to entrust the technical programs and tools. So everything will be more reliable. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, the requirements for personal abilities of specialists in terms of personal and team responsibility increased, sometimes up to exclusive. Problems in production, as a rule, create people, but it is in the absence of qualified specialists there are the most serious problems. Technical standardized management is not a panacea. The authors formulated the rules of standardization. Basic, in their opinion, their two. First, standardization should be carried out in three directions, linking them into a complex - to determine the standard of the product within its functional purpose, taking into account a broad understanding of the safety of use; to regulate the production process and to form a consumer attitude to the product. The consumer is a full participant of standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production. Second, standardization of production is carried out on the basis of conceptual understanding of its*

position in the system of specific historical conditions, as it is due to the quality of the stage of economic development. No matter how it is perceived by the consciousness, it is necessary to put up with it. Third, the product must be in demand not exclusively, but on a mass scale, otherwise the production will cease to be mass, will waste its quality. The authors considered that the range of products of mass demand in the USSR was not great, but the quality of consumer goods satisfied and allowed the manufacturer to solve its problems. Departure from the standards of production developed in the USSR allowed to expand significantly the range of goods, at the cost of quality loss. Increasingly, in stores and advertising there are Soviet brands that were not in the USSR them, as ordinary products. Apart from the fact that digital production is built on the basis of physical impact on the object and requires a standardized re-quality. History known as the history of quality management, essentially there is a history of standardization of production, concretization of quality into sample production.

***Key words**: production management, technical management, standardization, digital production, identified and production management, consumer, commodity, assortment, quality, economic development.*

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Introduction

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The need for standardization, potentially inherent in the development of production, was revealed gradually, in proportion to the state of production. Its abstract form was loaded with concrete content. The process of becoming a standard was similar to the work of a master tailor, who first took the measure in the absence of any material signs of the future product, made the first fitting of something not very clear to the customer, and only at the end showed the product that embodied the concreteness of the image. This was also the process of ascent of the original purpose of standardization to its concreteness, which is recorded by modern scientific and information sources. The functions of standardization changed, and its content as an instrument of economic activity management also evolved.

Standardization as one of the basic techniques of economic policy drifted from the quality of the finished product to the production of a product that ensures its quality. The wind in the sails of standardization was blowing from another important concept of political economy-production efficiency. While efficiency was determined by customer satisfaction with quality and price, standardization managed quality. The standardization was based on the regulation of the parameters of the technology of its production. Samples of products agreed by manufacturers ' associations with regulators ruled the ball. The situation was fairly balanced,but its stability was determined by the technological specifics of manufacturing.

Progress allows stagnation within certain limits. Just as there are vast areas in the mountains, so in the history of production - areas of active professional activity there are lull in the movement. They are natural, since they correspond to the social state as a whole. The middle ages was not a sleepy Kingdom, as it is depicted in school textbooks, it simply reproduced itself equidistant, without jumps. At this time, humanity was gaining energy of action, creating approaches to obtaining critical values of impulse energy in various spheres of activity. The peculiarity was that in the social life of Europe and not only, religion prevailed, and in the political - absolute monarchies, carefully protecting the movement from any perestroika. The public mind was dominated by a sense of satisfaction with the success achieved, forced to tolerate troublemakers within the confines of the increment vector created by religion. No faith could become an impassable barrier to social progress. When this happened, however, the changes took place in the religion itself. Christianity entered the middle Ages as a single faith, and came out unfurled like a fan.

The peculiarity of the middle Ages affected the subsequent development of history. Modern times (XVII-XIX) could not come immediately after the Middle ages. It took a transitional historical stage – the "Renaissance". It was necessary to clear the socio-cultural and political conditions for the free and independent movement of scientific knowledge, the methodology of scientific knowledge, education, and technological progress.

In the XVII-XVIII centuries, the development of scientific knowledge is out of the control of the Church. By this time, the completion of the formation of science as an independent field of culture is attributed. In Europe, there are associations of scientists, science management bodies. Scientific knowledge is being transformed into technical creativity on a new scale. The engineer becomes a "scientist Builder". Technological progress is crowding out manual labor. The factory is replacing the manufactory - a new way of organizing production and labor. Production is becoming mass-produced, so it is more affordable.

Accessibility requires a different quality. Quality comes to the fore mass product. It should be and be inexpensive. The place of the named consumer is replaced by the x consumer, which can be anyone. Previous quality control capabilities are being squeezed by new tasks.

In Russia there was a common saying: "Cheap and angry." Young people are unlikely to understand its essence, so let's explain: the product does not have to be expensive to be in demand, but not every product will be demanded, but only the one with the signs of a quality product. In modern times the saying has been given a modern form of expression: "A quality product - at a reasonable price."

The change in the nature of production forced a change in the philosophy of standardization. Standardization of product quality by result has been replaced by standardization of production of a quality product. The "synthetic idea" of sample control is gone, the "analytical idea" has come: all production and the product itself are decomposed into components - nodes, parts, operations to the last screw, seam, nut, forced movement and take everything under control. Keep differences to a minimum, and maximize versatility. Such a thing for the masters of workshops and manufactories could not be dreamed of in the worst dream.

Main part

Skill is closed to originality, it is unique. Even the master himself can not fully decompose the process of making his product. Creativity only begins with a General set of tools, actions, and order, but it reveals itself in the fact that it is impossible to construct a "constructor" from a set. The mind acts according to logic, so there is a possibility and need for rationalization. The innovator does not invent, his thought is focused on bringing the invention to its hidden perfection. The mind, and only the mind, jumps from the known to the unknown. The creative power of man is concentrated in it. Hence the name of the species - "sapiens".

Both manufacturing and factory production combine creativity with rationality, but they do it differently. The workshops were the first to create. The master was the Creator, the apprentice and the apprentices provided the conditions for the master's inspiration to manifest. At the factory, the master is the organizer of work on the production of an approved sample, essentially the head of the operation for assembling the product, or, if it is particularly complex, its individual parts. Creativity and production are separated, so that there is no temptation to depart from the scheduled and controlled order. And in this order, you do not need to use unreason, on the contrary, only by following a rationally separated and fixed order can you maintain the pace of production when it is mass. The power of mass production is in the availability of goods to a wide range of consumers. And no state will deviate from the philosophy of satisfying mass needs. Quality here is the price for mass production, which all participants in the process are forced to pay.

The history of mass production shows how the solution to the problem of quantity quality was sought. This history is not a series of events and actions, but first of all, the logic of resolving contradictions written into the historical process, the history of economic policy, which should be perceived as a higher school of Economics. After passing through the historical experience in your mind, you can escape both romanticism and liberal illusions in the management of economic activity.

The beginning of the studied history confirmed the natural character of the development of economic progress. History began where production was more Mature, the importance of science and technical creativity was more in demand, and the political situation was more democratic in England. In this regard, we once again call for the help of Britannice: "Industrial revolution", the process of transition from an agricultural economy to an industrial one based on machine production. It began in England in the 18th century. Technological changes included the use of iron and steel, new energy resources, the invention of new machines that increased output, including the Jenny spinning machine, the development of the factory system, and important inventions in the field of transport and communications, including the steam engine and the Telegraph)... The industrial revolution mainly took place in England from 1760 to 1830, then spread to Belgium and France. Other countries temporarily lagged behind, but when Germany, the United States, and Japan built a strong industrial base, they surpassed England's initial success. The countries of Eastern Europe lagged behind in development until the beginning of the 20th century.

The description of the industrial revolution, apparently, was prepared with the mass consumer of information services in mind, and is perceived, from a professional point of view, critically. There is no essential assessment of economic development, and the beginning - the transformation of England from an agricultural country to an industrial one-looks somewhat strange. England for a long time relied on its own agrarian Foundation, in which the transition to industrial foundations occurred not without complications, as well as in industrial production, it is enough to recall the well-known Pro-test movement of the "ludites". At the same time, we can trace the historical path of industrial revolution in Europe and beyond.

We are interested in just what the author did not finish telling, relying on professional logic and ingenuity. The industrial revolution led to the mass scale of production and the necessity of dividing labor into the depth of technological progress. Skill was replaced by performance discipline, and the internal

motivation of the master gave way to an external urge. The industrial revolution led to an economic revolution. The method of production has changed, starting with the source of strength and internal motivation in achieving the quality of the product and ending with the priority in the new method of production technical division of labor. The organization of production has steadily become a leader in the economic theory and practice of economic activity management. The art of the master was replaced by the art of the dispatcher, the importance of technological discipline, the ability to count and read, and to take risks in order to win increased.

The period of economic history that followed the Industrial revolution is usually divided into two stages. At the first stage, mass production of the classic model developed. We call it classicist to emphasize the uniqueness of the stage of maturity. Maturity as a stage of development, regardless of what exactly has reached it, is characterized by transparency of the essence. The essence comes out of the shadow of the phenomena that hide it, reveals itself almost as it really is. All the most perfect, the best is presented at the stage of maturity. At the same time, the disadvantages and costs of development look more contrasting.

At the Zenith of mass production classics, its philosophy was formulated quite clearly and enticingly for the consumer: the buyer should save time on making a purchase, the store is not the best place for a responsible person to live, so that it is so, it is necessary to concentrate the maximum assortment in one place. We don't know who was the philosopher who helped economists define the essence of shopping, because its anonymity is carefully protected, but exclusivity was not a modern philosopher. The mission of trade was presented methodologically flawed, without a systematic approach. The lure turned out to be like a lure.

Economic science can be separated from politics, however, even the supporters of making it to the economy comes from the fact that we are talking about the economy and not extravagance. The implementation of the philosophy of product availability in one place implies unjustified neither economically, nor humanitarian, nor environmentally huge costs. It was not possible to write them off and they put all their weight on the cost of goods, significantly raising the price and undermining the possibility of mass access to the market.

