

Culture and Art Management Activity in the Renewed Uzbekistan Society

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Abstract: This article is about the work carried out in the field of culture and art in Uzbekistan, the activities of the manager of the field of culture and art.

Key points: management, art, culture, manager, socio-cultural management, idea, public administration, promotion and advocacy activities.

Managers in this field plan, develop, and manage cultural projects or cultural and recreational facilities. With the ever-increasing competition in the arts and culture sector, it is important to stand out from the competition through innovative offerings. However, developing a project and bringing it to market involves costs and financial risks. Culture and arts managers manage resources for cultural workers and their projects. Today, qualified managers - representatives of the qualitatively new economy - decide everything. Striving for innovation represents the essence of management. Therefore, it is important to study management in depth and comprehensively, as well as to critically analyze and positively use the experience gained abroad in this field.

Management - In "Oxford English Dictionary", the category "management" is defined as a way of addressing people, the art of power and management, a specific type of skill and administrative skills, finally, a governing body, an administrative unit. . In the "Explanatory Dictionary of the Russian Language" the category of "management" is defined as the art of managing intellectual, financial, and material resources. According to this interpretation, a manager is defined as a specialist in managing production and enterprise work. American engineer, one of the founders of the scientific organization of labor and management, Fredrick Taylor, believes that "Management" is an art form that knows how to do the process that needs to be done with quality, cheaply and well.

Today, managers exist in almost all enterprises and organizations, and management covers various areas of human activity. Today, Uzbekistan is becoming a country of democratic changes, broad opportunities and practical work. This process is the biggest result of our reforms for us. Because the clarity of the goal is the most important criterion that ensures the effectiveness of actions. It should be noted that the establishment of New Uzbekistan is not just a wish, a subjective phenomenon, but a political-legal, socio-economic, spiritual-educational, existing in our country, which has fundamental historical foundations. it is an objective necessity that is demanded by the situation itself, corresponds to the age-old aspirations of our people, and fully responds to its national interests. New Uzbekistan is developing on the basis of the principles of friendly cooperation with the world community, strictly following the universally recognized norms and principles of democracy, human rights and freedoms, and the ultimate goal is to create a free, prosperous and prosperous life for our people. is a state. Theoretical summation of the scientific

achievements achieved by the management and marketing of art and culture on the topic selected above, creative study of its most advanced methods and methodologies, use of modern art management recommendations in the perspective of the art and culture of Uzbekistan. This work is primarily of theoretical importance for culture and art workers, for creative institutions conducting cultural activities and art activities, for specialists of culture and tourism work system. New Uzbekistan means, first of all, new economic relations, a new economic outlook. Today, culture and art management can also be theoretically applied in the activities of art institutions, theaters, museums, parks, exhibitions, concert-tour associations. In addition, we hope that our work will be of practical importance to art managers involved in art management and the art market. The management of art and culture in our country has a great place and role in educating representatives of different classes of the population in artistic, aesthetic, moral, socio-political directions, organizing the spiritual and creative activity of people, and forming a well-rounded person.

Changes in the field of culture and art, in particular, are carried out through culture and public recreation centers, culture and art palaces, museums, culture and recreation parks, community centers, information resource centers, libraries, art galleries. . Therefore, the economic system of our country is being completely reconstructed, no matter how difficult it is, market mechanisms have begun to be implemented in practice.

Culture and arts management means managing processes and personnel in culture and arts institutions. At the same time, the old ways of managing the culture and art sphere are preserved, there is a lack of a comprehensive approach to solving existing problems, the organization of cultural institutions and the provision of cultural services to the population are lax. and it is necessary to note that the material and technical base of art venues does not meet today's requirements. In particular, not taking into account the existing requirements and needs in the training of highly qualified personnel for the field, and not creating a thorough system for their retraining and upgrading their skills, does not allow the effective implementation of the unified state policy in the field of culture and the full fulfillment of priority tasks in this direction. In today's new stage of renewal and modernization of our country, in order to increase the role and importance of culture and art in our lives, to educate our young generation in the spirit of national and universal values, love and loyalty to the motherland: State Committee for Assistance to Privatized Enterprises and Development of Competition Culture together with the Ministry of Culture and Tashkent city administration, transfer the building located at 10 Bukhara Street, Tashkent city to the disposal of the state institution "Uzbekkonsert" for a period of one month, and show artistic programs of academic teams in this building, which are fully in line with world standards. submit a proposal to the Cabinet of Ministers for the construction of a modern concert hall designed for live performances. The Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan and the Ministry of Finance, starting from the 2018/2019 academic year, institutions of higher and secondary special education in the field of culture and art at the State Conservatory of Uzbekistan, as well as , to implement the necessary measures regarding the establishment of a specialized faculty for training, retraining and upgrading the qualifications of qualified music pedagogues for non-school educational institutions. The following are the sources of funding for the implementation of the program: Funds of Investment programs of the Republic of Uzbekistan; State budget funds of the Republic of Uzbekistan; Funds of the extra-budgetary Culture and Art Development Fund under the Ministry of Culture of the Republic of Uzbekistan; Fund for the development of the material and technical base of off-budget educational and medical institutions under the Ministry of Finance of the Republic of Uzbekistan; credit funds of commercial banks; sponsorship donations of legal entities and individuals, other sources not prohibited by law.

The composition of the Republican Commission for the implementation of the program of measures for the further development and improvement of the sphere of culture and art in the Republic of Uzbekistan for 2017-2021 should be approved in accordance with Appendix 2. It is being developed under such a decision. One of the reforms carried out in the State Institute of Art and Culture of Uzbekistan is that the professionals being trained at the institute are tasked with training managers in the field of culture and art according to the new requirements of today. If we think about the

management of culture and art, first of all, the styles of human living conditions in a broad sense, without referring to the socialization of the individual as a social reality, and thoughts about the system of social phenomena: culture and art are material and spiritual. represents the environment, creates an opportunity for the formation and growth of a person. Secondly, in a narrow sense, thoughts about a specific sphere in the life of society: (sphere of culture and art). Covers the preservation and use of cultural-historical heritage (museum, library, archival works, national and local traditions, holidays, etc.). Art education and children's creativity, art, creative (artistic) activities, concert activities, organization of leisure entertainment, hobbies, ethnographic arts and crafts, as well as their providers activities (cultural economy, financing, management, information, training and retraining for professional activities). Activities within the framework of culture are carried out by various official agencies (state, municipal, private, public organizations, etc.), as well as by some people. Hereafter, they are all referred to as firms for short. The current globalization process also affects the work mentality. "Later, the term "organizational culture" was introduced into scientific circulation.

Propaganda - dissemination and deep explanation of some ideas, ideas, teachings, knowledge. Propaganda is a delicate and difficult art. In order to believe it, it must take into account all the facts of life. Political and ideological influence on the general public, as well as the organs and means by which this influence is carried out. serves to inculcate ideas and ideologies. Agitation is an idea, ideology and a means of moving the masses towards a specific goal. A culture and arts manager is required to be well versed in these two arts throughout his career. Propaganda and propaganda processes are carried out directly through holidays, events, scientific and artistic evenings, etc.

In conclusion, based on the opinions, culture and art management is needed in this field today, and plays an important role in the management of the art field and the development of art, the formation and support of art.

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