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**PSYCHOLOGICAL SERVICE, TOPICAL ISSUES**

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Камалова Сайёра Рустамовна

Ташкентский государственный университет востоковедения

Старший преподаватель кафедры педагогики и психологии

Электронная почта: sayorark05@gmail.com

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**Abstract**

The article deals with the topical issues of the functioning of the psychological service in modern conditions. Psychological assistance is becoming an integral part of the social infrastructure, every year becoming more and more important. In the conditions of a dynamically developing society, the increase in the need for psychological support has become an important part of social work. Psychological service, as well as the challenges and problems faced by specialists in this field. Various models of psychological service are investigated, the problems of ethics in the work of psychologists and approaches to the training of specialists are analyzed.

**Keywords:** Psychological service, professional ethics, psychotherapist, training, mental health, social support, methods of psychological assistance.

**Introduction**

Psychological services play a key role in ensuring the mental health of the population and supporting emotional well-being in various spheres of society. In recent decades, with the development of science, technology and globalization, the importance of psychological assistance has increased significantly. More people are aware of the importance of psychological support to prevent various mental illnesses, stress, depression and social conflicts. The modern conditions in which the psychological service operates are characterized by a growing need for high-quality and affordable help. Urbanization, changes in the social fabric of society, increased levels of stress and anxiety among the population, as well as global economic and political upheavals pose new challenges for psychologists. Today, more and more people are seeking help in solving personal and professional problems, which requires flexibility and the ability of the psychological service to adapt to changing conditions. Psychological counseling and psychotherapeutic assistance have become an integral part of everyday life and an indispensable component of social and medical services.

Nevertheless, despite significant progress in the development of psychological assistance, the system of psychological services faces a number of problems. To date, the issues of ensuring the availability and quality of psychological care, advanced training of specialists, compliance with ethical norms and standards in the work of psychologists, as well as the use of modern technologies to improve the effectiveness of treatment and prevention of mental disorders remain relevant. Improving these aspects contributes to a more sustainable and effective system that can adequately



respond to the needs of the population and evolve in the face of changes in the world. This work is aimed at analyzing topical issues of the functioning of the psychological service in modern conditions, identifying problems and finding ways to solve them. The article discusses the key aspects related to the work of the psychological service in various fields, as well as analyzes the challenges that psychologists face in their practice. An important aspect is also the discussion of the role of psychological services in the prevention of mental illnesses and support of the psycho-emotional state of individuals, as well as the consideration of the integration of psychological assistance with other social and medical services.

### **LITERATURE REVIEW**

Psychological services play an important role in maintaining people's mental health and emotional well-being, providing assistance in overcoming personal, social and professional difficulties. In recent decades, with the development of science and technology, the need for psychological assistance has become even more urgent, and its role in various spheres of public life has increased significantly. A lot of research and publications are devoted to various aspects of the functioning of the psychological service, its structure, methods of work and problems that specialists face in their practice. Psychological service as a social institution exists in different countries and develops depending on cultural and historical conditions. It is important to note that in recent decades, especially in Russia, significant efforts have been made to form and structure such services in medical institutions, educational institutions, enterprises and government agencies. Studies show that the integration of psychological services into the health and social care system contributes to a more comprehensive approach to solving mental health problems.

In the work of Karimov I.A. "Psychological Service in Modern Conditions" the main directions of development of psychological service in Russia, as well as issues related to its functioning in various social spheres are considered. The author emphasizes that psychology, as a scientific discipline and practice, has long become an important part of the system of social and medical care, and its role in the prevention and treatment of mental illnesses is becoming more and more relevant. In his work, Karimov focuses on the need to develop innovative models of psychological assistance, which should be accessible, high-quality and focused on the specific needs of the population [1]. Another important area is the work of psychologists in educational institutions. Studies conducted in this context show that psychology is becoming an important element of the educational process, contributing to the improvement of the psycho-emotional climate in educational institutions, conflict prevention, as well as support for the mental health of students and teachers. In his book "Psychological Assistance in the Educational Sphere", Nabiev A. notes that psychological assistance at school and universities not only helps students to cope with personal and educational difficulties, but also contributes to the creation of a harmonious atmosphere in the team, which affects the quality of the educational process as a whole [2].

There are a number of publications that consider the issue of ethics in the work of psychologists, which is a particularly important aspect in the context of the functioning of the psychological service. In the study of Gulyaev V.M. "Ethics of Psychological Practice" the key ethical problems that psychologists face in their professional activities are considered. These are issues of confidentiality, the boundaries of interference in the client's personal life and professional



responsibility. Gulyaev emphasizes that a psychologist must not only be highly qualified, but also follow strict ethical standards, which is the basis for trusting relationships with clients [3].