The foundations of the philosophy of mass production were laid towards the end of the XIX century by famous specialists in the field of management: F. Taylor, A. fayol,A. Sloan, G. Ford, Jr. They also have the initial experience of developing the theory of production management, in particular, the idea of the system-forming value of quality management through the standardization process. In the XIX and the first half of the XX century, the issues of humanizing the economy and protecting the natural conditions of social progress were not included in the first line of relevance, so they were usually ignored when solving production problems.

The situation changed abruptly towards the end of the second Millennium. Economic planning and design became dependent on higher-level relationships. Solve the question of how to live on? Without an answer to the question: will there be life? Illogically. Management specialists thought about the historical logic of providing consumers with the formula "here and now". B. S. Aleshin, L. N. Alexandrovskaya, V. I. Kruglov, a.m. Sholom and many others opposed mass production with the type of production called "lean production" - a prudent, expensive production. Having decided that it will not be so mass, since the focus on market research can still remove an undue burden on production, it will make production targeted. It is not clear why they came to the conclusion that it will cease to be mass.

Mass production did not initially become a brand, it merged with the essence of production. Production will not be able to be otherwise in the foreseeable future. Naturally, in parallel with mass production, artisanal and individual co-exist-heirs of workshops and Manu-textures, however, unlike their ancestors, who are not limited in technology to hand tools, and actively use scientific and technical products. "Prudent production" - this is really a good trend for a more adequate form of continuing mass production.

In its former form, mass production looks decidedly out of date in the twenty-first century. Among the global challenges: "energy conservation", "resource conservation", "concern for the state of the natural environment", "global warming", "protection from the destruction of the ozone layer", an economic philosophical strategy is being developed independently. What kind of humanism is this? The very participation of science and philosophy in the development of mass production, which, as has been repeatedly noted, was of the most important importance in the cause of social progress, allowed to create hundreds of millions of jobs, increase purchasing power, make people learn, improve their skills, enjoy civilizational achievements, gain freedom in national and transnational space, etc., was undoubtedly a significant factor. But we should not forget that science and philosophy are initially perfect in comparison with existing knowledge - mythological, everyday. Their strength is not in what they have already done, but in what they can do if they are not allowed to.

Pythagoras also explained that he is not a sage and is not all-powerful, his goal is to understand how wisdom works. At the origins of economic science there were prominent representatives of philosophical thought who were able to understand the essence of

the matter and give a forecast of development within the limits of historical concreteness. They thoroughly understood the present, determined the nature of the upcoming movement, developed a scientific methodology, and the philosophical foundations of scientific knowledge as a private search within the framework of the General.

Science and philosophy are not allowed to guess and search for truth in the Scriptures. Their job is to analyze what has grown. Much has grown in the nineteenth and twentieth centuries, but more has just begun to grow. These sprouts were not adequately evaluated. The natural environment seemed an endless storehouse for thinking. Dialectics could not be completed in time with a systematic approach.

"Zena production" is not an alternative to mass production, but only its next stage of improvement. The essence in case of a successful transition will remain the same, and the costs related to excess will be reduced. Understanding the real essence of a" prudent, sparing " economy is important for developing a valid economic policy.

The effectiveness of economic policy is primarily determined by how well the quality of existing production is assessed. It would seem that there is no need to update the apparent dependence, when everything should be clear to everyone without it. Let's explain: evidence is a dangerous state of consciousness. In it, the essence of what is happening is often seen as a rod submerged in water. Even a mirror shows its character in a reflection, so what should the mind that thinks in a reflection do?

Physical reflection is devoid of intent, and reflection in consciousness is a way of understanding, therefore, along with the object of reflection, the state of consciousness - experience, interest-actively participates in reflection. An example is the categorical rejection of bourgeois economic thought in the twentieth century from the political essence and even from the bourgeois orientation. At the dawn of capitalism, the term "bourgeois" was an honorific. It reflected the revolutionary restructuring of the economy, social relations, and the transition to democratic freedoms. Everything was clear – the time of feudal social structure has developed its historical resource and is obliged, according to the social progress, to give its place to capitalism - a more perfect social structure. The concept of " bourgeois "has historically been included in the definition of the most effective"great French bourgeois revolution". Then why in the XXI century do Russian liberals shamefully hide the term "bourgeois" in relation to the definition of the state of the economy and its reflection in economic science? The reference to the objectivity of scientific knowledge is inappropriate, since it is not science that is defined, but its object. Scientific knowledge and scientific methodology in this context strictly preserve their objectivity. Science is applied to a historically specific object and gives it a scientific understanding.

No one and nowhere officially declared the end of bourgeois history. If this were to happen, it would be necessary to open a new Chapter of social progress, which was attempted in 1917. The attempt was defined as historical arbitrariness, unlawful violence against the history of capitalism, which required the totalitarian nature of the social structure, violation of individual rights, freedom of expression, and so on.in a word, capitalism has survived and has not gone away. But try to find the term "bourgeois" in the democratic media and modern scientific journals in relation to the economy. What is it that prevents the phenomenon from being called adequately? - Historical lo-geek.

History is a naturally developing process of changing phases (stages, formations, civilisations, epochs, etc.). Capitalism replaced the feudal structure of society, the basis of which was the agricultural and artisan type of economy, built on manual labor, non-stationary commodity market, shop and factory organization of production. Management went through standardization, focused on the certification of the final product, rather than the manufacturing process. No matter how perfect capitalism is, its perfection is historically regulated. Sooner or later, contradictions will "eat" his perfection and he will give up his place.

What will follow? This is still a mystery to science, but it is absolutely clear that it is vitally important for the bourgeoisie and those it contains to re-classify the historical status of capitalism from concrete historical to non-historical, i.e. universal. Remove the problem of the future society, transfer it to the technical level of regulation, including through standardization.

Rate for lean production – a knight's move. It is intended to show the humanitarian and environmental reserves of the bourgeois economy and draw attention to the need for a new paradigm of development within the existing economic platform – the bourgeois mode of production. We cannot share the satisfaction with the transition to" rational production " of a number of authors of the late XX – early XXI centuries, when research was carried out on various grants, including the Soros Foundation, and the products of science were presented in a technical spectrum free from ideological influence. In political economy there can be no freedom from politics. Dependence was in the period of socialist history, and it continues after. Self-determination of the state of the domestic economy as the most convenient course. What we are moving away from has become clear since 1991. Try to find out where we are headed, but we are going exactly there - in the bourgeois mode of production, not calling it technological industrialization, the digital economy. And we will be there in the end, so we must clearly understand that all technical solutions have a

political nature, just in some cases it sticks out like donkey's ears, and somewhere it is hidden for intermediary actions.

The bourgeois economy was born as an alternative to artisanal, manufactured production, which could not be mass-produced, but was technologically very high-quality. The quantitative ska-chock was supposed to affect the quality, which forced the management to take a course to ensure the acceptable quality of the product. The only possible vector here is the creation of standard conditions for obtaining high-quality products in bulk. The heterogeneity of mass demand caused a wide range of product quality, which was reflected even in the scale of national and TRANS-national planning.

In Western European countries, products are marked for consumers from the Eastern part of the continent and specifically for Russia. Quality, and along with quality and standards, are largely determined by the political map. Standardization as a technical technique is really necessary and reasonable as an economic policy tool, but only outside the system understanding. In a systematic view, it has political ears that, like donkey ears, how much not to hide, will come out.

Let's go back to the paradigm of "efficient production". At first glance, writes B. S. Aleshin and colleagues, it may seem that it is all about the widespread implementation of the so-called "just in time" system, in which products are produced only when they are needed for the next stage of the production process, and only in the amount necessary for this. However, a closer look shows that it is not just a matter of organizing production under this system. It is necessary to rethink the logic and technology of production, which inevitably leads to changes in mentality or, as is now often said, to a change in the culture of the organization.

In the first approximation, one gets the impression that the metamorphosis of standardization is inevitable in the conditions of development of efficient production. As long as the RP exists only as a project, you can indulge in reflection, the subject of which should be the main thing in any business, regardless of its scale and significance – the quality of the process and product.

If we think strictly logically, the concept of "quality" is a specific philosophical category. In philosophy, it is the second in order, following the concept of being, and reveals the essence of being. In all non-philosophical reasonings, quality is modified, acquires a concrete-objective, very often sensually-concrete definiteness. Economic science and production practice are no exception. The difference can be felt by comparing the understanding of quality in philosophy and beyond, focusing on the human explanation of what quality is. Quality, in the words of a famous German philosopher , is "that which is lost, the object ceases to be co-combat". The philosopher has the right to define quality in this way, because he takes the object in its abstract form. In an abstract form, the object exists conditionally, so the object also ceases to exist conditionally, taken in the system of philosophical abstractions. A product ceases to be a product only for a Philo-Sophist when it is devoid of consumer value. But who is going to organize the production of something that no one needs? This can only happen in a madhouse,and not in a real production.

The definition of the quality of philosophical phenomena allows for a human formulation. The cause has one quality, the effect has another. Losing its quality, the consequence may become the cause of new changes. It does not disappear, but only transforms according to the natural order of movement. An accident that has been deprived of quality becomes a necessity; a possibility becomes a reality or an impossibility. The product assumes, as a necessity, the absence of the manufacturer's own needs in it- it is manufactured for sale on the market; and as an add-on (if you are preparing it for sale), it must have something that someone really needs, that's what they came to the market for. A product really ceases to be a product when it doesn't have what someone else needs except the manufacturer. Only such a "product" is not a standard of commodity production. In production designed for the market, the philosophical concept of quality is concretized in terms of the reality of the product and looks like a standard. This explains the fact that the entire history of quality management in the XX and XXI centuries was developed in the form of mass production standardization.

The modern history of production management focuses on managing the quality of product production and is carried out through improving standardization. This should guide the assessment of the economic efficiency of management. And we should start by clarifying the concept of economic efficiency. The reason for this is that there is an increasing tendency to separate economic efficiency from the systematic functioning of the economic block of public life.

