SCIENTIFIC AND CONCEPTUAL FOUNDATIONS OF THE SERVICE ACTIVITIES OF THE COMMUNICATION SERVICE

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Abstract. *In the modern world, the digital service activities of communication companies are not just an extension of the technical infrastructure, but have become a strategic platform that meets the most basic needs of human life - the need to connect, receive information and feel safe. In today's global economy, digital services - mobile Internet, cloud technologies, artificial intelligence-based services, digital transactions, IoT and "smart services" - are fundamentally changing the social and economic life of humanity. Studies by the UN, ITU and OECD show that in countries with a high level of digitalization, social equality, economic stability and educational opportunities are significantly expanding. The scientific and conceptual basis of communication services is one very human idea: technology should work for people, make their lives easier and expand their opportunities. The daily needs, security, digital literacy and the right to equality of people are the main criteria for today's digital communication.*

Keywords: *Digital service activities, smart services, communication service*.

Within the framework of the development strategy of Uzbekistan until 2030, the digital transformation of the communications sector is considered the heart of the national economy. It is not for nothing that the strategy sets as a specific goal the improvement of the quality of digital services, achievement of 100% digital coverage of the population, wide introduction of 5G networks, strengthening of digital payment infrastructure and full electronic transformation of public services. At the heart of this process is the principle of protection and development of human capital. Because digital communications infrastructure is not just a set of technical means, but a fundamental opportunity that clearly defines the place of every citizen in the modern economy. The strategy “Digital Uzbekistan – 2030” is aimed at precisely this goal: creating equal digital opportunities for all strata of society - from children to the elderly generation, from entrepreneurs to civil servants. This expands the economic mission of communications enterprises: they will no longer become not only service providers, but also socially responsible entities that lead the country to digital thinking.

When we deeply analyze the scientific and conceptual foundations of the digital service activities of telecommunications enterprises, we see that its basis is aimed at improving the quality of human life. The conveniences created through digital services - fast Internet, cloud storage, electronic payments, digital medicine, distance learning and intelligent transport systems - primarily save human time, energy and opportunities. The inner essence of this process is that digital services provide technological solutions to human problems in real life. For example, digital medical services in rural areas are becoming life-saving; digital

education for young people is opening the door to global knowledge; electronic transactions for entrepreneurs are creating economic freedom. In this sense, digital services of telecommunications enterprises are the artery of the future economy, the main system that ensures equal opportunities for humans in the digital world. From the point of view of the scientific concept, this process is not just technical modernization, but a human-centered digital evolution that leads society to intellectual advancement.

Since ancient times, ideas about the economic importance of communication and information flows have gradually been connected to the concept of digital services. Canadian economist and communications theorist Harold Innis, analyzing ancient empires, puts forward the idea that "whatever 'deviation' the means of communication give in time and space, this deviation shapes the entire economic and political structure." In his opinion, the dominance of space-oriented, fast, but short-lived media types quickly expands commercial empires, but weakens economic stability; this is also evident in today's global telecommunications networks. " Innis's approach "is an important theoretical signal for today's digital communication operators: they should not only chase traffic volume and market share, but also create a "time-stable" knowledge and trust infrastructure of services. Thus, through the experience of ancient empires, he shows the need for a balanced information policy and long-term stability in the digital economy as well."[2] Today, the concept of digital service provision by communications companies is based on the idea of ensuring this space-time balance through economic engineering.

Xenophon is known as the first thinker to analyze the importance of management and information flow in ancient Greek economic thought. In his work "Oikos", he put forward the idea that "information exchange increases the efficiency of management", and his original idea was expressed as "information flow creates order". This approach is actually the theoretical root of real-time information exchange in today's digital communications sector. According to the scientist, in order to improve management, it was necessary to deliver information correctly, quickly and without loss. This concept lies at the root of the principles of traffic management, network stability and fast response to customers in modern digital services. According to Xenophon, the speed of information is the power of management, and this continues to be important in the communication infrastructure today. His idea serves as the basis for the formation of a decentralized information management model in the modern digital economy.

Varro emphasized the role of information as a means of coordination in society, and in his work "De Re Rustica" he put forward the scientific hypothesis that "the productive efficiency of society depends on the speed of information exchange." This idea directly corresponds to the increase in the speed of transactions, automation of customer service and seamless management of resources in today's telecommunications services. Varro "noted that delays in economic processes were the greatest loss factor even in primitive societies." Based on his approach, today's communications companies are creating systems for prompting, notification and traffic flow management. According to the scientist, the slowdown in the

[2] https://en.wikipedia.org/wiki/Harold_Innis

flow of information reduces economic efficiency, which is why continuity has become the most important principle in the telecommunications sector. Therefore, Varro's views are one of the theoretical foundations of the efficiency of current digital services.

Ibn Khaldun highly appreciated the importance of information and communication as a unifying factor in economic processes. In his work “Introduction” there is an idea that “the development of society depends on the quality of the flow of information” (“if communication strengthens, the economy strengthens”). This idea is consistent with the principles of rapid information processing, automation of services, and strengthening of connections between people in today's digital service model. Based on Ibn Khaldun's approach, it is determined that it is possible to increase the innovative activity of society in communication systems. According to the scientist, “economic stability is closely related to the continuity of information exchange”. Today, the expansion of digital services is consistent with this theory. Based on his views, countries are strengthening economic cohesion by strengthening digital infrastructure. In his political and economic views, Farobi justified the need for clear, transparent, and fast information systems in the management of society. He put forward the idea that “the quality of information is equal to the quality of governance” in the concept of “The Virtuous City” (“There is no governance without information”, Al-Farabi, Al-Madina al-Fadila). According to Farabi, “the well-being of society depends on how quickly and accurately information reaches people”. This is exactly what is needed for today's digital services - e-government, electronic payments, distance learning and medical digitization. Farabi's approach interprets communication systems as the basis of social justice. Based on his views, today's states are trying to harmonize digital services with the principles of humanity. The most important aspect of Farabi's idea is the concept that the democratic distribution of information serves the development of society.

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