



ART MANAGEMENT IN THE FIELD OF SOCIAL AND CULTURAL ACTIVITIES

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ABSTRACT

This article discusses the role of art management in the socio-cultural environment. The impact of art management on cultural development is analyzed.

KEY WORDS: *management, art management, culture, cultural environment, culturological knowledge*

DISCUSSION

In contrast to the XX century, the turn of the XX and XXI centuries, according to many researchers, is a symbol of the birth of a new era, a boundary and a bifurcation point in the historical and cultural dynamics.

In the new era, culture is becoming one of the most important factors in the economic development of society. Culture is defined by us as a specific way of organizing and developing human life, represented in the products of material, spiritual and artistic activity, in the system of social norms and institutions, in spiritual values, in the aggregate of man's relations to nature, society, the other and to himself.

The naturalness of the inclusion of this type of production in the economy of any state is dictated by the fact that the production of cultural products and services, as well as their consumption, require certain resources (regulatory, personnel, material and technical, information and creative, etc.), and the same economic costs. Taking this into account, culture in the modern world is positioned as an independent branch of the socio-economic sphere, reflecting its spiritual-value and socio-normative aspects.

In this regard, it manifests itself as a special direction of the state and activities regulated by the state and society.

The production and consumption of cultural values, from the point of view of the activity and culturological approaches to social practice, are

aimed at solving certain socio-cultural problems of society. This is, first of all, the task of maintaining the sustainable development of social and cultural processes. The second is the task of reproduction of the subjects of cultural action and the inclusion of the individual in cultural activities, mediated by the national cultural heritage and the direction of development of the actual sociocultural process. And, thirdly, the task of developing a variety of types of activity in the spheres of spiritual, material and artistic production in culture and their effective use to solve the urgent problems of society.

The increasing complexity of the general structural, functional and organizational parameters of the entire sociocultural system contributed to the demand for its various types of activity. The latter were naturally formed into a system that received the name "sociocultural". This led to a deepening of the specialization of individual elements of this system, an increase in the level of their interaction, the definition of the universality and intensity of the functioning of both the system as a whole and its individual most important subsystems.

In the process of their actualization, sociocultural activities performed intermediary functions between the individual and the environment, participated in the intergenerational translation of the value core of the inherited culture, and supported its homeostatic function.

As noted by M.A. Ariar "... the nature of culture, gave rise to an equally wide, diverse and socially significant activity for its development,



dissemination and further development, which is integrated by the concept of “socio-cultural activity” Socio-cultural activity is today considered as a certain type human activity, the sphere of social and cultural practice, and an independent area of culturological knowledge”.

According to A.V. Sokolov, its generic concept is cultural activity. According to the generally accepted and legally enshrined formulation, cultural activity is the activity of subjects for the creation, preservation, dissemination, development and further development of cultural values. At the same time, the scientist put the analysis of the subjects of the latter as the basis for identifying socio-cultural activities as a separate type of cultural activity. In his opinion, the creators, custodians and users of cultural values are three social subjects: 1) personality, socialized individual; 2) formally organized or informal social groups; 3) society, society as a whole. Therefore, as the author further notes, depending on the subject of activity, cultural activity is divided into individual, group and mass. Each of them has its own characteristics, dictated by the nature of the subject and social tasks. [eleven]

Thus, individual cultural activity at the level of the individual and the socialized individual is the primary source of all cultural innovations. The solution of social problems of collective assessment and selection, distribution, storage in social time and space refers to the activities of social groups and society as a whole. It follows from this that cultural activity is subdivided, firstly, into individual cultural activity. It represents the cultural activity of an individual subject to create cultural values (self-realization of the individual); on the self-development of personal spiritual and physical potential (individualization of the personality); on the development of knowledge, skills and norms of the cultural use of material, spiritual and artistic cultural values (inculturation and socialization of the individual). Secondly, A.V. Sokolov, isolates socio-cultural activities that are significantly different from it in terms of functions and tasks. Being a complex social phenomenon, it covers a wide variety of cultural phenomena and various aspects of the life of society. However, despite its all-encompassing nature, SKD still has its own boundaries.

In a broad concept, socio-cultural activity is the cultural activity of social actors (professional and non-professional social groups, up to society as a whole) to socialize cultural innovations; the development of the abilities of individuals and the maintenance of their creative activity; social communication, i.e. distribution, preservation and public use of all types of cultural property. Its transformative nature allows the subject of socio-

cultural activity to constantly go beyond the current concrete situation, to overcome the underlying “programs”, thereby acquiring the form of cultural and historical creativity. In a narrower sense, socio-cultural activity is a socially expedient cultural activity of social subjects in the material, spiritual and artistic spheres.