Scientific economists sequestered the methodology of knowledge and management to mathematical support, trying to implement the failed idea of Comte In the XIX century to make each science simultaneously a philosophy. One of the attempts of this kind, Karl Marx called "the poverty of philosophy", for which the bourgeoisie is not destined to pay, and not those who serve it, to pay a certain amount to consumers. Therefore, the increment dynamics looks stable: the rich get richer even in a crisis, while the rest of us float on the actual waves of economic movement. As those who are in a hot air balloon in distress, try to reset the ballast to make it to the desired location, and current economic theorists of the movement seek to detach from the economy, they believe, not market, enrolling in infrastructure

activities aim-ing directly on the development of human capital, and thus claimed that human capital is the main source and reserve increments of the economy.

It is surprising how experts, fascinated by the term "humanization of production", read statistics. "Learning is becoming the norm of life," the authors of the study guide "Philosophical and social aspects of quality" enthusiastically state. The average cost of American companies for training is about 1, 5% of the salary Fund. Once this one and a half percent was an indicator of special attention to something. There is just a division of profit by the residual value.

So, let's highlight the essence of our thesis: standardization from the very first steps of its history had the purpose of defining and stabilizing quality. At first, the product itself, since there was no special chance to influence the technology and organization of production, but with the transition to mass production, when the value of the organization of production significantly increased as a result of the activity, the direction shifted to the manufacturing process. Standardization of production has come to the fore. It was believed that if the production organization meets the requirements of the developed standard, the result will be high-quality.

Turning the switch to standardizing production from the outside seems to be a justified action. In fact, where to get not the quality of the product, when there are only quality actions around. Naive people are convinced that it is enough to combine high-quality alcohol with high-quality water, and you will get high-quality vodka. Chemists have a different opinion. They claim that in order to obtain a high-quality alcohol-containing drink, it is still necessary to observe the order of combining water with alcohol in order to properly start the reaction.

Shop and partly manufacturing production were subordinated to the quality of the product. Manual labor was low-productivity, but highly mobile within the skill range. This is why creativity is always involved in the product. The quality of the product completely subordinated the technology and organization of production. It is pointless to fantasize about the topic: would Stradivari or Amati have changed the sample if they had experienced difficulties with manufacturing? They would not deviate a step from the idea of its material objectification, they would look for a solution in production and find it. The nature of mass production of any type is quite different – wasteful and wasteful. If a product that is recommended for mass production cannot be prepared without a serious restructuring of production and requires serious expenses, it is easier to involve innovators in order to "improve" the product in the interests of production.

As an illustration, we can cite the Soviet experience. Consumers knew that Prime shipments would be perfect, but the further they went, the worse it would get. German car manufacturers are among the most qualified, but they also falsified engine performance, confessed, and were fined approximately. Similar cases have been repeatedly noted in the practice of Japanese manufacturers. Unfortunately, this is even worse in the Russian Federation. The main reason for the flourishing of corruption.

We must understand the dual function of standardization. It combines technology with politics. Its importance for improving production is objective - it is the only main way to move the economy forward, but, at the same time, it is also the main means of objectifying economic policy, so the objectivity of standardization has been and will be oriented by political interests. Standardization can be managed (and should be!), and therefore can be manipulated.

When the President of the United States came to power, Trump took measures to withdraw the country from the Paris agreements on environmental policy, despite the complication of relations with European partners, especially sensitive to the effects of environmental changes-the continent is small, population crowding and production is large. Trump is a man of business and business policy for him is the essence of politics. Everything else must be subordinate. Trump has taken on the task of rebuilding the economic life of his country, and he will build standards based on purely American interests, without straining infrastructure processes, which trump refers to the state of the natural environment. Through the technical form of standardization, its political essence is manifested.

And the last argument in favor of the dialectical perception of standardization - the President of the Russian Federation declared the creation of digital production as a Central economic task. Since the time of the Pythagoreans, numbers have been a symbol of ultimate abstraction. the number loses its objectivity and is replaced by a number, but not chaotically, but quite definitely. A single figure is pointless. Another de-lo a certain combination of numbers, it, with the help of a certain code, recreates the object in its most accurate expression, which opens up almost unlimited possibilities of identification and management. Due to the transfer of actions to a sphere independent of the subjective factor, the emotional and motivational component of the subject activity, the costs of professional readiness of the specialist, is removed from management. As they say: nothing personal, only in the interests of the case. It is bad when the role of the individual is underestimated, even worse when the fate of the common cause depends on the individual.

Production management, including standardization, should be carefully prepared with the maximum reliance on the reserves of professional culture of specialists, but it is desirable to entrust the dynamics of running production to technical programs

and tools. This way everything will be safer. In June 2018, the Russian icebreaking fleet was supplemented with the most modern Arctic-class diesel vessel for conducting caravans along the Northern sea route in the annual re-press. Height-with a five-story house, the main engine power is 45,000 HP. The ship is operated by 19 people, which may be more convincing in favor of the advantages of technical production management. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, and the requirements for personal abilities of specialists in conditions of personal and team responsibility are increased, sometimes even exclusive. Problems in production are usually caused by people, but it is in the absence of qualified specialists that the most serious problems arise. Technical standardized management is not a panacea.

Let's try to formulate rules for standardization. In our opinion, there are two main ones. First, standardization should be carried out in three directions, linking them in a complex : to define the standard of the product within its functional purpose, taking into account a broad understanding of the safety of use; to regulate the production process and form a consumer attitude to the product. The consumer is a full participant in standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production.

Second, the standardization of production is based on a conceptual understanding of its position in the system of concrete historical conditions, since it is determined by the quality of the stage of economic development. No matter how it is perceived by the mind, we must put up with it. The product must be in demand not exclusively, but on a mass scale, otherwise the production will be mass-produced and will waste its quality.

The range of mass-market products in the USSR was not great, but the quality of the consumer's product satisfied and allowed the manufacturer to solve its problems. The departure from the production standards developed in the USSR allowed us to significantly expand the range of products at the cost of quality. More and more often in stores and advertising there are Soviet brands that were not in the USSR at all , being ordinary products.

Concepts are expressed only in words, they can not be translated into numbers, unlike products. Once again, we note that the concepts of "quality" and "standard" are related as General and particular in the characteristic of the phenomenon. You can only really manage quality with the help of words, and the word, by definition, generalizes the reflected phenomenon and removes its sense-object concreteness, making it difficult to have a practical impact, reducing efficiency. By defining the quality of an item, we only limit it and specify the management, setting the management vector and goals. For management to become practical, it is necessary to have not an image of the subject, but its subject expression. Here you need a subject or an adequate sensory, digitized sample, which after technical processing takes the form of a program of practical action. Digital production is built on the basis of physical impact on the object and requires a standardized quality reality. The history known as the history of quality management is essentially the history of standardization of production, the specification of quality in the production model.

The first experience of control intervention in the production process in order to give it stability and a certain increment can be found in the activities of workshops, individual productions, schools of masters. Most of the famous sculptors of the Renaissance tried to work in the offices of stonemasons, directly in the places where the material was extracted. They searched the quarries for the right texture to create an image. It was then that the joke appeared: a masterpiece is easy to make - you need to remove all unnecessary, superfluous, but first you need to find the basis. In the shops in the interests of quality craftsmen thoroughly tested products were observed during the manufacture of the work of journeymen actively at-talked to the secrets of students, selecting from them the most capable. Despite the fact that each product was individual, made by a master, it passed through an internal control, followed by an external one from the city's workshop organizations. In the future, this work will be defined as a phase of rejection.

It was much richer in content, synthetic, more like a "selection" than a "cull". Creativity moved the masters, the masters studied no less than the students. They were looking for paint, soil, Foundation, ideal images and ... they were wrong. Creativity does not spare anyone-neither the great nor the beginners. Had to work for all, especially the masters, by sticking. The concept of "marriage" is not as simple as it seems from the outside. Marriage is not always in sight, the masters got its hidden forms, which manifest over time. "Culling" was not an act as in mass production, but a technology. Today it is difficult for us to look beyond the achieved horizon in the development of mass production. What is clear is that its "rational" form is still more a direction of development than a phase. However, the logic of progress, built on continuity, does not exclude a return to some part that is characteristic of the shop organization. Mass participation should not be a hindrance to creativity. It will eventually reveal a variety under the General "roof" of multiple results. Therefore, it is necessary to carefully study the production process that has been perfected in the shop form.

Modern culling as an action aimed at standardization dates back to the last quarter of the XIX century. The beginning acknowledges the

experience of plants S. Colt, I believe that there is a ro-was born the idea of "standard quality". If we evaluate the system of our version of "quality-standard", it was a subconscious embodiment of Hegel's conclusion about the dialectic of the ascent of knowledge from the abstract concept of quality to the concrete concept of" standard " of product quality.

The Colt was assembled without pre-fitting parts. Specially trained controllers performed pre-calibration and rejected the non-condition, thus speeding up the main-Assembly part of production. The experience of S. Colt at the beginning of the next century was developed in the automobile production Of G. Ford and G. Leland ("Cadillac"). G. Ford, by introducing conveyor Assembly, removed the control of components from the conveyor, logically considering that such work should be done earlier. As a result, the "input control" of compliance with the standard calibers was replaced with" output control " at the adjacent production, which cleared the main production from defects and made it qualitatively cleaner.

Further, the process of standardization went on by improving the achieved, it included the theorists F. Taylor, A. Fayol., And M. Weber. In Alliance with the managers they identified the basic principles of scientific approach to mass production organization: system approach to management; personnel management; delegation of responsibility; scientific labor rationing. The developed production management system went down in history as the Ford-Taylor production system. Having undeniable advantages, the Ford-Taylor system also contained serious defects that had long been "dormant" in its potential. The development of production in the new socio-political conditions of activation of social-democratic interests inevitably pushed the Ford-Taylor system into a dead end. This was also facilitated by technological progress, the process of turning scientific knowledge into a direct productive force. The desire to implement by all means the principle of not allowing defective products to reach the consumer could not but lead production into a technological structural crisis.

