



Neuro-Technologies in Crafting Women's Political Activism

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ABSTRACT

The article discusses the extension women's rights and opportunities to participate in public administration and increase their participation in socioeconomic life. The authors studied the history of development the issue of women's participation in the ongoing political processes and increasing their role in the political life of society on the example of Eastern women. Therefore, this problem, as an interdisciplinary study on the activity of women in political processes and the formation of women's political leadership, requires its own comprehensive scientific development. Against this background, scientists in almost all fields are paying attention to a new reliable tool for determining the mechanism of behavior of decision – making at the subconscious and unconscious level Neurotechnology. Especially during pandemic, neurotechnology has become an important tool for conducting research in both the scientific and commercial fields. As we know from history, neuromarketing officially originated in the United States, and it quickly spread to a number of countries, including European and Asian countries. Increasing women's participation in social and political life in the world implies protecting their interests and further promoting them to the power structures of the state. This process continues to develop in the ongoing political processes in the world and forms an agenda that is relevant for modern socioeconomic and political spheres of society. The published works pay sufficient attention to the problems of gender equality in society, analyze the legal foundations, especially in traditional societies, raise the issue of socialnormative and political legal alignment even in Presidential and parliamentary elections in Eastern and European countries, which makes it possible to emphasize the importance and necessity of a scientific article.

Keywords: Equality, Gender Analysis, Law and Neuro-technology.

Introduction

Current trends in role of women in business, the implementation of opportunities and initiatives is the most important aspect for each country. This process primarily affects women and their position in society, and it becomes a real test of their socialization and politicization. In the treasury of world experience, there has long been a proven belief, which has become quite widespread on the planet Earth, that women make a special contribution to public life: women not only represent and can represent their interests better than men, but they can also influence the political system by holding leadership positions. And the world experience of parliamentary has shown that if less than 10% of seats in the legislature belong to women, it makes it difficult to pass laws to protect children. If women hold 20-30% of the seats in the country's parliament, you can hope for faster and more effective implementation of programs that reflect the interests of women. The women's parliamentary group will have a sense of elbow, a sense of strength and a belief that a woman can radically change her own destiny. It is no coincidence that the UN today adheres to the main organizational principle: without the full participation and empowerment of women of the world, no sustainable solutions can be found in a society that is threatened by social, economic and political problems. Partnership between men and women in politics is a source of fuller and more representative democracy, as it creates real opportunities to take into account multipolar interests in society. According to the history of statehood in foreign countries and in Uzbekistan, it seems to us that women have always had special attention.

Purpose:

The article discusses the extension women's rights and opportunities to participate in public administration and increase their participation in socioeconomic life, and development of the theory and methodology of formation, management and evaluation of the effectiveness of the functioning of women's opportunities. Research of directions and means of development of a new technological structure of political and economic systems. Development of methodology for managing the quality and competitiveness of innovative projects. Improving the methodology of human capital management in the interests of innovative development. The object of this study is neurotechnologies and the practice of their application in the empowerment of women to participate in public administration. The subject of this article is to study the rights and opportunities of women to increase

their activity to participate in public administration and the behavior of citizens under the influence of neuromarketing tools in order to improve the practice of using these tools in digital diplomacy.

The theoretical and methodological basis of the work is the research of leading authors involved in the theory and practice of applying neurotechnologies, as well as in the intersection of law and politics. The research works of scientists of information on the Internet published by state statistical bodies, as well as legislative acts and individual laws of different countries were used in the work.

