



## ISSUES OF APPLYING THE GLOBAL PROBLEMS IN THE SOCIETY TO PUBLIC IN THE MUSEUM WORK

**Darmonjon Kuryazova**

*National Institute of Fine Art and Design named after Kamoliddin Behzod,*

*Doctor of Sciences History, Tashkent, Uzbekistan.*

### ANNOTATION

*In this article the impact of the globalization process in the society on the museum work, its peculiarities are analyzed on the basis of sources. Also, the work of fund in museum activities, exhibitions, working with the audience and developing various programs to improve the museum work are also studied.*

**KEYWORDS:** *museum, global, exhibition, audience, program, concept, modern, concept, socio-economic, society.*

### INTRODUCTION

In the recent years the concepts of "globalization" and "globalism" are widely used by scientists. "Globalization" is a natural process, it reflects the growing economic, socio-political and spiritual interconnectedness and integration of humanity. This process existed in any form at almost all stages of the development of society. But now, as a result of the influence of economic-political and technological progress its essence has changed. Globalism is a concept that is close to the concept of "globalization" but different in essence. This concept represents the activities of some individuals, social groups and states to implement globalization policies in accordance with their interests and goals. If we have a look at the problem of the impact of globalization on the system of values, we realize that science and technology, art, ethics and lifestyle are the rapidly changing spheres. Such changes reflect in people's intention of comfort, fashion and modernity, and as a result of it, a new value orientation is created in the transformation of everyday life" [1. p.6-8.] By improving traditional culture and spiritual riches in the museums, too, creating conditions for them to serve for the development of society and offer alternative forms of cultural globalization in which cultural dialogue exists. At present, globalization is determining the future of the world community as an objective process. Globalization is affecting Uzbekistan too.

### MATERIALS AND METHODS

In the condition of expanding and deepening the process of globalization of economic, political and spiritual reforms in Uzbekistan, it is important to use its creative potential in museums too. In the period of economic growth, museums are the center of a new socio-political culture. At present, museums are experiencing conditions to adapt to a

particular environment in harmony with the changes and innovations in the market economy. In the process of such socio-economic renewal, the museum should have the features to give people skills. Museums should not only promote the historical heritage, but also provide information about the experiences of the modern artistic process. The development of museums together with promoting the historical heritage of the region, ensures the formation of museum marketing in promoting the names of existing historical cities. The concept of modern museums should summarize the following ideas in a multi-aspected way:

1. Developing the local and international tourism by combining bright and exemplary expositions and developing modern projects and programs in the field of museum work;
2. Organizing exhibitions based on the scenes of social life in the form and appearance of global problems and promoting them in public life;
3. Describing the prospects and opportunities for the development of the museum in the introducing process.

Today, in the world practice, great attention is paid to the exposition and exhibition projects, organized in museums, that reflect the global problems and their solutions. The exposition, which is the product of the scientific, practical, creative work of the museum staff, serves as a bridge between the period and the audience or the creator and the audience by creating an interaction with history and time. As a result of a great creative work, the exhibition will become a tool serving to increase youth's artistic taste, intellectual potential and knowledge. The expositions consisting of the masterpieces of world and national art can bring aesthetic pleasure to the heart of any inattentive audience. There is no doubt that the art works, which are the product of human hands and intellect, are not only a beautiful object created for the human eye, but also



a factor influencing his mood, his inner voice. Therefore, the activity of the expositions in museums, the types of exhibits are naturally expanding and developing [2.p.18-20.].

The museum can also hold exhibitions outside its building. This occurs mainly in relation to various projects. Mobile exhibitions are the most widespread type of exhibition, consisting of one or more, and sometimes a group of exhibits. Mobile exhibitions can be one-time, or may have become a part of the state's national system. For example, the famous Swedish exhibition "Rijkskuntallningar" displays exhibitions of different sizes in different parts of the world. Although mobile exhibitions are the most complex type of exhibition, requiring large sums of money and skills, they are rewarded by displaying the museum, its artistic, historical and other exhibits to the wide public in other countries. Therefore, the main purpose of such projects are usually in character of propaganda and advocacy.

There are also blockbuster exhibitions among mobile exhibitions, which require millions of dollars for transportations, installation, and other costs [3.p.92.]. The blockbuster type of exhibition has relevant significance today. Because, the function of the exhibit, which reveals the values, history, national identity of the society, or the development of a particular field, object and type of art, is changing today. In the expositions of the world museums "the evolution of the exhibit – a modern reflection of the social environment, which is rapidly deforming", is focused on [4.p.55.]. The viewers, who are in need of spiritual and cultural nourishment, and in most cases seeking this need through the information media such as television, movies, and the Internet, have forgotten about museums and galleries. A blockbuster exhibition dedicated to the project of a great idea is a unique solution to the problem of attracting many visitors to the museum.