This was also driven by the lack of a clear understanding of quality and standard in management theory. They were changed instead of being considered in development. The most noticeable and sensitive was the identification of quality and standard in the field of mass-consumer goods production, where the concept of product quality reflects the dualistic nature of the product.

A product intended for subjective, more precisely, subjective use by a person or a social group must be of objective quality-physically and subjectively-to satisfy the consumer with its physical quality. It is naive to believe that only by advertising the physical perfection of a product, you can cause the consumer to like it. Such a consumer must be subjectively non-existent. Interest in the physical quality of a product can be generated by demonstrating its capabilities, but this is not enough to generate interest in the need to buy it. The product must capture the buyer's feelings, and this process is irrational, deeply intimate in nature, expressing the consumer's individuality. Especially if the consumer is attached to a significant assortment, is picky and fastidious.

The quality of consumer goods is not reduced to a system of physical parameters, but it exists as a kind of core in their quality. And just as the atom is not limited by the presence of a nucleus, so the quality of such goods is not limited by a system of physical characteristics. In contrast, the standard is a purely physical phenomenon and requires a clear description in physical units of measurement. The concept of "product quality" should go through the market, and the" product standard " should be defined in terms of scientific and technical creativity.

Subconsciously, the differentiation of the concepts of "quality" and "standard" came to the end of the first quarter of the XX century, when they felt the insidious absolutization of control over the standard compliance of products. In high-tech, complex production, the share of supervisors exceeded one third of the employees employed at the enterprise, which significantly increased the load on the cost of goods. The price has increased, but the quality has not improved in accordance with the price increment. The buyer was paid for the previous level of guarantees. Quality has become a drag on production efficiency. In fact, there was a contradiction between standardization and efficiency. We had to think about how to improve the physical model of the standard - about new materials, original design and technological solutions. Standard - technical image of product quality. And just as the quality of a product described in words depends on the knowledge and ability to use them, the standard is determined by the capabilities of technical modeling of the concept of quality. The understanding of quality is evolving, and the technical model of the quality standard is also changing. Thinking has its own language and technical creativity has its own language, which is intended to serve as a translator from a scientific language into a technical language that is understandable to production. At the same time, the translator must have a good sense of the organizational and technological possibilities of production, so as not to absolutize the meaning of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will bring the organization of production to hell condition. When the desire for total organization of quality control came into conflict with the total goal of improving production efficiency and it became clear that the conflict could not be resolved by any other

method, V. Shukhert, who worked in the technical control Department of the American firm "Western electric", suggested shifting the focus of quality management to organizing the dynamics of the production process. Innovation In. Schuchert's point was that he looked at production and the quality of production as movement and in this context understood the main thing as movement: first, achieving stability, and second, the inevitability of deviation from the direction of movement (figure 1). Translated features of the movement on tasks to ka-quantitative result, we got two conclusions: the desired quality can be achieved only under conditions of steady movement of production, therefore, it is necessary to stabilize the production of certain quality parameters (1), and the quality is a generalized process, which really represents a variation. Variations must be enclosed within certain limits (2).

Upper control border

The line of the desired quality

Lower control border

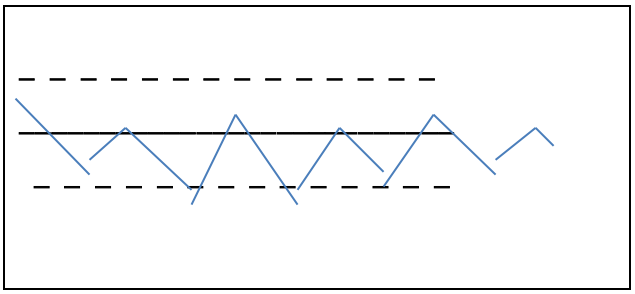

Fig. 1 quality graph

The task of achieving the quality of production has acquired V. Shukhert technical appearance and meaning: it is impossible to avoid variations in the parameters of the resulting quality of products, you need to try to reduce the variation. The quality criterion is the stability of production in the static sense, that is, the convergence of variations with the Central line. One of the most important factors in solving the problem V. Shu-Hert called the restructuring of personal interaction-cooperation, team organization.

V. Shuhart first approached the interpretation of the standard in mass production, presenting the quality of production and of goods statistical form, implying a certain fluctuation, which is called tolerance. V. Shuhart not introduced the concept of statistical model of the standard, but it need formed the basis of his innovative ideas. B. S. Aleshin and co-authors compared the quality management systems of Taylor and V. Shukhert in a table (figure 2), which clearly shows how far management thought has progressed.

Comparison of systems	
Taylor System	Shewhart System
• Establishing product quality requirements • Manufacturing of products • Product inspection • Administrative impact on the performer (fines, dismissal)	• Process quality planning • Execution of works (process) • Control of process characteristics, use and analysis of control cards • Exception for special reasons
⇩	⇩
Each element is performed by different people, which is accompanied by a conflict of interest.	Each element is executed by a team that has a common goal-reducing variation.

Fig. 2 Comparison of Taylor and V. Schuchert systems

V. Schuchert tried to give quality management a human face. He stressed the importance of internal, including personal, motivation. But he did not seek to radically change the position of the worker in production. The alienation of the individual remained essentially the same, so the motivation was supported mainly by the financial assessment of the activity. Researchers of V. Shukhert's experience clearly overestimated its content, introducing into the characteristic such reaction of employees as "joy from getting results"; " pleasure from teamwork, recognition of merits by colleagues and management of the enterprise»; "feeling of importance", etc. Adequate it to say that the method of V. Suharto forced managers to learn what is called the Humanities-governmental knowledge .

The restructuring of the quality management organization has become more significant. The

technical control departments were replaced by the quality audit service, which is focused on checking the effectiveness of the quality assurance system through selective control of individual small samples from the total batch of products.

The next step in improving the standardization of production was the concept of "quality management" by E. Deming. It was formed and optimized for almost half a century, from 1950 to 1992. Based on the ideas of V. Schuchert, E. Deming formulated three basic "pragmatic axioms":

• all production activities are reduced to a standard technical process and contain reserves of improvement that need to be identified and mobilized;

* production has two standard forms of existence: stable and unstable, so the solution of specific (current) problems is ineffective, it is necessary to direct the vector of managerial activity to fundamental changes;

• the main responsibility for a failure in the development of production should be assumed by the top management.

The doctrine of E. Deming is well known, it has received wide practical application. We would like to draw attention not so much to the structural divisions that make up the concept, but rather to emphasize the question: what does Deming owe his resounding success, which contributed to the effectiveness of the application of the provisions he developed in the real economy?

The years of E. Deming's creative work fell on two crucial events in the world economy. First of all, the project designed for the omnipotence of technological progress turned out to be a myth. The history of science was repeated in the age of Enlightenment, when it seemed that humanity had found a full-fledged substitute for religion in the face of science. Science is universal knowledge, it will solve all problems. It is only necessary to expand the consciousness of the masses face to science, and to make education scientific and universal. E. Deming first realized and warned that the view that mechanization, automation and computerization will make a breakthrough in the field of sustainability of production quality belongs to the sphere of difficulties in solving the problem of effective quality management, as well as the mood to achieve positive results in the shortest possible time. E. Deming proposed his philosophy in the form of a "chain reaction" (figure 3).

Fig. 3 "Chain reaction" (by E. Deming)

Comparing the management philosophy of V. Shukhert and E. Deming, to see how much the economy and economic theory depend on the trends of social development. V. Shukhert reflected in his concept the socio-political and cultural mood that developed after the crisis caused by the First world war. Europe and the United States and Canada were having a hard time recovering, because the war of annihilation called into question the dignity of democracy. At the same time, a certain part of thinking humanity tried to rethink the situation and save the image of democratic transformations,

believing in the power of the creative principle of homo sapiens.

Economists of the first half of the XX century felt a crucial role in the development of production of the human factor, questioned the rate of Taylor, Ford, Fayol on the technical factor. Before the concretization of the human factor in human capital was still half a century, but, as in nature, in society, cataclysms are more harmful than useful. Revolutions are really locomotives in history, with the correction that it is not the time factor that forms the core of the revolution. Revolutions, whether in industry, technology, science, culture, or social organization, are first and foremost in total, the process of changing the previous quality to a new one. Revolution is identical with the quality of transformation; it makes ideals the standards of practical life. The time factor of revolutionary transformations is secondary and is determined by the concreteness of historical reality. But one thing is important in history-the decisive power of man as a primary historical factor. History is a process of human creativity, though not always successful. Still, even then, there is no one to correct, except the person.

The merit of V. Shukhert and E. Deming was that they stood on the platform of classical political economy, did not succumb to numerous "temptations" - technical, statistical and other. Their logic was characterized by a belief in the historical power of human subjectivity as an individual. Having weighed on the" scales " of history the technique and creativity of the individual, they confirmed that the growth of capital is carried out by a person. Technology is both existentially and functionally dependent on the individual.

And here time worked on the side of E. Deming. The time has come for Japan's rebirth.

The war destroyed the country's economy, but did not undermine the samurai spirit. Japanese nature has taught them to hold the blows of fate. The national will was ready to restore the country to its former greatness in the Pacific region, and the residents of the "rising sun" state were well aware that the path of rebirth lay through the industrialization of the destroyed production potential. They just didn't know how to implement it. At the very end of the 1940s, leading Japanese specialists United in the Japanese Union of scientists and engineers – JUSE. Within the Union, a group emerged that aimed to study the industrial experience of the United States. It established the relationship between progress in quality management and increased productivity. We tried to understand the mechanism of established communication.

