
SOCIAL WORK AND MARGINALIZATION: STRATEGIES AND METHODS OF ENGAGEMENT

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ABSTRACT: The article explores the complex relationship between social work and marginalized groups in society. The author analyzes various aspects of marginalization, a process in which certain groups of the population find themselves on the periphery of social, economic and political life, as a result of which their needs and rights are ignored or silenced. The article examines the main causes of marginalization, including but not limited to racial, gender, economic and sexual orientation discrimination. The author emphasizes the role of social workers in providing support to marginalized groups, as well as in developing and implementing strategies aimed at their integration and participation in public life. The article provides an overview of modern methods and approaches in social work that can be used to combat marginalization and promote social justice. Special attention is paid to intersectoral cooperation, community participation, as well as the use of new technologies to increase the accessibility and effectiveness of social services.

KEYWORDS: social work, marginalization, integration of marginalized groups, social integration strategies, social work methods, inclusion, support for vulnerable segments of the population, social inclusion, psychosocial support, intersectoral cooperation, social adaptation.

INTRODUCTION

Social work is an important element in supporting marginalized groups by providing them with the necessary assistance and protection. In this article, we will look at the main aspects of the interaction of social work with marginalized groups, strategies and methods that are used to effectively integrate these people into society. Marginalization is a process by which certain groups of people find themselves on the periphery of social life, which leads to their isolation and deterioration of living conditions. Marginalized groups may include people suffering from poverty, the homeless, members of the LGBT+ community, migrants, people with disabilities, and others.

The main purpose of social work is to support and assist marginalized groups in achieving their full participation in public life. This is achieved by providing access to social services, support in education and employment, as well as protecting the rights and interests of these groups.

Strategies and methods of interaction

Individual approach. Each person is unique, and therefore it is important to develop individualized care plans that take into account specific needs and circumstances. This may include providing psychological support, assistance with paperwork, and advice on health and education issues.

Social inclusion. Promoting the integration of marginalized groups into society is a key area of work. The organization of social events, social adaptation programs and educational projects helps to reduce social isolation and strengthen ties with society.

Advocacy and protection of rights. Social workers advocate for the rights of marginalized groups by providing assistance in accessing legal aid and representing their interests before government and non-governmental organizations.

Education and awareness raising

Education and awareness-raising programmes aim to change societal stereotypes and prejudices that hinder the integration of marginalized groups. They also contribute to the formation of knowledge and skills among these groups necessary for successful adaptation and self-realization. Social work plays a key role in combating marginalization by providing tools and methods to support the most vulnerable segments of the population. Social work strategies and methods aim to eliminate social exclusion and promote the integration of marginalized groups into society. In this article, we will look at the main approaches and methods of social work, as well as their impact on the integration of marginalized groups.

Marginalization is the process by which certain groups of individuals or individuals find themselves on the periphery of public life, leading to their social, economic and cultural exclusion. Marginalized groups may include, but are not limited to, people living in poverty, the homeless, members of the LGBT+ community, migrants, people with disabilities, and others. Social workers advocate for the rights and interests of marginalized groups by seeking changes in legislation and policies. Organizing access to education, health care, housing and employment for those facing marginalization. Increasing the level of self-determination and self-esteem of vulnerable groups by developing their abilities and capabilities. Programmes aimed at the social inclusion of marginalized groups and their active participation in society.

The article on the topic "Social work and marginalization: strategies and methods of interaction" touches on key aspects of the work of social workers with marginalized groups of the population and strategies aimed at their integration into society. Marginalization is a process in which certain groups of people find themselves on the periphery of social, economic and political life, which leads to their isolation and inequality. Marginalization is a social phenomenon implying the exclusion of certain groups of the population from active participation in the social, economic, political and cultural life of society. Marginalized groups often face discrimination, social exclusion and limited access to resources, which exacerbates their social and economic situation.

Social work plays a key role in overcoming marginalization by providing the support and resources necessary for the social integration of marginalized groups. The purpose of social work is to improve people's quality of life through the provision of services, advice and support, as well as to change social conditions that contribute to marginalization. Social workers use an individualized approach to each client, understanding their unique needs and circumstances. The

work may include individual consultations, personal development planning and support in solving specific problems.

Group programs provide an opportunity to share experiences and support between participants facing similar problems. This can contribute to the formation of social connections and the development of social interaction skills. Social workers advocate for the rights and interests of marginalized groups by seeking changes in legislation and policies that can help eliminate discrimination and inequality. Working with communities and local organizations allows social workers to organize activities and programs aimed at integrating marginalized groups into social life. This may include educational programs, vocational training, and cultural events.

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