

THE CONCEPT OF SUCCESS IN MODERN SOCIETY

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Abstract: Success is broadly considered one of the most important goals in people's lives. However, the notion of success is sophisticated and can be interpreted in various ways depending on individual values, cultural background, and social expectations. This article aims to explore the meaning of success and identify the key factors that contribute to achieving it. By analyzing previous studies and theoretical perspectives, the paper shows that success cannot be determined only by financial gain or professional status. Instead, it also includes personal fulfillment, emotional well-being, and the ability to maintain meaningful and valuable relationships. The findings suggest that perseverance motivation, and continuous personal development are indispensable components of long-term success.

Key Words: Success, achievement, motivation, perseverance, personal development, life satisfaction.

Annotatsiya: Muvaffaqiyat inson hayotidagi eng muhim maqsadlardan biri sifatida keng e'tirof etiladi. Biroq, muvaffaqiyat tushunchasi murakkab bo'lib, u shaxsiy qadriyatlar, madaniy muhit va ijtimoiy talablar asosida turlicha talqin qilinadi. Ushbu maqola muvaffaqiyatning mazmunini o'rganish va unga erishishga ta'sir qiluvchi asosiy omillarni aniqlashni maqsad qiladi. Oldingi tadqiqotlar va nazariy qarashlar tahliliga asoslanib, maqolada muvaffaqiyat faqat moliyaviy daromad yoki kasbiy maqom bilan belgilanmasligi ko'rsatiladi. Aksincha, u shaxsiy qoniqish, ruhiy farovonlik hamda mazmunli munosabatlarni saqlab qolish qobiliyatini ham o'z ichiga oladi. Natijalar shuni ko'rsatadiki, qat'iyatlilik, motivatsiya va uzluksiz shaxsiy rivojlanish uzoq muddatli muvaffaqiyatning ajralmas tarkibiy qismlaridir.

Kalit so'zlar: Muvaffaqiyat, yutuq, motivatsiya, qat'iyatlilik, shaxsiy rivojlanish, hayotdan qoniqish

Introduction. Historically, people have always sought success in different aspects of life. It is widely acknowledged that success is often linked to wealth, social status, and professional accomplishments. Those who achieve higher positions or accumulate a considerable amount of financial resources are frequently viewed as successful members of society. However, such a narrow definition does not fully capture the complexity of the concept. Nowadays, scholars and psychologists have increasingly highlighted that success should be understood from a broader perspective. Many people now believe that success involves not only external achievements but also personal satisfaction and emotional well-being. Therefore, examining the true meaning of success has become an essential topic in modern academic research.

Methodology. Numerous scholars have tried to explain the factors that influence success. Take Carol Dweck as an example, who underlines the importance of a "growth mindset". She argues that individuals who believe their abilities can be improved

through effort and hard work are more likely to achieve their aims. Similarly, Angela Duckworth attaches greater importance to the role of perseverance and passion in her research on “grit,” suggesting that consistent effort over time is regarded as one of the strongest predictors of success. Additionally, Martin Seligman indicates in his research on positive psychology that well-being, optimism, and meaningful social connections contribute significantly to a fulfilling and successful life. This article adopts a qualitative research approach and is based on the analysis of previously published academic works related to success, motivation, and personal fulfillment. By comparing different theoretical perspectives, the study aims to highlight the key factors that most strongly contribute to success.

Results. The analysis of existing literature demonstrates that success can be impacted by a combination of personal and social factors. These factors include determination, resilience, strong motivation, and supportive relationships.

Individuals who are able to maintain a positive attitude toward hardships and challenges and remain committed to their goals tend to achieve higher levels of success. The findings also reveal that success is not a single event but rather a continuous process that involves personal development and adaptation in the long run.

Discussion. The concept of success is, for the most part, subjective and varies from person to person. For some individuals, success is mostly related to career advancement and financial independence. In addition to this, professional recognition and economic stability are often considered essential indicators of achievement in competitive societies. However, focusing solely on material success may result in dissatisfaction and psychological pressure. Even individuals, who achieve high financial status still report feelings of stress or lack of fulfillment. Consequently, modern researchers increasingly pay attention to the importance of balancing external accomplishments with internal well-being. Moreover, failure plays a crucial role in the process of achieving success. Individuals who reflect on their mistakes and continue to improve their skills are more likely to attain their long-term goals. Thus, qualities such as persistence, adaptability, and continuous learning are essential traits for those striving for lasting success.

Conclusion. In conclusion, success is a multifaceted concept that cannot be limited to financial attainments or professional status. While material accomplishments are important, they represent only one aspect of a successful life. Strong social relationships, personal happiness, and ongoing personal growth are equally essential and significant. Therefore, individuals should define success regarding their own values and priorities rather than relying exclusively on societal expectations. A well-calibrated approach that combines ambition with personal well-being can lead to a more meaningful and sustainable form of success.

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