The informal leader of this group was K. Ishikawa is the future initiator of the"Japanese miracle". JUSE in 1950 invited E. Deming to get better acquainted with the technology of American industrial development, but, unlike the Russian reformers of the 1990s-noughties, the Japanese themselves were well prepared. They did not expect a miracle from the Americans, but "information for reflection".

Ishikawa concentrated his thoughts in three conclusions:

• all experimental engineering work must be determined by a statistically adequate. In order to increase the level of knowledge of statistical methods of analysis, at the initiative of JUSE, the industrial faculty of the University of Tokyo introduced a mandatory course "how to use experimental data»;

* dependence on imports of raw materials and food can be overcome only by increasing and expanding the range of exports, and there must be a clear focus on the production of high-quality products, so as not to waste resources;

• it is necessary to reorient the minds of specialists and society as a whole to the management of high-quality high-tech products. Japan did not have a alternative is th way as the financial reserves do not allow you to plan for a total modernization of production. E. Deming was invited to go to the goal not in the American way, but in the Japanese way, moving not from big finances, but from the national mentality, in which the culture of work occupied the most important place.

Domestic demreformers failed together because they knew what to get rid of, but they did not know how to do it in a civilized way and, most importantly, what to replace it with, based on the Russian specifics of reality. The Japanese have already decided what they will do. They only needed a concrete road map, which is why they called on E. Deming as a Navigator or pilot. E. Deming was paid for lectures by the Japanese, and our" foremen " were paid by sores. The Japanese saved the national prestige, while our people cut down the national historical roots and stole wherever they could. It is not surprising that the Japanese 30 years later (by the beginning of the 1980s) produced 40% of the world's production of color TVs, 75% - transistor receivers and 95% - video recorders. Russia thirty years later still can not restore the destroyed potential.

The ideas of Deming, Ishikawa, and Juran were realized, confirming the importance of counter-courses of the national interest movement and innovative, creative, and creative thinking of unbiased, honest specialists. The "Japanese miracle" is a product of interaction of scientific thought, critical analysis of the production experience of advanced economies and features of the Japanese national identity. Ishikawa, Deming and Juran happily met in the very place and at the time when the situation matured and objectively – it was necessary to save and return the economic potential of the country and subjectively-the Japanese nation has a high and United responsibility for its image. Only the Japanese team that lost the 2018 world Cup match in the last seconds.

I cleaned up my locker room and left a note in Russian with a single word: «Thank You». Of course, this fact has no direct relation to the subject of our research, but it is indicative as a characteristic touch to the national character.

Stations are decision stages, where certain actions are performed in the sequence specified by the movement organization. Components of the problem at the stages of Development.Juran called them " basic phases." The Scheme Th. Jurana is still relevant as "information for reflection". We give it (figure 4).

Stage of solving the problem	Components of the problem (phases)
Development of the main provisions of the project	1. drawing up a list of problems and identifying priorities. 2. Defining the composition, responsibilities and powers of working groups
Diagnostics	3. Analysis of symptoms 4. The articulating versions 5. Verification versions 6. Identifying the causes
Finding solution	7. Search for optimal solutions 8. Development of necessary measures 9. Overcoming resistance 10. Implementation of solutions
Retention of achieved results	11. Checking the effectiveness of implementation results. Regular comparison of the achieved results with the planned ones.

Fig. 4 phases of problem solving (by Y. Juran)

The philosophical concept is revealed in the verbal form of definition. The word has a special meaning here. Words should be few and many, even so much that they convey the essence of the quality. The essence of quality is not what is indicated in the guidelines, not a list of essential features, but their systematic coexistence. The quality of the product plays – indirectly through the identity of a physical substratum – the nature of the market as structure of the two subjects – producer goods and consumer goods (the sellers are infrastructure and do not count). A commodity is only something that is needed by someone other than the manufacturer, therefore, along with the physical component, there is a consumer interest in the quality of the product as a superstructure above the physical basis of the phenomenon.

It is impossible to manage a philosophical category; it is used to develop a route of practical action, as a Navigator of movement from an idea to a subject (organizational) result.

The quality of the product, after a balanced determination, must be translated into the form that corresponds to the production process, expressed in symbols of technical management of production, and turned into a standard. Then the history of standardization begins. The concept of "quality" is revealed in dialectics and is governed by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the level of the standard, a model is formed – physical and mathematical, and a systematic approach prevails. The future of standardization management is in the system approach.

Let's illustrate this with an example of a product produced by light industry enterprises. The assortment of products is so diverse and significant that the possibility of skeptical perception of our example is close to zero and there is enough reason to neglect it.

Let's start with quality as the highest form of abstraction when defining a product. Quality is that the absence of which makes an object pointless from the point of view of its existence. Those who are in the places of sale of light industry products, at exhibition demonstrations, have a feeling that the vector of creativity is one – to create something different, unlike. The fan has limitations, and creativity has no limits. The feeling is false, the limit is hidden in diversity, as Thales said:"everything is in one". We must always remember this and keep the quality in creativity in the form of a collecting orientation. Shoes, socks, stockings, tights are not similar to each other in appearance, but they are all of the same quality - they serve as clothing for the legs and hands, that is, they are clothing in the broad sense of their quality. The head, individual parts of the head, face, and torso have their own clothing. There are different levels of clothing – internal, external. Legprom protects the person and ennobles his appearance. It so happened that the evolution of man, having deprived him of much of the natural means of protection, forced him to solve the problem artificially.

Manufacturers in search of a new product must be guided by the requirements of typical product quality, due to the quality of the item. Clothing should contribute to the preservation of natural forces (health), protect from the effects of harmful factors, be, if possible, light, elastic, do not constrain movements in their natural expression, breathe with

the skin, minimize the disadvantages of physical development and be mass accessible.

Then the second level of the concept of product quality is formed, which ensures its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the product quality complements the objective quality of the substrate, it tells it what the product would lose its consumer significance without. Combined in a General image, the objective and subjective sides of the product quality represent the subject specificity of quality (figure 5).

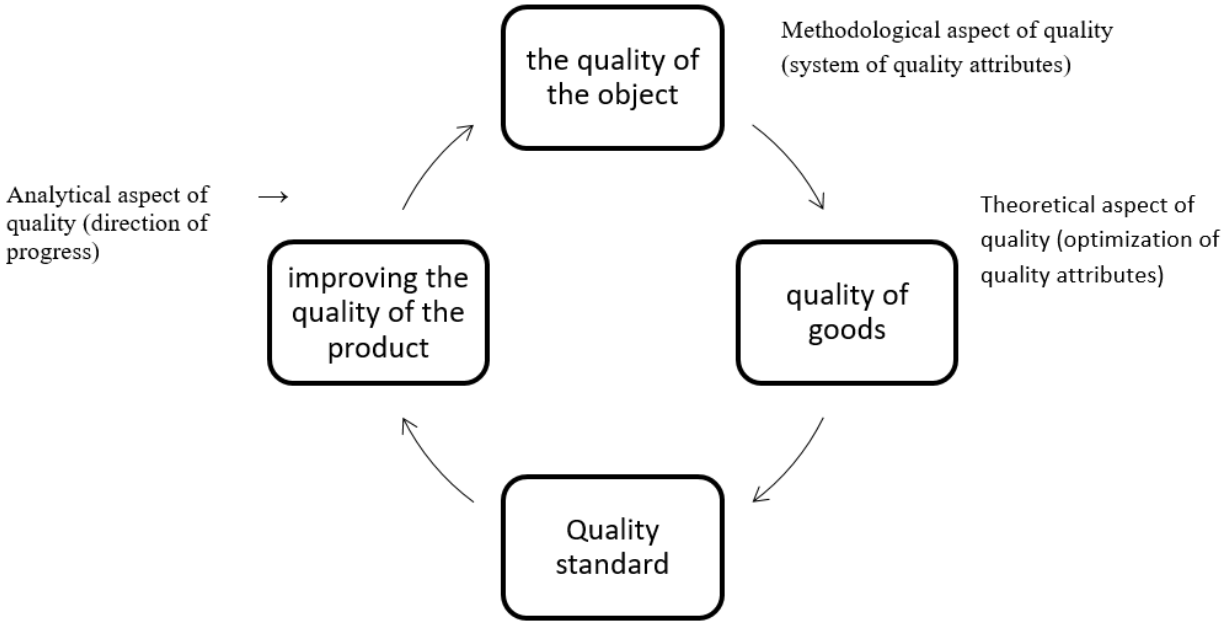

Fig. 5 Route of ascent of quality in the process of reproduction.

In this capacity, the philosophical interpretation of quality is combined with an economic and technical representation. Quality, loaded with commodity specifics, is transformed into a production standard that assumes technical and mathematical expression in the form of a quality model. The circle of movement of quality from the abstract to the concrete expression is exactly half completed. The second part of the product quality history begins: comparing the product with the ideal one, improving the standard (model) in accordance with the quality requirements of the item.

Man became aware of his intelligence and its advantages much later than homo sapiens. The understanding of reasonableness seems to have been influenced by the development of economic activity, specifically, in the historical period when the process of diversification of socially important labor began – producing labor significantly displaced gathering, from among the hunters of products of purely natural origin, those who tamed and managed domestic animals, and farmers who first tested the design potential of reasonableness were distinguished.

It is still extremely problematic to build a productive way to get the desired result in the conditions of the domination of the natural order that was established long before your appearance, and in the early period of the history of human activity it was almost hopeless. Nevertheless, it was then that what can be defined as proto-planning or arch-planning was born. Man has turned on the reserves of his intelligence.

Reasonableness – the ability of a person within the framework of systemic relations with the natural environment to complete the animal (biological) form of subordination to nature not only by the art of adaptation, but also by transformation.