The authors studied the history of development the issue of women's participation in the ongoing political processes and increasing their role in political life of society on example of Eastern women. The following scientists have contribution to the formation and development of concept of neuromarketing:

J. Mark. Res, Ale Smidts, Magnus Soderlund, Sara Rosengren, Reed Montague, Manish Madan, Ankita Popli, Fortunato V.C.R., Giraldo J.M.E., de Oliveira J.H.C., namely, the analysis of neurotechnologies in neuromarketing research is described in works of: Cohen D., Herbert E. Krugman., Elena Mulyarova, Belden S.R.A. Astolfi L, Fallani Fde V., Cincotti F., et al., M. Kalliny, L. Gentry, Roger Dooley, 2015; Aishwarya S., Malik Ali K. The following works are devoted to the study of the history of neuromarketing development in a number of different countries: Nick Lee, Amanda J., Martin Lindstrom, Guo Qingjun, Sai Yunxiu, M. Kalliny, L. Gentry, Dan Ariely, Gregory S. Berns, S. Aishwarya, K. Malik Ali. Scientific works of scientists of the Republic of Uzbekistan, as well as scientists of the world, have made a great contribution to the research.

Therefore, the scientific literature can be divided into four groups: 1) Works on gender equality, the foundations of the gender approach and the use of neurotechnology; 2) Works of Eastern scientists and researchers on the role of women in government and society; 3) Works of foreign researchers on the women's issue; 4) Works of scientists of Uzbekistan at the present stage. Therefore, the analysis of these works is a scientific study, so we focus on some of these groups. On the topic of the role foreign scientists Christina Pisanskaya, Voltaire, Denis Diderot, Charles Fire, A. SaurSimon, and others analyzed and used scientific research, comparative analysis of some aspects of women's activities, social mobility, the role of women in the management system, the specifics of women's and men's professional communities, the role of economic factors in women's employment, and gender issues of women's sociopolitical activities. Scientists of the CIS countries as S. Aivazova, V. Ushakova, in scientific studies studied changes in the social image of women observed when influencing the social life of society, in studies of social variability. Scientists of Uzbekistan such as A. Saidov, L. Saidova, S. Rashidova, D. Alimova, M. Bekmuradov, G. Matkarimova, A. Musurmonova in their scientific work substantiate the need for an integrated scientific approach to the problem of women. For example, different approaches to the definition of "gender" and gender equality from a historical point of view is the value of K.'s work. Aliyeva. These are developed by Gafarov [6]. The author, as one of the founders of the school of studying the role of women in the traditional way of life, considers the spiritual appearance of women.

Research Methods

Research method includes structural logical, comparative legal, statistical, descriptive, sociological, system structural, as well as dialectical method of scientific knowledge, collection and analysis of scientific and practical material S. G. Aivazova devoted her dissertation work to the study of the issue of women's participation in sociopolitical and cultural life and analyzed the problem of the gender dimension of the political process in Russian society and the place of women in it.

Discussion

The study of thinking and the brain is one of the most important areas of scientific research, and the use of neurotechnologies can help us better understand, during a pandemic, especially how the brain works and how thinking affects human behavior. Neurotechnology has a special role in this process, as it has actually existed for more than half a century. Neurotechnology refers to any technology that enables us to advance our understanding of the human brain, all kinds of consciousness, and how the human brain works. It is women who subconsciously choose for himself or herself this or that sphere of life as political, or market economy as marketing, or simple family life. In their research, J. Olds and P. Milner found what was called the "pleasure center" in their experiments, but with the improvement of neurotechnology tools, neuroscientists discovered that these areas should actually be called the "reward system. These areas of stimulation are part of the most primitive energy system in the human brain. And this system gradually develops and forces us to act and consume physical energy. What's interesting about their research is that when the brain finds an opportunity to receive a reward, it releases the neurotransmitter dopamine. Dopamine tells the rest of the brain what to pay attention to and how to get these external reward opportunities. The feeling that dopamine brings is more like a stimulus. It controls action, not pleasure. In his research at M. Lindstrom in his books Buyology and Brand Sense he described his findings based on studies using the fMRI neurotechnology tool: emotional responses that determine human behavior depend significantly on unconscious signals. In particular, 75% of emotions are generated by signals received through the sense of smell. This discovery expanded the field of neurotechnological research to the study of individual sensory organs.