The functions of social and cultural activity have determined its many directions and vectors of functioning. Their conditional division is based on the dominant function of social and cultural activity. So, the first direction of this activity is associated with the production of spiritual, material and artistic values of culture, both on a professional and amateur basis. It is carried out by professional specialists, as well as by lovers of social, artistic, scientific and technical creativity. Professional specialists are represented by scientists and designers, writers and artists, composers, actors and musicians, architects and designers, fashion designers, jewelers, etc. This direction oversees the innovation and creative activity of the subject as part of social and cultural activities.

The second direction reflects the multifaceted process of mastering cultural values. According to M.A. Ariar, it practically unites the entire population of the planet, which to a greater or lesser extent assimilate the riches of the world and national culture, its various components - from sanitary and hygienic, communicative, family and household to artistic, moral, legal, economic, political, ecological, physical, etc., The subject of this direction is, respectively, cognitive and educational activities.

The third direction is research, restoration, preservation, and popularization of cultural heritage among various groups of the population. It covers the social and cultural activities of museum workers, librarians, restorers, specialists in archival affairs and other forms of preserving historical memory and national cultural heritage and is a cultural conservation activity.

The fourth direction is focused on the transmission of cultural values, the transfer of diverse cultural experience from generation to generation, the inclusion of a person in cultural activities and the process of forming a person as a subject of cultural action.

This direction of social and cultural activity is provided by teachers of preschool, general education, secondary specialized and higher educational institutions, institutions of additional education, the system of advanced training, including social teachers who regulate the multidimensional and individually oriented processes of introducing a person to culture in an open social environment. This



area also includes the activities of guides, media workers, specialists in various forms of social and cultural activities, etc. Their information and communication, educational and upbringing activities represent certain vectors of the main direction of socio-cultural activities.

Of course, all areas are interconnected and constitute a single socio-cultural process that needs management and regulation. The regulation of these processes and the management of all types of activities inevitably required the allocation of updating one more direction.

This is the direction of socio-cultural activity, which ensures the management of cultural, socio-cultural and individual-cultural processes that support the dynamics of culture in all its diversity, implying further enrichment of its content, expansion of the forms of its manifestation and the development of the subject of cultural action. This direction is provided, first of all, by the socio-cultural activities of managers who perform organizational-intermediary, administrative-managerial and psychological-pedagogical functions of stimulating cognitive-educational, artistic-creative, entertainment-game, sports-health and other types of cultural activity of subjects. Thus, it is obvious that management activities are organically included in the social and cultural activities. Its tasks include: creating a favorable cultural environment, and stimulating innovative movements in the socio-cultural sphere; development, implementation of regional and other targeted socio-cultural programs and technologies; organizing the activities of centers contributing to the cultural development of the population and promoting the expansion and deepening of the work of structures of additional education; development of folk art and management of institutions, organizations, associations of the social and cultural sphere.

Management tasks cover almost the entire socio-cultural sphere. a special continuum of which is the artistic sphere. This is a specific branch of production and consumption of artistic values, ensuring their life and vitality in culture and society. In culture, the artistic sphere is represented by artistic culture and is a relatively independent layer of it.

Art culture encompasses all branches of artistic activity: verbal and musical, choreographic, theatrical, etc. It includes all the processes that ensure the vitality and development of art. These include such processes as creation, storage, popularization, development, broadcasting perception, etc., as well as processes that ensure the successful functioning of art (education of artists, public, critics, etc.). Accordingly, from the point of view of the activity approach, artistic culture is an aggregate method and

product of artistic activity of subjects of social and cultural activity.

At the end of the XX and beginning of the XXI century, art, as never before, actualized its potential and turned into a powerful means of educational influence on a person. Artistic activity, as part of the sphere of social and cultural activity, influencing the surrounding reality, becomes an important link in social practice and social life in general.

Artistic information began to be comprehended by psychologists, sociologists, culturologists as an invariant part of the information field of culture, which forms its spiritual core - the basis of the historical and cultural process. Artistic communication, provided by art, affects the sphere of solving the main tasks of socio-cultural activity - the formation of a subject of cultural action and the development of culture as the basis of social life. This is a kind of response to the crisis of the spiritual in modern man, culture and society. Through artistic communication, the integrity of the sociocultural process is ensured, which is supported by:

- Introduction of a person into the process of transcending (anticipating oneself, reaching a new level of development);
- searching and presenting an opportunity for its entry into the sociocultural stream;
- development of the ability of the subject of cultural action to go beyond the cultural flow, algorithms of action and imitation, as well as overcoming the “programming” of the cultures of social groups and broader social communities;
- and, finally, the formation of a person's abilities to transform the cultural flow, the inclusion of his individual-cultural and socio-cultural activities.