Planning was born in the process of mastering the advantages of human intelligence. And here it is necessary to clearly dialectically contrast intelligence and consciousness as the specific characteristics of modern man. Reasonableness is primarily a biological feature, consciousness is its concrete historical development in the conditions of the social form of human life, a kind of way to realize the potential of reasonableness. In this connection, the systematic use of the concepts "consciousness" and" intelligence " differs. "Intelligence" is part of consciousness as a tool for building the latter. Intelligence has separated man from the totality of biological species, consciousness has allowed him to develop into a modern man and build his own human, social structure of relations, thanks to the ability to anticipate and plan, and by

planning, to anticipate possible – desirable and undesirable-results.

Planning is an attribute of an activity, one of its qualitative features. It is twice as qualitative: both as a qualitative sign of activity,and as a measure of the level of perfection of activity. The art of planning shows the active side of homo sapiens. To a certain extent, this is a sign of the highest state of activity. Attempts to contrast planning and creativity are nothing more than a desire to limit the universality of planning, to simplify the nature of human intelligence. It is also a mistake to contrast planning with freedom of competition. Both creativity and competition are ways of manifesting activity, so they must contain all its attributes. Another thing is that the General is realized through the special and therefore in its reality is specific, concretized. S. V. Kovalevskaya ventured to the original solution of the problem of describing the rotation of a solid body with a shifting center of gravity-aerobatics in mathematics, according to the Paris Academy of Sciences, available only to L. Euler and J. Lagrange, planned her actions both in terms of subject and time, meeting the deadline. Even the ancestors of the current apologists for the fight against the planned economy - the pioneers of the development of the riches of North American lands – cowboys, who are considered to be free from everything, planned their actions within the limits of available knowledge.

In 2019, the world economy grew by three percent, the EU economy added about 2 percent, and did not lag behind its Western neighbors and the Russian Federation. The indicators can be qualified as satisfactory based on the conclusion of science that the basic indicator of social development in the conditions of ecosystem tension caused by exploiting technologies in industrial and agricultural production is the stability of growth, and not the absolute value.

Slowing down the growth in production may not be desirable in the context of present, present existence, but it is necessary as a temporary measure. It is more important for modern humanity to buy time, to give nature hope that the global nature of the environmental problem can be solved without a global cataclysm. Both nature and humanity have reserves. Now it is important not to increase the pace of production development, but to have time in the "reserve time" to develop sparing technologies and rebuild production on them, especially material and energy-intensive, with open cycles. The fate of humanity will depend on how intelligent it really is. It seems that homo sapiens is being tested for survival again, with the difference that this time it has forced nature to test itself for viability. Climate change is already calling into question the advertised possibilities of technological progress to protect people. Humanity as a whole does not yet feel this danger, but it already frightens the inhabitants of certain places, regions and continents, who recently looked prosperous.

The analysis of the situation is directly related to the Russian Federation. We will also have to move in a short time from the idea of absolute mass production and gigantomania in the centers of sale of goods to the relativity of subordination of the economy to the principle: "meet the customer's needs here and right away." The manufacturer must know his customer "in person", only then will the production costs acquire a rational scale and everyone will be happy: nature, the producer, the consumer. The functions of trade will also change, and it will become an industry that provides direct communication between the consumer and the manufacturer. The market will be forced to invest in science in order to have a real picture of the state of the market, to know the trends of the current movement of interests, consumer purchasing power, to be ready to promptly provide routes of goods from "porch to porch", to solve logistics tasks on the ground in real time. The "consumer society" will gradually return to the" production society", and consumption will again be closely linked by the public consciousness with participation in production. Fake labor – the product of the virtual part of "production" - will be reduced, fake workers will be legalized and will work for their own future.

Big science, through systematic analysis, is designed to determine the optimal rate of economic growth on the scale of national, regional, continental and global progress, and not a phantom "world government" acting in narrowly accumulative interests.

At the beginning of the third Millennium, the most urgent question is how to optimize the organization and management of production development in the priority of consumer interests and environmental safety.

In underestimating the strategic scope of planning, there are evils born of an understanding of reasonableness, and ultimately defects in the reasonableness of those who are behind attacks on the universality of planning. In relation to planning, one can easily trace, first, the lack of panoramic thinking, and secondly, its ideological orientation to the narrow format of utilitarianism as a perverse progmatism.

The ideological pluralism that replaced the Communist ideology must be considered critically. The right to work is not the same as guaranteed employment. With the right to work, you can remain unemployed and complain has no legal meaning. Something similar is observed with ideological pluralism. The guaranteed right to adhere to the ideological concept that is closer to the values of your consciousness is blocked in the information society by ownership of the official and most significant sources of information. The Internet with its "toys" is portrayed as a competitive means of ideological monopoly, but in reality it is not. It is fair to compare

ideological pluralism to a large river, for example, the don. A large river is not born big, it is made by it as small rivers and streams flow into it, the traces of which are dissolved.Rostov-on-don, by and large, is not on the don, but on the totality of water sources United in the Don. Only, all these sources will remain anonymous in Rostov. To the question: what is the river? The answer will be short: Don, and it will be on the map.

Pluralism is usually dominated by one thing that reflects the balance of power provided by economic interests and financial resources. Now the mass media, General and professional education programs, and pop-cultural practices are inducing the formation of a worldview in the direction of liberal values. At the same time, few people say that modern liberalism is not the democratic one, under whose banners the Europeans stormed the citadels of absolutism, and the bourgeoisie of the XVIII – XIX centuries won the historical right to build social relations required by the specifics of capitalist organization of production.

The founders of political economy as a science - A. Smith, D. Ricardo, D. Hume, J. Sismondi were based on the systemic value of labor in any production system, and were the first to realize the increasing importance of the qualification component of labor in connection with the scientific and technical equipment of the industrial form of labor organization, which manifests the reasonableness of human status. Capital, in order to reach its potential, had to grow in freedom of promotion, and the freedom of capital movement had a prospect only in the conditions of freedom of the subject of labor, its social independence, formalized in legislation and guaranteed by a new type of state. They were socially oriented liberals, the concept of "people" for them had a concrete historical meaning of the totality of people whose lives were determined by the development of production. Science, the subject of which was the organization and meaning of production and economic activity, was expected to protect the producer from arbitrariness.

The revolutionary bourgeoisie emphasized the value of fairness in distribution – remuneration in any form should be tied to the quantity and quality of labor, and the place in the managerial hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between productivity growth and remuneration is widely violated. In the spirit of the times, a Scottish scholar attributed this to the moral decline of property owners. Sismondi, in his famous work "New principles of political economy" (1819), argued in favor of regulating economic competition and the balance between supply and demand, and initiated social reforms as a law of production development. His ideas were later guided by the classic of the XX century, J. M. Keynes.

The outstanding achievements of the classics of political economy should be attributed precisely to what the learned economists, who guard the interests of the present heirs of the revolutionaries – the bourgeois of the XVIII-XIX centuries, strive to carefully disguise:

* the fundamental position in the production of labor that can be specifically measured in the product produced;

* development of the theory of value in relation to such work;

* freedom of the producer as a necessary condition for the development of production;

• productivity is a crucial factor in the development of production, and the improvement of labor productivity is due to the division of labor, which also facilitates the introduction of scientific and technical achievements into production;

• the goals of the economic movement are only partially located within the development of production, the main goal is determined by the systemic position of production itself in the life of man and society. Production is a tool for solving problems of social and personal development, therefore planning should be socially and culturally oriented.

It is interesting that all the leading theoretical economists of the EIGHTEENTH and early NINETEENTH centuries were noted in the history of thought as philosophers. So far, no one has tried to explain this fact, apparently believing it to be irrelevant. Vainly. The combination of philosophy and Economics in research turned out to be a tradition of later times – Proudhon, düring, Marx, Engels, mill, Spencer, the list can be continued. The essence of the explanation of this Union is in the specifics of the epistemological and methodological purpose of philosophy and science. Philosophy is more focused on the discovery and definition of development problems, science-on ways to solve them. Hence the normative nature of scientific knowledge. A. Smith and his contemporaries saw first of all the problems of the economic movement, that is, they showed their philosophical talents, then took up their scientific understanding.

The need for planning in the economy was initially discussed exclusively in the context of its optimization, because planning was provided for by the rational nature of the organization of production. Planning was a phenomenal expression of management, and management was an attribute of production. In the names of numerous studies of D. Ricardo, which served as material for his heirs-worthy and doubtful, there is no word "planning", but the content of the works is built as a superstructure over the process of planning appropriate actions of the economic order. Especially the British economist D. Ricardo was interested in pre-planning - a set of calculated operations of thinking that preceded planning at the stage of determining the subject actions-choosing the direction and nature of

participation, and when evaluating the results, when planning subsequent actions.

The freedom of economic choice was not opposed to planning by either S. Smith, D. Ricardo, or Sismondi, and planning was not considered an action incompatible with economic freedom. They interpreted freedom within the framework of the political conditions of life, that is, in the spirit of the ideological positions of the class that solves the historical task of changing the socio-political, economic and cultural structure of social relations. It should be noted that a certain degree of progress was also characteristic of the methodological foundations of scientific research. They contained some limitations, but it is not difficult to see that these defects were actively overcome when it came to scientific calculations.

Unlike most of their descendants-current scientists of Economics, the classics of economic science sought to involve in economic analysis not so much mathematical methods and narrow content of the concept, but rather the fundamental categories of economic science. Their talent built a theoretical basis for science-specific analysis. In essence, the progress of scientific economic knowledge in the twentieth century was a superstructure on this basis, and what came out from above is more like the tower of Pisa.

Intensive discourse on the content of basic political economic concepts in the NINETEENTH century is not difficult to explain, the birth of a new theory requires methodological advances. To understand what the mechanism of pendulums of the clock should be, Huygens had to independently complete mathematical analysis in six directions. A. Smith, being a pioneer in economic theory, solved methodological problems and could not divide the purchased labor with the spent. Smith's mistake Was corrected by d. Ricardo, explaining that his predecessor did not notice that the cost of the product should be taken into account and the cost of production and operation of equipment. At the same time, D. Ricardo himself did not consider the cost of producing raw materials.