Although such exhibitions require large expenditures, unique artistic decoration, special management approach, special efforts for the safety and preservation of the exhibit, many major museums around the world welcome them in their buildings. It is estimated that after the exhibitions such as "Tutankhamun" and "San Marco" horses, "Venice" for the first time in the 1970s, the blockbuster exhibitions, which moved to different museums and were exhibited, became popular and today they have become a basic feature of globalization"[3.p.92.]. They provide an invaluable opportunity for the viewers to get acquainted with unique and valuable exhibits or to see popular exhibits with a new look. No matter how the exhibitions organized in the museums are organized for the society, they mainly show the history of culture and the level of spiritual development of a certain society. The spiritual development in society, in its turn, is associated with the development of national awareness. Self-awareness is a spiritual power that raises a person to the level of a person and leads to spiritual maturity. The role of art museums in understanding self awareness and culture has been proven in practice. After all, museums help to develop a person's artistic thinking, develop their creative potential, and lead them into a world of man-made beauty. "The system of development with a very complex structure is associated with

the culture of the art product, the culture of its promotion and popularization in society, the culture of understanding it, feeling the art and enjoying it, and finally the culture of aesthetic education"[5.p.17-25.]. "It is well known that the international Internet, which has rapidly entered the global information system in the last decade of the last century, plays a major role in the spread of globalization compared to other mass media. If we take into account the participation of globalization in all spheres of society, the role of this system in the development of modern museology is invaluable"[6.p.36.]. The cultural appearance factors discover certain economic positive processes while organizing the exhibition by studying the interests of tourists [7.p.14.]. The technically changing process and the expanding worldview are forcing to create unique innovations in society. The expansion of the sphere of knowledge and the pursuit of technical progress in the creation of museum exhibits and the focus on the creation of innovations in solving global problems have increased. Until today, art has been viewed primarily from the point of view of intuitionism, but now the rationalization and classification of artistic culture has developed. According to art critic Benedetto Croce, "Art does not follow the structure of intellectual potential, but only generalizes momentary attention" [8.p.401.]. Depending on the level of acceptance of people and the level of students, the creation of expositions should be designed in such a way that specific innovations can be understood through the elements of artistic impressiveness. Modern museum halls are created on the basis of a global theme, and all the exhibits should be able to give a general description. This style in creating exhibition is called "problematic group" in modern museology [9.p.24.]. This method, which is completely different from other types of expositions, enables to realize the text of the museum concept by fully revealing the logic of the theme of the exhibition. Based on the above-mentioned opinions, it can be said that the reflection of existing cultural and artistic processes periods is renewing the symbol of new expositions in a unique way. In the perception of the artistic environment in the exposition not only the effect of the periodic renewal, but also the spiritual level of the environment being studied, plays an important role [10.p.266.]. In our opinion, the spiritual potential of the environment determines the cultural potential of the period. Today, many non-traditional forum projects are being developed in the field of developing community visits to museums. In this regard, of course, taking into account the cultural, historical and geographical opportunity of the regions, the generalization of cultural tourism is discovering positive processes.

The museum serves as a good means of communication in studying, promoting and introducing different historical evolutionary periods and cultures. Museums scientifically identify particular cultural processes and their artistic forms and present them as the object of the research. Today, in the process of intensive cultural stages, studying new projects and procedures in the activities of museums is of particular importance [11.p.210-218.]. Culture is an exact field with an individual character and is manifested in education, media and other forms. In the association of



these ideas, the French scientist A. Mol recognized culture as a “tool in the development of needs” [12.p.478.]. The various processes in the development of the culture occur through a deep understanding of human experiences, that is, as a cultural education. The social and cultural environment plays an important role in educating a person with a certain behavior. The renewals in socio-economic, political and spiritual life also have a direct impact on the activities of museums. The development of the concept of development of museum work, which is part of the concept of museum activities and their development, has become an actual issue.