The “canvas” of the artistic life of society is densely penetrated by socio-cultural processes. Society has always depended on art as the nucleus of culture, a guide leading to the most complete embodiment in man of the best aspects of human nature, ensuring his harmony with the world and himself. In the modern world, a person is constantly in the space of art, directly and indirectly falling under its influence. Taking into account this, in the second half of the twentieth century, in various socio-cultural spheres, the need to ensure the processes of interaction between a person and art began to grow sharply.

Consideration of art from the point of view of value and cultural foundations expanded the range of its use in socio-cultural processes, human-forming and cultural-creative practices. These processes are an integral part of the in cultururation, socialization and cultural identification of the individual. For these reasons, art in the modern socio-cultural space acts as



the basis on which the formation of a cultured person, the development of his cultural-creative potential and personal spiritual qualities takes place. And artistic creation, in this regard, is considered as an alloy of the spiritual and the material, which has a spiritual content and material form. This spiritual and material integrity is usually called “artistry”.

The modern society with its normative value structure acts as a form of preservation and transmission of the spiritual and social, including the artistic experience of spiritual and practical artistic and creative activity. It determines the directions of the socio-cultural activities of the subjects, the guidelines for the production and consumption of art, the degree of actualization of the artistic life of society.

Art culture is an integral communication and information system. Its information began to be comprehended by psychologists, sociologists, culturologists as an invariant part of the information field of culture, which forms the spiritual core of culture, as the basis of the historical and cultural process. These positions determine the special social and cultural significance of art in the socio-cultural sphere.

In the social space, i.e. in the simultaneous life of the people of the country, region, of all mankind, artistic culture is designed to ensure the maximum efficiency of both the processes of creativity, the creation of artistic values, and the processes of their perception by the public, in accordance with their various spiritual needs. The languages of art occupy a special place in this process. Yu.M. Lotman classifies them as a “secondary modeling system” based on natural language, but which later received an additional, secondary structure of an ideological, aesthetic, artistic and other type. This allows literary texts to actively participate in socio-cultural processes, which include communication and information.

Paradigmatic shifts that characterize the modern stage of the historical and cultural process make the problems of managing social and cultural activities in the field of art one of the most important in spiritual and artistic production and consumption. In socio-cultural activities, they act as basic. Due to this, the main tasks of socially and culturally oriented activities in the socio-cultural sphere are the development of various types of art, the reproduction of its creators, the popularization and propaganda of highly artistic works of national and world culture, the artistic and aesthetic education of the audience, and the introduction of the wide audience to art.

In this regard, the new socio-economic situation in the country, the transition to market relations determine the need to strengthen the

management system of the artistic continuum of the socio-cultural sphere, taking into account its growing role in the art market.

The functional organization of artistic culture is expressed in the interaction of its following institutions: artistic production, which creates works of art as carriers of artistic values; artistic consumption, organizing the perception of a work of art; artistic criticism, which provides self-government of artistic culture as a process of artistic communication between people in accordance with the requirements for art by each type of society and culture. A special branch of art production is the organization of the reproduction of the creators of art values themselves - a system of training and education of new generations of artists, ways of their introduction to the existing culture.

The management of such complex and ambiguous processes in a new historical situation requires different approaches. Management strategy and tactics should concern, firstly, the area of providing, within the limits of financial resources, expanded production at a new level of high-quality intellectual and artistic products, cultural and educational services. Secondly, the reproduction of the resource base for the cultural activity of subjects and the creators of artistic values themselves through the system of training and education of new generations of Artists.

The intensively developing art industry, its special status in culture and the specificity of its existence dictates the need for ever greater differentiation in the processes of management and training of specialists for activities in the field of artistic culture. It has become an organic necessity to develop a field of knowledge that helps to guide the process of creating artistic values and promoting cultural products and services to the market as the results of artistic and creative activities.

The emergence of such professions as art manager, producer, promoter, impresario, concert agent, production manager, etc. due to the conceptualization of art management. The concept of art management in SKD. associated with the creation of a favorable cultural environment, with the implementation of the mechanism for involving people in the world of culture, the satisfaction and further development of the spiritual interests and needs of different groups of the population, with the technology of stimulating artistic and artistic and creative activities.

Using the presented rationale and methodological base, we come to the conclusion that art management is a socio-cultural activity that ensures the management of artistic processes in the socio-cultural sphere; it is a set of principles,



methods, production management tools for coordinating the actions of employees, services and realizing entrepreneurship opportunities in the art industry. As a field of knowledge, art management helps to manage the processes of production and consumption of artistic values and to promote the results of artistic and creative activities - cultural products and services - to the market. In the areas of social and cultural activities, he provides the artistic sphere.

Art management is an independent area of social and cultural activity and a component of cultural policy to regulate individual cultural activities and social and cultural activities of subjects in the field of art.

Management of processes in the field of art, modeling of artistic and artistic and creative processes, their culturological examination, socio-cultural design and the choice of appropriate technology in various areas of social practice, this is a far from complete list of tasks of art management.

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