And Sismondi, and Smith, and Rikordo the cost was estimated by the relationship the main things. Historically conditioned relationships of people remained for them as if on the sidelines. Hence the inconsistency in understanding the political essence of industrial relations and their class character. For them, production was a stage where the production scenario unfolded as a relationship of partners. Some had the capital, others were able to do things. Everyone-part of the common cause. In this combination, the political essence of the economy is reduced to the basis of organization, development planning and distribution, that is, simplified to the level of expertise, moral responsibility and decency of the participants.

What does the above have to do with the theory and practice of modern planning? Straight. The previous analysis serves as a basis to assert that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, which reflects the natural nature of the origin and development goals of production. The quality of the planning theory is determined by the methodology of its political and economic equipment. Planning shows the level of depth of knowledge of the economic process that requires management, and the degree of reasonableness of management actions. The latter needs special explanation.

Intelligence, as a phenomenon, has a double interpretation. In the philosophy of the past time and in the new century, "intelligence" was understood and is understood as an independent phenomenon that implements the identity of thinking and being, for example, in Hegel, the expression of this was an absolute idea; or it is considered as a unique ability of the subject - the highest level of the ideal ability to reflect reality. The characteristic of this level is determined by the adequacy of reproduction by thinking of what is happening outside of it.

Reasonableness is a guarantee that you can get a perfect copy of objective reality. The task of thinking with intelligence is to transform an opportunity into an appropriate result. The process of cognition-reflection of reality by thinking is natural, so it can and should be planned. Here the main condition for obtaining a product is to conform actions to the nature of the object. There are many obstacles on the way to the truth, both related to the specifics of the planned action and the specifics of the thinking itself. Thinking is capable of knowing the truth, but it also tends to move in a false direction, which may be a delusion, or may be deliberate in order to fit the result of someone's interests, or be the result of moral dishonesty.

Most of the flaws in the search for the right solutions to economic problems have fundamental foundations, they are associated with a single-sided understanding of the functions of economic research, in particular, the sequestration of the political essence of economic science. Planning as a tool is considered on a utilitarian scale, allowing you to simplify the process, leaving out everything that is not directly related to production.

The essence of economic transformations in Russia in the 1990s and their continuation in the "zero years" of the twenty-FIRST century was to remove responsibility for social development from the economy, which meant contrasting the economy with social policy. Politics is the business of the state and its institutions, and the new owners should only be engaged in production. In addition to what was traditionally considered non-economic, there was no less than what was traditionally referred to as the economy. All the additions were taken out by the new owners for "staff", considering all this to be production support, in other words, its infrastructure. And so we grew up sort of oligarchic capitalism:

mastering with the help of the state's most cost-effective property, outright theft through raids, the induction with the help of his people in a state of political activity in the direction of the objectification and legitimation of the "new economic policy".

Corruption is not the abuse of official authority in their own interests and not providing for bribes profitable economic projects, corruption is the fusion of business and government. Such a rich country as the Russian Federation could not become poor in ten years due to irrational economic policies and miscalculations in the organization of planning. Poverty did not come for economic reasons, it was the result of the usurpation of power by political clans that expressed the economic interests of those who wrongfully became the owners of national wealth. According to clearly understated statistics, at least 71 percent of the resources are currently controlled by one million owners, and 140 million even the remaining 29 percent can not be counted on, because the economic "reforms" that began in the 1990s are continuing.

Economic violence was carried out under political and ideological cover. The demreformers carried out a gigantic Scam, masking their actions by the need to fight decisively against the centralized planning model. Realizing that their own practice and theory was doomed to failure, the initiators of the collapse of the socialist economic system of the image was in a hurry to get to use by the people of this great country and scattered around the world, hoping to find shelter from its enemies.

The" scholarship " of the reformers was so high that it did not suggest to them the most elementary thing - the idea of socialism has long since become a political program in various parts of the world, including government parties. Socialism attracts by its concentrated expression of the logic of social progress and the meaning of the systemic position of production. The concreteness of socialism reflects the specificity of historical time and national history. In the socialist orientation and organization of production, the systematic beginning of social life – the dialectic of the individual and society-is crystallized.

Society is a form of reality of human existence, but the reality of human existence exists and develops only thanks to the three hypostases of the individual. Social history begins with the individual, he is its main subject of promotion, and it is the goal of social progress. Production is intended to be the economic base of social practice aimed at creating socio-cultural conditions for the comprehensiveness and harmony of the human personality.

The economic policy that defines the image and purpose of planning may be different, but all this political and economic diversity is ultimately decomposed into two sets of actions. The first row is formed by programs that Express private interests and focus on the social benefits of representatives of these groups. Typical cases of such economic plans are the political programs of trump in the United States and Macron in France. These programs are real, but not historical. They focus on one side of production - stimulating its growth, but do not define the other - the final goal of the system status of production. The systemic place of production in social progress is being deflated. Let's repeat: production is a way of personal development. Through participation in production, the individual earns the reality of his existence and it is natural to wish that the way of his existence is development as the only opportunity to realize potential talents.

In terms of the genius of Hegel, economic planning is divided into "real" and "reasonable", aimed at creating conditions for personal satisfaction with their development, and "situational", that is, beneficial to those social groups that create this situation in their private, rather than historical interests. Such a reality is possible, but it lacks the "reasonableness" that reveals the logic of social progress. Here you can get temporary and private satisfaction, for which all other generations will have to pay handsomely.

Actual history will necessarily pave its way through this kind of economic "blockages". But the" tax " of historical logic on the illogicality of human economic activity is very high. When they say: "measure it seven times, then cut it off", then, in comparison with the" tax " on the unreasonableness of economic policy, this ratio seems modest. There are calculations showing that for every year of "market" - criminally arbitrary planning practices-the country can pay for an eighteen-year recovery.

The "pawnbrokers" of the 1990s did not win the planned economic development on a national scale. They were more active than the "masters" of the 1980s, confirming an old truth: history requires an active attitude. Naturally, the difficult history of the Russian Empire and the USSR did not deserve the continuation described above. Russia's economic status had to be activated in a different way. Russia will have to spend a lot of effort and money to restore its international prestige. Politicians like to write about how bad Americans and NATO deceived the first Presidents of the USSR and the Russian Federation. Much less common are analytical materials showing how Gorbachev and his company and Yeltsin and their associates deceived those in the world who looked with hope at the fate of socialism in the USSR and not without reason counted on an Alliance with the new Russia.

It would be interesting to go step by step along the route of the "road map" of the reformers of the 1990s, if only in order to bring their heirs to reason, who, two decades later, are not appeased by the current political liberals. Follow how they were looking for a replacement for the previous practice of

economic planning, completely ignoring not only the national identity, which could somehow be explained, but also the specificity of the historical process. In search of a possible model, domestic engineers and economists went through States from all continents. However, it is still unclear what should happen after the "transition period"ends. What economic order we have to prepare for. The arrow is able to transfer us to capitalism, however, here we are a century and a half late, and to socialism, which seems to have renounced. Let's try to analyze the current situation the situation, using objective grounds.

Despite the differences in particulars, economic reformers remain within the General framework of the goal – to clear the planning of economic construction from social aspects. If the banners of the revolutionary bourgeoisie were written liberte, which gave the name to liberals and demanded that the state grant civil liberties in full, the liberals of the new generation want to get freedom by removing the state from active participation in the development of production through planning and control. They are trying to decentralize the management of the economy, remove social responsibility from economic activity, forcing only the state to be socially responsible, while doing everything possible to prevent the actions of the state that lead to an increase in the social burden on the economic system profit. As a matter of fact, liberal - leaning economists strive for a special freedom and privilege of their status within the state. Any objectively reflecting analyst will see a clear historical illogism: the founding liberals, who laid the Foundation of the liberal ideology, clearly identified the main value of liberalism – equal freedom for all, as a necessary condition for social responsibility, and their successors in the twenty-FIRST century are eager to be free enough to not be responsible for social progress. By and large, this is nothing more than a 180-degree reversal of the model of social inequality. Social equality is built not only by the state as political subjects, but also by all other subjects of society. Even more than the state, they are obliged by their social status to be responsible for the exercise of constitutional freedoms. Redundancy in the liberal interpretation of the foundations of social relations can easily be forgiven. Smith, convinced of the system-forming status of morality, but after it became clear that morality has a historical appearance and is formed under the active influence of the economic basis, is not a unitary entity – several varieties of morality operate simultaneously in society, it is immoral to separate the economy from direct participation in socio-cultural improvement, positioning its progress as a self-movement, and plan to purge it from the socio-cultural load. The idea of "infrastructure" is possible and expedient acquisition of science, but not in the case of the economic movement.

Human intelligence has its own special history, but it is absurd to deal with it separately from biological evolution and the sociobiological continuation of natural history. Before human intelligence appeared as the special intelligence of liberal economists infected with the idea of reformation, it was itself a derivative product of labor activity, that is, the formation of economic reality.

The actual history of the mind is embedded by a natural historical process in the history of the development of what was eventually called the economy, therefore, the socio-cultural progress that reveals the potential of human intelligence must belong immanently to the economic movement. The concept of "superstructure" does not characterize some artificial structural addition to the main structure, it helps to understand the architecture of a monolithic structure. How not to portray the first floor and second don't call first, you won't be able to get rid of its structural unity, the second will be considered on the first and second will, thanks to the first: not the first, there will be no second. But the first without the second is quite independently real. Labor history has a natural beginning in the life of animals. It was in the world of animals that nature "worked out" the model of human reality and "realized" that without achieving a socio – cultural effect in such practice-psychological progress; the transformation of intelligent thinking into conceptual thinking through the development of abstract ability; the establishment of the significance of a holistic perception of the world based on imagination and the strengthening of the social value of responsible behavior - that is, the formation of intelligence, labor will not be able to realize its potential. The history of labor, developed into a history of production, which became the special object of scientific analysis, which gave the subject of Economics is the story of a single interdependent process,sostoyaschego activity and its social and cultural support.