Therefore, we thought that innovation is the engine of sustainable growth and the activation of citizens in the political and economic sphere of society. With the current trend towards an international division of labor, the realization of women's rights in both the production of goods and political participation, a country's ability to create and innovate and its own potential allow it to get more out of the right energy system of the human brain.

In our opinion, any technology that uses artificial means and methods to interact with the human brain and nervous system in order to observe and obtain the structure of the nervous system and even manipulate some of its functions can be considered neurotechnology. **Neurotechnologies** they offer, on the one hand, ways to fix the individual characteristics of subject's **educational institutions** and then adjust the process for them **educational institutions** (for example, in inclusive mode **education system** when working with children with attention deficit hyperactivity disorder). Therefore, today modern neurotechnologies are rapidly developing, thanks to the emergence of a number of breakthrough technologies for "brain visualization". Currently, researchers can already use a number of neurotechnologies to monitor the activity of the human brain and control some of its functions to some extent.

At the present stage, neurotechnologies determine the transformation of education in relation to the digital professional future. The main trends in the transformation of education under the influence of neurotechnologies are the following innovations: personalization of learning; individualization and differentiation of educational activities; acceleration of the pace of learning based on the introduction of virtual and augmented reality technologies; actualization of the need to interact with the changing "Iconcept"; preadaptation of subjects of educational activities to the uncertainty of socio - professional development the future. It should also be noted that the acceleration of changes in socio - professional technologies and their complication require the development of new abilities, the so-called "skills of the future", the formation of which is difficult within the framework that has traditionally developed in educational technologies, as well as in public life. There is also a clear need for innovative forms, methods and means of training women to activate them in political life, especially as leadership.

The existing achievements of neurotechnologies allow us to meet the challenges of high-tech professional activity. Neurotechnologies that are already used include:

- Technologies for activating and stimulating various local areas of the brain;
- Technologies of correction of mental development through therapeutic actions;
- Virtual and augmented reality training technologies

Important decisions made with the participation of women ensure the success of reforms carried out towards the democratization of society. Therefore, ensuring the rights and interests of women and their comprehensive support is an important area of State policy. Such results were achieved thanks to a comprehensive approach, according to which not only a solid legal foundation was created, but also an effective institutional framework.

Similar trends are also relevant in the Republic of Uzbekistan, where the principle of equality and equal opportunities for men and women is enshrined in article 46 of the country's Constitution and reflected in numerous draft laws. The Republic of Uzbekistan has acceded to many international human rights instruments, including social status and the protection of women's rights. The Republic of Uzbekistan adheres to international standards of human rights and fundamental freedoms as part of the implementation of the Beijing Declaration and Platform for Action for Gender Equality. The country's laws in the field of family, labor, and criminal law relations have been brought into line with the provisions of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) [6]. Its provisions have been implemented in the Constitution of the Republic of Uzbekistan, in the Criminal Code, and in the law "On guarantees of equal rights and opportunities for men and women", which provides for the concept and types of gender equality, tasks and functions of authorized bodies, norms for ensuring gender equality in public administration, as well as the law "On Protection of Women from Harassment and violence", [5]. It contains questions on the prevention of harassment and violence in the home, workplace, and educational institutions, and will help reduce violence against women and girls. etc. The Republic of Uzbekistan confirms the importance of the Beijing Platform for Action as a basis for further reforms, policy development and project implementation, especially in the context of setting goals for achieving gender equality within the framework of the "Development Strategy of Uzbekistan for 2022-2026", [7].

