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THE IMAGE OF FATHERS IN ROBERT KIYOSAKI'S "RICH FATHER, POOR FATHER"

Ro‘ziyeva Dilyayra
Bukhara Academic Lyceum of the Ministry of Internal Affairs
English teacher of the "Language Studies" department

***Abstract**: In this article, you can learn about Robert Kiyosaki's world-famous work "Rich father, Poor father". At the same time, there is talk about the incomparable role of two types of fathers in the upbringing of children in the family and society.*

***Key words:** knowledge, skills, risk, financial knowledge, experience, adherence to traditions, business.*

Kiyosaki was born and raised in Hawaii as a fourth-generation Japanese immigrant to America. Started his own business in 1977 and started the first business selling small leather and nylon products, including waterproof 'surf cards'. In the early 1980s, Kiyosaki lost his first major business. He described his fate as follows: "I lost everything and I feel like a failure." In 1995, Kiyosaki left the business world and started writing a book with the help of Sharon L.

Coming from a family of famous educators, he wrote the best-selling book "Rich Father, Poor Father" at the age of 47. This was followed by The Money Flow Quadrant and Rich Dad's Investment Guide, all three of which were among the top 10 bestsellers of the Wall Street Journal, BusinessWeek and the New York Times. In his early books, Kiyosaki proposed financial methods to end the rat race. In his later books, he focused more on business ethics. Robert Kiyosaki's work is aimed at awakening the dormant geniuses of people to increase their financial knowledge. He teaches people that their children should be educated so that they can become wealthy.

In Robert Kiyosaki's book "Rich Father, Poor Father, the father is portrayed as two contrasting figures who represent different approaches to money, work, and education. These two fathers—the "rich father" and the "poor father"—are central figures in Kiyosaki's life, and their different philosophies influence not only his own way of thinking, but also the central themes of the book, financial education and financial independence. also influenced the desire. Rich Dad teaches that the task of a true investor is to immediately convert earned income into passive income. Otherwise, you will have to pay the highest income tax.

The "Poor father" in the book is Kiyosaki's biological father, who supports a traditional, conservative education system and the values associated with it. He believes in schooling, steady work, and gradual career advancement. This father seeks security, prosperity through work, and a good life in retirement.

For Poor Dad, earning a college degree is the key to a successful career, and he advocates achieving financial success through hard work and loyalty to one's employer. He supports the philosophy that "money should be earned only by hard work" and rejects the risk of investing or entrepreneurship. This approach holds true for the majority of society, who still follow the traditional model: get a good job, earn a steady income, and then enjoy retirement prosperity.

However, the "poor dad" faces financial constraints and cannot achieve his financial goals because he does not know how to manage money and investments. His life shows that education and hard work alone cannot create wealth unless he is financially literate and understands the basic principles of money management.

"Rich Dad" is Kiyosaki's mentor and mentor, and is the father of one of Kiyosaki's best friends. He is a successful entrepreneur and follows the principles of financial education and investing. Rich Dad, unlike Poor Dad, does not see traditional schooling as the only path to success. He emphasizes the importance of developing financial intelligence — knowledge and skills that allow you to use money for yourself, not just work for money.

Rich Dad teaches Kiyosaki the importance of money, investing and passive income. It teaches you how to manage risk, invest in real estate or stocks, and how to build a business. Rich Dad believes that anyone can create wealth if they apply the right financial principles and are willing to take risks.

One of the central concepts Rich Dad taught Kiyosaki is that "buying assets" (investing in real estate, stocks, or businesses) is the key to wealth and financial independence, while "buying liabilities" (such as expensive cars or and goods) only cause financial burdens. "Rich Dad" shows Kiyosaki a new way of thinking about money: money is not only a means of subsistence, but also a powerful tool for growth, development, and ultimately freedom.

The two fathers in the book present diametrically opposed worldviews and values, which creates an internal conflict in Kiyosaki. On the one hand, it is influenced by the principles of security and stability of the "poor father", which seems to many people to be the "right way". On the other hand, he is interested in the entrepreneurial principles of "rich dad" because they offer a different approach to wealth and financial independence.

The conflict between these two figures leads Kiyosaki to develop his own views on money, work and education, which differ significantly from conventional thinking. Following the teachings of "Rich Dad" represents a fundamental change in Kiyosaki's way of thinking and living. While "Rich Dad" offers a model for financial success based on knowledge, entrepreneurship and investment, "Poor Dad" represents the traditional path to stable work and security.

The two fathers in the book are not just personal characters, but two opposite financial philosophies. "Poor Dad" represents a traditional financial mindset that is often insufficient to achieve financial independence in the modern world. And "Rich Dad" reflects the importance of entrepreneurship, personal responsibility and financial education.

Kiyosaki uses these two fathers to emphasize the importance of financial education and encourage students to break away from traditional approaches. It's not just about working a stable job, it's about developing the knowledge and skills you need to manage your financial future. "Rich Dad" teaches the importance of education gained through studying finance, investing and entrepreneurship.

The image of the two fathers in "Rich Father, Poor Father" are central elements that shape Kiyosaki's philosophy and the book's message. "Poor Dad" represents a traditional financial mindset that is not enough to achieve financial independence in the modern world. And "Rich Dad" shows the way to create wealth through knowledge and investment. These two fathers and their different approaches lead Kiyosaki to develop new ideas about money and wealth, which he shares with his readers.

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