The problem can only be the extent to which the socio-cultural factor is economic?

Trying to be smarter than everyone else, liberal economists were both above science and above the achievements of a philosophical understanding of the reality of human existence. In the interests of business, they decided to reconstruct the logical structure of the system of social existence that has developed historically. To simplify the basic part of the social structure – to separate economic activity from socio-cultural activity, regardless of the objectivity of relations or the regularity of development. To this end, the reformers came up with a new scheme – to close the socio-cultural sphere to the state.

The state does have this function, but it is not the only responsible social entity. Intelligence and sociality are the immanent attributes of all that constitutes social life. An attempt to get rid of" super – economic " loads, referring to the need to rationalize and optimize the structure of relations - to change the directness of relations to mediate; economic policy –

we are taxes to the state, it works out socio-cultural responsibility for us-is a typically egoistic move. The goal here is obvious, and it is, unfortunately, not to make production more perfect, but to pay less for the right to produce, leaving yourself a larger margin. One example to illustrate: the first libraries, cultural institutions, and in many places schools in Siberia appeared only with the construction of the railway and with the help of the railway. Builders, railway workers and railway managers considered these activities do not burden the infrastructure, on the contrary, for them it was the Messiah of a new kind of transport. Compare what Russia received from the reform of railway management in the 1990s-2000s: only in the 1990s, the length of Railways in the Russian Federation decreased from 87,200 km to 86,000 km. The reformers did not build anything, they closed traffic along the rockade roads, sections connecting settlements formed on the sites of large-scale development of wood and peat, with the main course; they stopped the maintenance of socio-cultural development of residents, including railway workers. Thousands of localities and millions of people have lost their steady access to regional and regional socio-cultural benefits. Planning turned exclusively in the direction of switching to full self-financing, which meant one thing- "optimization of the economy" by reducing expenditures, primarily "non-productive", which included the socio-cultural complex. In words – in speeches and publications – the leaders called for mobilizing reserves to create sufficient conditions for the development of "human capital" as the main resource for the progress of production, but in fact it turned out to be quite different. The official apparatus did not deprive itself of the advantages of socio-cultural support. Full self-financing in the Russian Federation during the full transition to the new economy was extremely simple in the planned context: not so much to increase labor productivity through scientific and technical equipment of production and the creation of socio – cultural conditions for the growth of human capital, but to "optimize" expenses. Before the reforms of the 1990s, there was a long queue "for the driver", the reform reduced it and led to a deficit. There are many places, especially in Siberia, Transbaikalia and the far East, where the railway service would be depopulated if people had other jobs.

Railways are our main national mode of transport. Russia and the Soviet Union grew Railways, built them actively socio-cultural equipped, thinking about people. Socially and culturally equipped people-value in the state number 1, even Catherine the Great complained: I would be happy to build an enlightened society, but we do not yet have an enlightened people. Planned railway construction since the 1840s; Nicholas I personally appeared as a domestic hamlet-solved the problem:" to be or not to be " Railways. The court dissuaded the Emperor, persuading him that the Railways from Europe will roll revolutionary evil spirits, and in General our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the railway future of the country. The destinies of economy and culture were still United in economic policy, revealing the dialectic of interdependence in planning economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but they were essentially political reforms. It was only possible to redistribute state property between enterprising businessmen within 10 years, relying on the full support and patronage of the state.

Conclusion

B. S. Aleshin and his colleagues restored the" road map " for the revival of the Japanese economy as one of the world leaders in the quality organization of production . We are more interested in the lessons of movement of Japanese specialists to the goal. They are quite enough to not pass by, but this is a feature of our fans to steer the economy on the American lotsiyam after Gaidar and his students. They do not like it when something does not want to move in the rut of a liberal economic theory that weans the state from production. So, what does the Japanese experience teach (it teaches, that is, directs thought, and does not write prescriptions):

* quality is time, years of consistent, strenuous work, coupled with the need to collect and analyze creative approaches;

* quality is the product of interaction with the consumer based on partnership relations of mutual respect. The consumer is understood very broadly, including all participants in production;

• the totality of the participation in achieving quality results;

systemically established audit control;

• a key role in ensuring the sustainability of the quality of work of masters and foremen, their continuous retraining in various forms, including special programs of national and regional television;

• special attention to the mobilization of physical, moral and creative abilities of employees;

* promotion of quality and its key importance for the development of production;

• finally, what infuriates liberal managers is the need for a consistent state economic policy, especially in the production of export products; mandatory state certification of products for other countries.

Attempts to sell non-certified goods outside the state are considered contraband. State support for exports, assistance in promoting goods to the world market. As a final touch in the Japanese quality management program, it is advisable to consider the idea of dividing problems into sudden and chronic, proposed by Y. By Juran. It is not possible to foresee all possible problems in planning and therefore it is

not necessary. It is enough to have mobilization reserves that ensure the stability of the movement. The goal should be chronic problems that have become part of the organization-in fact, disorganization – of production. Chronic problems are often latent, as if they are adapted by production. It is no secret that there is no waste-free technology, so tolerances are a natural state of quality management. Orders, resolutions, appeals, slogans are powerless here. Once chronic problems have become part of the organization of production, then overcoming them must be carried out within the established order. Juran presented the process of solving chronic problems as a kind of "road map" of traffic with four junction stations. Stations are decision stages, where certain actions are performed in the sequence specified by the traffic organization.

In the 1970s, Japan's expansion in world markets reached such a scale that the "Japanese miracle" appeared to the United States as a "Japanese threat". The success of Japan in the production of high-quality and relatively (with the Americans and Western Europeans) inexpensive products in the range of high technologies made it necessary to re-actively engage in the theory of quality management. The time has come for the author of the program "Zero defects" F. Crosby. Taking Deming's experience as a basis, Crosby developed his "Thirteen points". The development of Crosby's ideas was the program of A. Feigenbaum. As a result, Total Quality Control (TQC) was formed, from which all subsequent quality standardization systems grew. Was it finally possible to build a unified basic model of quality management based on the standardization of organizational and managerial actions? Yes, the comprehensive program was developed and tested by international practice. As for its systematic assessment, we would refrain from a positive conclusion here. There is still a lack of clarity in the interpretation of the concepts of "quality" and "standard".

International standards ISO 9000-2000, domestic GOST 10 57189 2016 / ISO/TS 9002-2016 is a linear continuation, that is, in fact, a rationalization of what has been achieved. It is necessary to Refine the methodological foundations of the theory of quality and standardization in accordance with the new requirements formed at the stage of post-non-classical development of science. First of all, separate the concepts of "quality" and "standard" in order to find out the hierarchy of their relations and combine them in a new approach to solving the problem of quality management. For clarity, we will repeat: "quality" is a philosophical category, its use in a non – philosophical context-scientific, scientific-practical, practical – is a logically legitimate phenomenon with the clarification that it will not bring direct pragmatic benefits. It is necessary to descend from the height of philosophical generalization to the level of practical action, to transform the concept of quality, filling it with a specific content that reflects the specifics of the subject activity,in our case, the production of commodity products in mass production. The philosophical concept is revealed in the verbal form of definition. The word has a special meaning here. Words should be few and many, even so much that they convey the essence of the quality. The essence of quality is not what is indicated in the guidelines, not a list of essential features, but their systematic coexistence. The quality of the product plays – indirectly through the identity of a physical substratum – the nature of the market as structure of the two subjects – producer goods and consumer goods (the sellers are infrastructure and do not count). A product is only something that someone needs, other than the manufacturer, therefore, along with the physical component, there is a consumer interest in the quality of the product as a superstructure above the physical basis of the phenomenon.

It is impossible to manage a philosophical category; it is used to develop a route of practical action, as a Navigator of movement from an idea to a subject (organizational) result. The quality of the product, after a balanced determination, must be translated into the form that corresponds to the production process, expressed in symbols of technical management of production, and turned into a standard. Then the history of standardization begins. The concept of "quality" is revealed in dialectics and is governed by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the level of the standard model is formed, both physical and mathematical, and is dominated by a systematic approach. In the system approach, the future of standardization management. Let's illustrate this with an example of a product produced by light industry enterprises. The range of products is so diverse and significant that the possibility of skeptical perception of our example is close to zero and there is enough reason to neglect it. Let's start with quality as the highest form of abstraction when defining a product. Quality is that the absence of which makes an object objectless from the point of view of its existence. Those who are in the places where light industry products are sold, at exhibition demonstrations, have a feeling that the creative vector is the same – to create something different and different. The fan has limitations, and creativity has no limits. The feeling is false, the limit is hidden in diversity, as Thales said:"everything is in one". We must always keep this in mind and keep the quality of our work as a guide. Shoes, socks, stockings, tights are not similar to each other in appearance, but they are all of the same quality - they serve as clothing for the legs and hands, that is, they are clothing in the broad sense of their quality. The

head, individual parts of the head, face, and torso have their own clothing. There are different levels of clothing – internal, external. Legprom protects the person and ennobles his appearance. It so happened that the evolution of man, having deprived him of a significant part of natural means of protection, forced him to solve the problem artificially. Manufacturers in search of a new product must be satisfied with the requirements of typical product quality, due to the quality of the item. Clothing should contribute to the preservation of natural forces (health), protect from the effects of harmful factors, be as light and elastic as possible, do not constrain movements in their natural expression, breathe with the skin, minimize the disadvantages of physical development and be massively accessible. Then the second level of the concept of product quality is formed, which provides its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product adds to the objective quality of the substrate, it tells it what the product would lose its consumer significance without. Combined in a General image, the objective and subjective sides of the quality of the product represent the subject specificity of quality.

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