Where priorities include increasing women's sociopolitical activism, strengthening their role in Government and society, active participation of women in peacebuilding processes, increasing economic independence and ensuring employment for women and young people, especially those living in rural areas. In recent years, Uzbekistan has made great strides in development processes towards greater participation of the population, including women. President of the Republic of Uzbekistan Shavkat Mirziyoyev on February 22, 2021, touching upon the gender issue, at the main annual political event the 46th session of the UN Human Rights Council among the identified priorities of democratic transformations in Uzbekistan and the country's work within the UN Human Rights Council, noted: "In terms of gender policy, we intend to radically increase the role of women in the public, political and business life of the country." [8]. The regulatory framework for women's participation in politics and electoral processes is defined primarily in international legal instruments. For example, while the Universal Declaration of Human Rights establishes equal participation of women in political and electoral processes based on the principles of nondiscrimination and equal enjoyment of political rights, the Convention on the Political Rights of Women and a number of other regional conventions stipulate that the exercise of such rights should be ensured without gender discrimination. In turn, article 25 of the International Covenant on Civil and Political Rights clarifies that all citizens have the right not only to participate in public and political events, but also to vote and be elected in genuine periodic elections. The Convention on the Elimination of All Forms of Discrimination against Women confirms the right of women to hold "public office, as well as to exercise all public functions at all levels of Government". [9].

Furthermore, article 7 of the Convention stipulates that States parties shall take all appropriate measures to eliminate discrimination against women in the political and public life of the country. In particular, ensure that women, on equal terms with men, have the right to vote in all elections and public referendums, to be elected to all publicly elected bodies, and to participate in the formulation and implementation of Government policies.

The International Covenant on Civil and Political Rights stipulates that no discrimination based on sex is permitted in the exercise of the right to vote and public life, and the Convention on the Elimination of All Forms of Discrimination against Women obliges States to respond appropriately to eliminate any such discrimination. [10].

The right of women to participate fully in all areas of public life remains one of the most important issues addressed in UN declarations and resolutions. This means that the candidacy of women in Presidential elections has its own legal basis, for which political parties support the candidacy of women in elections on legal grounds. As part of the implementation of the Action Strategy, as well as in order to organize consistent work on the implementation and achievement of the UN Sustainable Development Goals for the period up to 2030, Uzbekistan has developed nine tasks aimed at ensuring gender equality and empowering all women and girls. According to the targets, all forms of discrimination should be eliminated everywhere by 2030.

Since, Uzbekistan joined the UN Convention on the Elimination of All Forms of Discrimination against Women in June 1995. Every four years, the Government submits reports to the UN Committee on the Elimination of All Forms of Discrimination against Women (CEDAW) on progress made in implementing the provisions of the Convention. Following the review of the national report, the Committee submits its concluding observations with recommendations on the next steps needed to improve the situation of women's rights at the national level. Uzbekistan ranked 45th in the world in terms of women's representation in Parliament and Government.

This suggests that today Uzbekistan has entered a new stage of its development the stage of democratization, the emergence of new sociopolitical relations with sovereign states and the qualitative transformation of all spheres of society in the country. The solution to these problems is possible only if the human factor is activated, especially if the role of women in the new political life of society increases. Secondly, a profound change in the political life of society requires a corresponding change in attitudes, because without a change in political views, political consciousness, without changes in psychology and thinking, we cannot solve the problems of increasing the political activity of women and create a competent, developed civilized democratic society.

The number of women in the country's political parties has increased. Based on numerous foreign and domestic studies, it can be argued that achieving de facto equality between men and women in politics and governance is one of the most controversial and complex social problems, which today is not sufficiently understood and therefore often underestimated. It is important to note that with the emergence of sovereign states, national cultural traditions are revived, they are idealized as worthy of imitation. Many of the ethnic and religious traditions contribute to limiting the role of women and increasing their discrimination and segregation in the society of Central Asian States. Along with the revival of patriarchal traditions, the feminization of poverty is seen as a serious obstacle to the formation and development of women's leadership in the political sphere.

For example, according to historical sources, we know events that occurred 2.5 thousand years ago. Of the famous male rulers of the first millennium BC. We find practically no one who ruled before Queen Tomiris. She, according to historical sources, led the struggle of the Massaged tribes against the invaders, when the Achaemenid king Cyrus II invaded the borders of Central Asia in the VI century BC, and defeated his troops. So the founder of the mighty Persian empire ended his military career, dying in battle with a woman. Another woman who directly influenced both state affairs and the course of history was the mother of the ruler of the state of Khorezmshahs, Turkan Khatun.

