

MANAGEMENT IN THE FIELD OF CULTURE AND ARTS

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Abstract: The article deals with the concept of art management. The role of creative management in the development of cultural and leisure sector and creative industries.

Key words: art-management, management in the sphere of culture and art, cultural product, art-market, the subject of art-management

"Management" is an integrative process through which professionally trained professionals shape and manage organizations by setting goals and developing ways to achieve them. The management process consists of organization, planning, coordination, and motivational functions, through which managers create conditions for the production and effective work of employees working in the organization, as well as for obtaining results that correspond to the set goals. Culture and art management as a completely new discipline and direction came into being at the end of the 90s of the last century with the establishment of the International Association of Culture and Art Organizations (International Association of Art and Culture Managers – CSMMA).

Art "industry" (industrial) (in latin art – art, creativity, industrial – activity) – constitutes the sector of the art market responsible for the production and sale of products in the field of art and culture. The main directions of the art "industry" include: theater and entertainment organizations, television, film industry, creative associations, agencies, concert associations, philharmonics, etc.

Separating the term "art management" (art management), which has been used several times in the future, it is impossible not to emphasize that the main attention is focused on its first part (from the English language – art). This means the concepts of art, creativity (painting, design, theater, dance, cinema, concert, painting and other types of art). A term such as arts management (management in the field of culture and arts) has many definitions.

For example, some of them are:

1. In the modern world, there is a concept that "cultural marketing is the technology of adapting a product to reach the market segments that are interested in a certain product, to establish product communication with a sufficient number of consumers, and to achieve goals consistent with the mission of a cultural organization" [1, 21-22-p].
2. A term such as art management is defined as "a set of certain skills (marketing, human resource management, accounting) and these skills, in turn, regulate the processes in this field and the educational, social and can be understood as use in activities aimed at influencing economic life. [2, 204-p].

3. Management in the field of culture and art means “the desire to bring the needs of people, work and creativity to certain harmonious relations in the field of culture and art in order to achieve a high cultural life of society through the conscious activity of a person.” [3, 208-p].

Cultural or creative industry is a modern sector in the economy of developed countries, which is “an activity based on industrial creativity, skill or talent and having the potential to create added value and jobs through the production and exploitation of intellectual property.” [4, 103-p]. This industry includes a wide range of fields that are creative in nature: music, theater, painting, design, and more. Art management can be expressed in two ways:

1. A scientific discipline that has a specific theoretical basis (principles, methods) and performs a bright integral function (active exchange in other disciplines);
2. The art of art management, the art of engaging in organizational activities requires certain skills.

Art management has its own characteristics compared to the management of other areas of the economy. It is marketing (the concept of “marketing” can be considered as one of the modern art management functions aimed at studying consumer demand, advertising and price policy).

It also includes a number of sub-disciplines such as human resource management and finance. Personnel and workers in the field of art have their own talents and abilities. Talented and talented people work in this industry who can bring many new ideas and opportunities to the management of any industry. It is known in Uzbek and international business that the winner is the one who can attract the most talented and creative people to implement projects in the conditions of intense competition. Any manager is concerned about the question of how to properly organize the process of managing talented people. After all, a talented person is independent by nature, it was very difficult to manage them. Until the eighties of the 20th century, the phrase “talent in management” was not used, because this term was considered far from business [5, 152-p]. But today, no organization knows how to win without talented employees and know how to attract and manage talent in the face of a global shortage of skilled people.

The day-to-day activities of a creative organization are focused on “managing” the processes of creation, production, distribution and communication of creative expression and process. This management is carried out through certain tools and established management systems and mechanisms. Nevertheless, the central place in the activities of the recreation center is occupied by the “production” and “sale” of various cultural services. Studying the needs of the target audience, introducing new forms of cultural and entertainment, improving the methodology of spending free time and thereby meeting the various needs of visitors (theater, not only the spiritual component, but also the educational part includes). Workers in the field of culture and recreation are actually engaged in culture and recreation. The last place of the marketing event is service management (attracting public attention to the theater, convincing consumers to use its services).

Management in the field of culture and art is directly related to processes such as selection, production, storage and distribution of cultural values (art products) and is considered as a complex of various management duties (organization, strategy, control). The main purpose of this type of management activity is mass promotion of cultural and leisure products in the market of goods and services. The subject of management in culture and art is the study of all methods

(forms, models) of such organizations that exist in different social structures and in different historical periods in the field of cultural activity and its specific directions (for example, in theater, cinema, radio broadcasting).

Since the goal of management in the field of culture and art is to find appropriate organizational solutions (models) that most effectively contribute to increasing the social level and market value of cultural activities, in this discipline they have two main directions:

1. Analytical and descriptive (description and research of organizational methods and forms);
2. Design and model (development and testing of new, more effective methods and models of organization).

The art market, like any other buying and selling platform, can exist if there are three components: the seller, the consumer-buyer and the person who stands between them (the connecting link in) is an intermediary. The role of the third is to organize the process of introducing art into the space of commodity-money relations (in other words, if we express the word in a broad sense, it is understood that art is included in the market).

Cultural institutions, as well as the city hall, which is in contact with the representative of the Ministry of Culture, are committed to mutually beneficial cooperation with each other. And each party is interested in receiving personal benefits: for the authorities, this means popularizing culture among all segments of the population, introducing society to cultural values, the importance of world cultural heritage, searching for alternative sources of financing culture, self-sufficiency of cultural institutions. tooth; culture strives for financial independence, participation in commercially useful projects. In order to satisfy mutual interests, a special mediator is needed, who acts as a coordinator of the union of power and culture. The work of the intermediary is only related to the organization of consumption of the final product.

The new type of managers combines not only intuitive intelligence and spiritual education, but also certain knowledge in the fields of economics, informatics, marketing and strategy. The activities of managers in the field of culture include combining two leading elements - creating creative products (creating conditions for the creative process and production of cultural values) and bringing it to the market of cultural and educational services (publicly available implementation of creative ideas). The ability to present advertising on time, select and rent a room, and take a group on tour is the responsibility of an arts manager. In the first stage, the tasks of the art manager are as follows: to coordinate the activities of the producer, director, artists, sound engineer and similar key personnel, and at this stage, the tasks of the manager are to search for and rent a place for the organization of future work, and to search for sponsors. and cost estimates are included as part of this project development.

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