In the field of science and scientific promotion modern plans have been introduced in the form of innovations and concepts in the framework of the fields. The term concept is derived from the Latin word “conseptio”, which generalizes the meaning of “concept”, “main idea” and “primary thought”. The conceptual aspects in the theoretical and practical spheres promote the basic concepts and generalizations within the framework of cultural traditions on the basis of constructive principles. All these laws are being developed on a scientific basis in the field of science. The base of conceptual project is developed on the basis of knowledge, experience, scientific research, philosophical views and worldview within the studied aspect. The creation and study of conceptual projects in the field of museumology began to develop in the XXI century. The attention to the importance of museums around the world is growing, and their number and quality are increasing, and various researches on museums are being conducted. Nowadays the global development tendency of the experience of museums in the society are being carried out in the following way: 1. The activities of the museums are being complicated, equipped with modern computers. 2. Leisure museums, eco-museums, garden museums, animal museums, sculpture museums, separate buildings and modern cultural complexes are being built in many countries by public projects. 3. The works on repairing, searching and collecting exhibits, museumification of history and memorials are being improved. 4. Expansion of the life of museums in various forms in the form of exhibitions, making films in a certain format through lectures. 5. It was identified that the theory of museum experience should be promoted. Changes in the life of museums prove the researches in museumology and preservation in their own right classical display. 6. Museums confirm the historical significance of the universe, that period, state, and city.

The new expositions created in museums as a communication space that provides solutions to global problems in society fulfill the following functions: to meet the needs of the audience; to achieve a spiritual impact on society by delivering information to the audience.

Classification of exhibitions:

- : according to the aim of the exhibition: to raise financial funds for museums, to inform the society.
- Periodicity of the exhibition: regular, irregular.
- According to the exhibits: permanent, temporary.
- According to the participants: global, international, regional, by fields.

The organization of training of museum staff in large

museums, which have achieved a high level of organization in the field of museum work, the study of world experience in this field will remain one of the most important issues in the management of museum work. The initial activity of all museums will be related to the assembly work. On its basis, a source base, which is the main feature of the museum, will be created. “As a result of the assembly work, the events in nature and society will be documented”[13.p.187.]. An accurate and well-executed documentation and accounting work in the museum work creates a lot of convenience in working with the demands of the community while working on the collections. Also, completely based on the rules, the information documented in the entry book, inventory books and catalogs provides free access to scientific research, expositions and exhibitions, the preservation of exhibits and their effective use in all respects.

## CONCLUSION

In conclusion, to determine the function of museums, it is necessary to understand the lexical meaning of the word “global practice”. The meaning of this word fully reveals the socio-cultural function of museums. Only then could the museums be considered as an institution performing a particular global practice. Such approach to the museum reveals the peculiarities of its activities, which do not exist in the activities of other institutions: collecting funds, conducting research, organizing exhibitions of global significance, and conducting educational work.

## REFERENCES

1. Yuldasheva M. *Globalization and national values // Society and governance*. - Tashkent, 2008 - № 3. - p 6-8.
2. Potapov, A. *A museum object and its emotional perception// World of museums*. - Moscow, 2004. - №10. - p.18–20.
3. Yani Xerremen. *Demonstration, exhibiting and exhibitions // Museum administration: practical guidance*.– France. IKOM. 2004. - p.92.
4. O.Polivitseva. *Landowner // NOMI*. 2007. - №2. - p.55.
5. Sokolov K.B *Social effect of the state culture.-M: Science*, 1990.- p.17-25.
6. Boltaboev F. *Museums of Uzbekistan and the Internet: problems and their solutions. / Museums in the system of culture of modern Uzbekistan /*. Art. - Tashkent, 2007. - p.36.
7. Dmitriev M.N., Zabaeva M.N. *Economics and entrepreneurship in socio-cultural services and tourism*. - M.: UNITI-DANA, 2006. - p.14.
8. Kroche B. *A brief description of aesthetics // Abstract of essay on philosophy - SPB: Pnevma*, 1999. - p.401.
9. Kalugina T.P. *Art exposition as a phenomenon of culture . // Museum. Collection of articles and publications. Issue 9 //*. A.S. Loginova. M.: Iskustvo, 1998. - p.24.
10. *Aesthetic value of the object-spatial environment. Under general editorship. A.V Ikonnikova - M.: Stroyizdat*.1980 - p.266.
11. Vorontsova E.A. *Museums in the system of Science (Text) / E.A. Vorontsova // Cultural worlds: Materials*



*of scientific conference. "Typology and types of culture: diversity of approaches." - M. : 2001. - p. 210-218.*

12. *Vlasova M.L. Sociological methods in marketing research.-M.:Publishing house GU VSHE, 2006. - p.478.*
13. *Telcharov A.D. Basis of museum work. // «Omega-L» - M. : 2005 . - p.187.*