Her personal authority and the military forces that supported her policies forced Muhammad Khorezm Shah, the ruler of a vast empire that stretched from Iraq to India and from the Aral Sea to the Indian Ocean, to reckon with her will. The assessment of the historical role of this woman is currently somewhat biased and, in our opinion, biased. However, there is no doubt that the transformation of the Khorezm state in the XIII century by the great Empire is directly related to the name of Turkan Khatun.

The activity of the great Amir Timur makes us think of his famous main wife Sarai Mulku Khanum (Bibi Khanum). This woman, who loved her husband devotedly, was the chief adviser of the great Sahibkiran. Amur Timur in difficult moments often turned to his wise wife for advice and, following them, always achieved the desired result. There is an opinion that the main cathedral mosque of the city of Samarkand at that time was built under the leadership of Saray Mulku Khanum as a gift to Timur. This grandiose building, now called "Bibi Khanum Mosque", is the best memory of the faithful woman of the East. The reign of Kokand Khan Omarkhan (1810-1822) is portrayed by historians as one of the most brilliant reigns. And his wife Mokhlaroyim, better known as the poet Nadira begum, played a significant role in this. With her enlightenment and cutting-edge views, Nadira Begum has earned true respect and recognition among the most enlightened people of her era.

And the history of humanity shows that for thousands of years, the cultural and spiritual level of each society is determined by its attitude to women.⁶ Disputes about whether a woman is needed in power structures have been going on for a long time. Throughout the history of Central Asia, women have always been in the midst of political, economic and social processes and have played a rather important role in them, which we have already discussed in the article. There are plenty of examples.

The guarantee of any truly profound changes in the status of women and the condition for the successful implementation of State policy in this direction is their own equal participation in the development and functioning of public administration mechanisms. Therefore, it is necessary to ensure, including through the quota system, a more proportional representation of women in government and management bodies at all levels, not excluding senior administrative and managerial personnel. Times change, people change, the experience of leaders of the past is analyzed and summarized, but at every moment, society demands as a leader someone who meets the innermost expectations of today and guarantees followers the realization of their aspirations in the future. Active participation of women in the political life of society and political processes is not only a problem of guaranteeing human rights, but also a prerequisite for building a democratic society in which political decisions take into account the needs and problems of both women and men. It should be noted that the process of active participation of women in solving sociopolitical problems that arise in society was not unambiguously simple. If the political rights of men in most states were realized by themselves and naturally, then for women it was possible and implemented as a result political struggle. Usually, women's political leadership is compared to men's, both in practice and in theory.

Theoretical calculations on women's political leadership indicate the transition from female leadership to male leadership by the majority of female leaders. At the same time, women's political leadership is still different from men's because of the psychological characteristics of leadership inherent in each of these sexes. But it should be recognized that women's political leadership, however, uses the instrumental, institutional and personal achievements of male leadership. Women's leadership Women's active participation in the sociopolitical processes of society, in the development and adoption of decisions at various levels of state and public administration, and their direct contribution to the development and prosperity of society is called.

The political type of women's leadership is associated with women's access to participate in elected government bodies and their representation in higher and local government bodies, including the appointment of women to senior positions in the state, women's representation in the leadership of political parties and international organizations, and in the diplomatic service on the basis of with or without quotas, and in economic terms to

economic resources. In political leadership, in essence, there should be no gender priorities, since it is historically proven that the presence of leadership abilities is not determined by gender, and they are inherent in both men and women. Thus, currently already by the number of women leaders worldwide has increased, as has the number of women appointed to senior positions in international organizations.

