

Professional Activity Of A Culture Manager

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Abstract: This article describes the topic of training of mature specialists and managers in the field of culture, which is an actual topic of today. In addition, the main goals, tasks and professional qualities of the culture manager are also described.

Key words: manager, culture, specialist, science, advertising.

In the past period, more than forty decrees and decisions aimed at improving and further improving the spiritual environment in our country, further developing the sphere of culture and art, appreciating and encouraging the work of creative people, and providing them with material and moral support have been adopted. . In these documents, first of all, the radical reform of the management of the industry, strengthening of the material and technical base of culture and art institutions, selection and placement of personnel with modern management knowledge, training, education and qualification of industry managers and the main goal and priority task is to solve the current issues such as education as a real enthusiast of the field.

Our lofty goals and objectives defined in the development strategy of the new Uzbekistan present urgent issues in front of us in the field of culture and art as well as in all areas. First of all, it is the most important task to further increase the principles of nationalism in our national culture and art, to literally express the heart and soul of our country, and meet the highest international standards and requirements.[1;5] Indeed, New At the next stage of the development of Uzbekistan, as our country boldly steps into the modern civilized market economy, it is necessary to widely promote mutually beneficial cooperation in cultural activities, as well as in all spheres of state and business. It is known that a number of laws, decrees and decisions adopted in recent years are opening new prospects for the organization of large-scale effective cooperation between the state, local authorities and business representatives, experts in the field of culture, authors of cultural projects. Along with the progress achieved in the field, there are, of course, some issues that are waiting for their solution. Today, it is difficult for cultural and art institutions to find a complete solution to the growing cultural needs of the population. In contrast, the private sector's quick reaction to all innovations, their ability to quickly implement them, the availability of financial and organizational capacity to implement projects related to the construction of entertainment and sports facilities, the most modern equipment and sufficient funds for qualified personnel being able to spend has become normal. The main tasks of culture and art management personnel are to eliminate the elements of the ideology of the former union that have been preserved in our culture and art, in the minds of our people in the current era of globalization, to create a national-cultural environment for the young generation to mature in the spirit of respect for our national spirituality, and to preserve our cultural heritage in the future. is to contribute to the transmission to generations. The reason why we say negative elements is that the ideology of the former union was so skillfully inculcated at that time that some older people still remember the peoner events, concerts in clubs and cinemas and say that it was a great time. But it is said that from seven to seventy years old they were involved in forced labor, roughly speaking, free workers were encouraged in this way, it is even sadder that culture and art were used for political purposes from such concerts and our national culture in various ways. Not everyone realizes what they tried to destroy and trample. [2;208]

One of the main factors in the management of culture and art is working with documents, and

another is financial calculation depending on the type of organization. In addition, directing, screenwriting ability or skill is also an important feature. Culture and arts managers manage culture and arts processes and staff as mentioned above. We believe that managers with the listed characteristics and legal and economic knowledge will be able to serve as mature personnel in their field. As long as they can apply their knowledge in practice. Because now the management of culture and art institutions and holding of events, concerts and performances can be taken out of the state and transferred to private sectors or public-private partnerships. Then the number of managers and employees who work only to ensure the execution of decisions and depend on the state salary will decrease. Development is observed in the field. Only managers with high entrepreneurial skills and creative ideas will not only contribute to the development of the industry, but will start to see more income through the industry. The result of the theoretical and practical knowledge that we repeat again and again can be known at this time [3;5].

Before studying the practical aspects of management, it is advisable to learn about the basic concepts, methods and tools related to it, all of which will help to understand the essence of managerial activity and to successfully implement it. What is management? Who is the manager? - scientists and experts give different definitions to the questions. Some people say that management is the science of training leaders in management activities, while others define it as human activation in management activities. According to Ayrimlam, "Management is the process of planning, organizing, regulating and controlling the achievement of the goals of the organization, which is achieved due to the use of labor and material resources in a specific direction." Managers and subordinates participate in this process. Leadership is the management activity of a manager. At the same time, there are also managers in the field of culture and art. Today, it is important to understand that a manager working in the field of culture and art, that is, in the creative field, in addition to the regulatory and financial-economic component, should know and understand the specific features of the creative process, and should intervene in it without violating moral and aesthetic laws. These managers of culture and art are not made by merchants, but by entrepreneurs in the field of art, in creative fields, ie. artistic text (producers as generators of artistic reality) by their actions they contribute to the solution of various problems : organizational, creative regulatory and financial, economic. This in turn has a significant impact on the development of the art industry itself and the network economy, which needs effective managers to implement cultural policy. depends on professional qualities.

The necessary qualities of a cultural manager are:

- ✓ Courage;
- ✓ patience, endurance;
- ✓ positive envy, that is, the spirit of dissatisfaction should be based on friendship and harmony;
- ✓ healthy doubt;
- ✓ healthy skepticism leads to responsible decision-making;
- ✓ modesty;
- ✓ sincerity;
- ✓ mercy. [5:27, 28]

A manager is a leader. The practical and personal qualities of leaders and the requirements for them have been studied and recognized thousands of years ago. The famous Chinese philosopher and thinker Confucius said that if a pure person embodies five qualities, he will have true respect and attention:

1. Love for people, kindness, humanity. A person finds himself in himself, he cannot understand himself without realizing his moral duty. A person's respect for himself is an expression of his respect for others.