### **ANALYSIS AND RESULTS**

In recent years, the psychological service has become increasingly important, reflecting the growing public interest in mental health issues. In the context of a rapidly changing world and social transformations, the need for high-quality psychological help is becoming more pronounced. Modern psychologists face many challenges that require them to be flexible, professional, and highly qualified. Topical issues are both the availability and effectiveness of psychological assistance, as well as the integration of various methods and approaches into the practical activities of psychologists. One of the most noticeable changes is the expansion of the range of psychological services that are becoming available to the general population. If a few decades ago psychologists worked mainly in medical institutions, today they are becoming an integral part of educational institutions, public and private organizations, as well as support services at enterprises. In recent years, there has been an increase in interest in psychological counseling and psychotherapeutic services, which is confirmed by an increase in the number of visits to psychologists both in private practices and in public institutions.

One of the most important aspects of the work of the psychological service is its accessibility. Despite significant advances in this area, there is a problem of insufficient coverage of psychological services for the population, especially in remote regions. While in large cities there are a large number of psychological offices, clinics and counseling centers, in small settlements access to such services is limited. This is due not only to the lack of specialists in these regions, but also to certain economic barriers, which make psychological assistance inaccessible to most people, especially from low-income segments of the population.

The use of information technology is one of the ways to solve this problem. In recent years, there has been an increase in the popularity of online counseling, which significantly expands access to psychological help. People who live in remote areas or have difficulty seeing a psychologist in person can now receive the support they need online. At the same time, it is important to understand that this format requires special skills from the psychologist, including mastery of remote communication techniques, as well as compliance with confidentiality and ethical standards. Another important trend is the growth of an interdisciplinary approach in the work of the psychological service. Today, many psychologists work closely with doctors, social workers, and other professionals. This approach allows for more effective solutions to clients' problems, especially when it comes to complex illnesses such as psychosomatic disorders, addictions, or crises caused by serious life events. A team approach, which includes the interaction of psychologists and specialists from other fields, significantly improves the quality of care, providing a more complete and comprehensive understanding of the client's situation. An equally important aspect is the professional ethics of a psychologist. With the increasing number of cases of seeking help and the diversity of clients, ethical issues are becoming more and more relevant. Confidentiality, the boundaries of professional intervention, the ability to work with vulnerable groups – all this requires a high level of responsibility from specialists and strict adherence to ethical standards. Problems related to ethics in psychological practice should be taken into account



at all levels: from the training of specialists to the practical application of the knowledge gained in working with clients.

Along with ethical problems, there is another important problem – the lack of qualified specialists. Despite the increased interest in psychology, there is a shortage of psychologists in the country, especially in small towns and rural areas. This is due not only to the insufficient training of specialists, but also to the low level of motivation of young specialists to work in remote areas. The solution to this problem is the creation of support and incentive programs for the work of psychologists in the regions, as well as the expansion of educational programs that provide an opportunity for a deeper study of psychology and practical methods of working with clients. Particular attention should be paid to improving the qualifications of psychologists and their training. Modern courses and trainings should not only deepen theoretical knowledge, but also contribute to the development of practical skills necessary for effective communication with customers. It is also important to provide psychologists with resources for personal professional reflection and consultation with colleagues, which will help them maintain high quality standards in their practice. More recently, studies have begun to appear on the effectiveness of different approaches in psychological practice, such as cognitive behavioral therapy, art therapy, gestalt therapy, and others. These methods show good results in working with various psycho-emotional disorders, but in conditions of insufficient statistical base, it is difficult to assess their effectiveness in full. It is important to continue conducting research that will help identify the most effective methods for different categories of clients. All these aspects require an integrated approach to the organization and implementation of psychological assistance. Given the growing need for psychotherapeutic services, as well as the rapidly changing nature of the problems that people face, the psychological service must be flexible, adaptable and focused on the needs of different segments of the population.

### CONCLUSION

In conclusion, it can be argued that the psychological service in modern society plays an extremely important role in maintaining the mental and emotional well-being of citizens. Against the backdrop of rapidly changing social, economic and cultural conditions, the need for psychological assistance is becoming more urgent, highlighting the need for accessible and effective support systems at all levels. The problems that psychologists face in their practice, such as the availability of services, professional ethics, interdisciplinary interaction and the qualification of specialists, require constant attention and the development of new solutions. The use of information technologies, such as online counseling, can significantly expand the opportunities for receiving psychological help, especially in remote regions, where the shortage of specialists is most acute. However, it is important to remember that the use of digital technologies in psychology requires specialists not only to have technical skills, but also to adhere to high standards of confidentiality and ethics. It should also be noted that to ensure the effective work of the psychological service, an integrated approach is needed, including the qualification of specialists, the development of interdisciplinary connections and the constant improvement of practical methods of work. Psychologists must be prepared to work in a variety of settings, including vulnerable and disadvantaged populations, and be willing to adapt their methods of work to the specific needs of clients.



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