According to Statista, which has its headquarters in Germany, women between 1960 and 2021 periodically headed 58 countries. What is most interesting is that in the last 50 years, 13 countries have had more than one female leader. New Zealand and Finland were the countries with the highest number of female leaders between 1960 and 2021. Meanwhile, in 119 countries around the world, women were not elected to leadership positions. Bangladesh's Prime Minister, Sheikh Hasina Wajidone of the longest serving female leaders in office came to power from time to time and still leads Bangladesh. Wajid's total time in power is about 17 years. Thus, women leaders accounted for less than 10 percent of the male leaders.

According to a report by the UN General Secretariat, dated December 21, 2020, women hold about 21 percent of ministerial positions worldwide. In 14 countries, the proportion of women in the Cabinet of Ministers exceeded 50%. In addition, in 2020, 25% of all members of national parliaments were women. The first female Prime Minister in recent history was Sirimavo Bandaranaike, who led the government of Sri Lanka in 1960, and the first female President in the world Isabel Peron, who took over the post of head of Argentina in 1974, when her husband President died, and she herself at that time served as vice-President. In general, since the sixties of the last century, more than 120 women have been at the helm of various states in various positions — President, Prime minister, Governor General, Captain Regent and 24 of them hold their posts today. By at the same time, when it comes to modern female political leaders, first, as a rule, one remembers German Federal Chancellor Angela Merkel or British Prime Minister Theresa May, whose activities are very often covered by the media. At the same time, there are many other women worthy of attention among their colleagues. Today, women heads of state can be found not only in countries with European culture and values, but also in Muslim countries.

For example, in Bangladesh, where the Prime Minister's chair is occupied by Sheikh Hasina Wazed, one of the most prominent women politicians in the world. Her father was the first President and Prime Minister of the country, Sheikh Mujibur Rahman, who was popularly called the "father of the nation", and she, following his precepts, earned herself the title of "daughter of democracy". Women's electoral behavior differs from men's, which is manifested in tender gaps in the election process. Their presence has a significant impact not only on the results of elections, but also directly on the policy pursued in society. The tender issue has acquired a complex political expression due to the peculiarities of the behavior of the female electorate. The Women's Power Index last updated on September 28, 2020, shows that there are 11 countries worldwide headed by women. Among them are German Chancellor Angela Merkel, Georgian President Salome Zurbishvili, and Estonian President Kersti Kaljulaid. Jeanine Agnes of Bolivia is acting interim President.

The ranking also shows countries where women hold the post of prime minister, a measure of political parity (i.e., the degree to which women are represented in Government, where 100 means that half of the members are women). Thus, we can see that in Belgium, Denmark, Finland, Iceland, New Zealand, Norway, Serbia and some other countries, women head the Government. The Government's programs and plans for implementing gender balance are intended to encourage forms of women's leadership in the political, economic, and public spheres. As a conclusion on the study of the formation of women's political activity in the Republic of Uzbekistan, it can be stated that: women's participation and activity in political processes is a dictate of the times and has an objective, natural character. In this process, the decisive role is played not by gender, but by universally human factors, but by the degree of development of leadership qualities, the level of education and the ability to understand and respond to the political situation. These factors play a crucial role in the development of a woman as a political leader. One of the forms of women's participation in political processes is their involvement in the electoral process and the activities of political parties. In our view, the Beijing Platform for Action clearly and explicitly requires Governments to take significant measures to identify the various impacts of electoral systems on women's political representation in elected bodies, as well as to explore the possibility of modernizing or reforming them.

Conclusion

The introduction of neurocognitive technologies both in educational practice and in increasing the participation of women in the political life of society is inevitable, but they will radically change the existing education system, give rise to new ethical problems of student behavior, and most importantly, require new qualifications of teachers, as well as women themselves and their leadership.

In this regard, the promotion of the policy of promoting and stimulating the entry of women into power and politics should be used as a tool for stabilizing, humanizing and achieving sustainable social development, since the gender balance in this context positively transforms both the priorities of state policy and the life of the country as a whole. In general, in recent years, Uzbekistan has done a tremendous amount of work to ensure gender equality and women's participation in public, political and business life of the country.

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