2. Truth and justice. To correctly understand and promote that the reward of goodness is goodness. Right words and right deeds always win. The thinker believes that the face of a righteous person will be bright, his work will be fruitful and blessed.

3. Loyalty to national values, customs and traditions. According to the thinker, mutual solidarity and respect should serve only the survival of the customs and traditions specific to one's own mentality.

4. Common sense, wisdom, intelligence, the ability to foresee the consequences of one's actions, the ability to look at oneself from the outside and evaluate. Always be demanding and responsible.

5. Sincerity, good intentions, free thinking, generosity and conscientiousness. The intention in the heart is expressed in words, the wish in the heart is proven in practice, treating everyone with the same open heart, not discriminating, as much as possible, considering respect and kindness as the meaning of life should become the lifestyle of every intelligent employee. constitutes a professional task for current managers. [5:93, 94]

Of course, the management process is very complicated, it requires both psychological and physical strength from a person, and it is an activity that requires being a master of one's profession. It is not for nothing that it is said that the most difficult art in the world is the art of management. Now, if we will directly touch on the management in the field of culture and art, we all know that this is also a very complicated process. After all, the employees of cultural and art institutions are the ones who regulate the activities of our long-standing national customs and traditions, folk art, classical, classic, modern singing, national status, charity, museums and theaters, concert organizations, and creative teams. Today, the main problem is that most of the managers of 832 cultural centers operating in the Ministry of Culture system do not want to work. Irresponsibility for work, incompetence, lack of desire to move forward, leaders considering themselves to be out of date, etc. are clear evidences of insufficient development in the field today. When talking about the leader's image, leadership, management, personnel issues, diligence and enthusiasm of the leader, we cannot but touch upon the approaches such as "young and modern personnel are the key to development" that cover not only the cultural sphere but also all spheres of our country.

As a result of the indifference of the supervisors of internships to the students who went for internships from universities, and sometimes the heads of the Department of Culture, we witness that students do not learn the field well and are not even interested in learning. As a representative of the field, these situations are also a matter of concern to us. [6:123] As our First President Islam Karimov said – "It should be clear to all of us that where indifference and carelessness prevail, when the most urgent issues are left to fend for themselves, that is where spirituality is the most important, becomes a weak and weak point. And on the other hand, where vigilance and enthusiasm prevail over high intelligence and thinking, spirituality becomes a powerful force." The unique culture of Uzbekistan has been formed for years and centuries, and its preservation and development is the duty of the scientists, science, literature, and art figures of the multinational republic. Now this task has been assigned to cultural managers. Managers of the new type are united not only by intuition, intelligence and spiritual education, but also by specific knowledge in the field of economics, informatics, marketing and strategy. The activities of managers in the field of culture include a combination of two leading elements - creation of creative products (creative process and work on creation of cultural values) and its release on the market of cultural and educational services (implementation of positive ideas available to the public). The ability to present advertising on time, select and rent a venue, and take a team on a tour belongs to an arts manager. At the first stage, the tasks of the art manager are as follows: search for service director, artists, service designer, sound engineer, actors and musicians; Also, at this stage, the manager's tasks are to search for and rent a place for future services, to find sponsors and cost estimates for this project. In the second stage, the manager should not only conduct the advertising company, but also organize work on the distribution of tickets for future work

and, in general, work on organizing the premiere of the play. Regardless of the type of art or industry, arts managers must keep the arts in focus.[7:56] Currently, our country is making many reforms in training managers in this field. In particular, hundreds of cultural workers and potential managers are trained every year for the educational direction “Organization and management of cultural and art institutions” established in many higher educational institutions of our country. Also yesterday, the teachers of the “Culture and Art Management” department of the State Institute of Art and Culture of Uzbekistan “We will discover new cultural managers of Uzbekistan!” lochia has brought out the management skills of many students.

In order to further develop the sphere of culture and art, expand the network of institutions in this sphere and strengthen their material and technical condition, organize the provision of quality services to the population, and create favorable conditions for public-private partnership, several regulatory legal documents were accepted. Decision PQ-3892 of the President of the Republic of Uzbekistan on August 1, 2018 “On measures to create conditions for the development of public-private partnership in the field of culture and art”, 2019 of the Cabinet of Ministers On July 9, 2021, No. 570 “On measures to support and finance the implementation of public-private partnership in the field of culture and art” and on January 20, 2021, “On public-private partnership in the field of culture and art” Decision No. 30 “On approval of the list of state-owned objects provided on the basis of private partnership” was adopted. Together with this, the President of the Republic of Uzbekistan on December 9, 2021 “On further improvement of the system of support for the development of culture and art” No. PQ-36 and on February 2, 2022 “In the decisions PQ-112 On additional measures for the further development of culture and art”, great attention is paid to the development of public-private partnership in the field of culture and art. The entry of public-private partnership into the industry creates new economic opportunities and new jobs. Therefore, as our honorable president Sh. Mirziyoyev said, “If culture and art do not develop in our country, society will not develop”, because culture is a mirror of our people and society. As we are building New Uzbekistan, we must first start with the development of our culture and art. It is definitely in the hands of young cultural managers like us!

Foydalanilgan adabiyotlar.

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