

Modern Tendencies in Culture and Art Field Management

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Abstract:

In this article, the role of modern trends in the management of the culture and art sphere, the new innovations used and expected to be used in the sphere, and the attention paid to the sphere are discussed and suggestions are made.

Keywords: trend, innovation, culture and art management, art management, creative team, development strategy, cultural event.

Today, every day is full of global changes. Updates, the practical results of consistent reforms leave a bright mark on the pages of our lives as a historical reality.[1] In particular, the promising projects implemented in all fields during the next six years, the large-scale creative works implemented in the localities are fundamentally changing not only the lifestyle and destiny of our people, but also the worldview. Innovative development of culture and art and attraction of modern trends (Russian, inclination, interest in something, striving for novelty) in the conditions of modernizing Uzbekistan remain one of the important issues that are gaining great relevance. Today's life also requires the development of new approaches to improving the quality of services provided to the population by cultural and art institutions. In the conditions of increasing general competition in all fields, the specific characteristics of culture and art present officials with serious tasks, such as the rational use of innovative methods of general management, and the improvement of the professional level of employees. At present, we all know that scientific and technical achievements are developing and reaching higher and higher heights. The management of culture and art mainly refers to the processes of organizing these fields, directing their functions to the field, learning creative cooperation and dialogue between them and the people, consumers and viewers. These processes have their own pedagogical, psychological, anthropological, sociological and ethnological aspects. The comprehensive, universal, complex reality of culture and art requires them to be viewed harmoniously with all directions of social life and organized on this basis. But the ideological and educational influence of culture and art encourages to approach them as a separate spiritual phenomenon. The manager organizes, organizes, and initiates spiritual and cultural processes.

The management of art and culture has a great place and role in the education of representatives of different classes of the population in artistic, aesthetic, moral, socio-political, directions, organization of spiritual and creative activity of people, formation of a well-rounded person in our country.[2] Changes in the field of culture and art, in particular, are being implemented through cultural centers, palaces of culture and art, museums, cultural and recreation parks,

community centers, information resource centers, libraries, and art galleries. One of the important features of management in the field of culture and art is to highlight the nature and main goals of cultural institutions, the cultural services they provide, and the characteristics of the market during their activities. There are commercial organizations whose main purpose in the field of culture and art is to make a profit, as well as non-profit organizations whose activities are primarily aimed at achieving cultural, educational, scientific, charitable and other socio-cultural goals.

Before attracting modern trends in the new Uzbekistan, it is necessary to create a new social and cultural environment, so that the predominance of spiritual, moral and cultural values, ensuring the freedom of creative and creative activity has become a newly developed system of the development of the sphere of culture and art.[3] Art management has a great role in shaping the cultural policy on the basis of a new worldview, especially by educating the population in the spirit of respect for national and universal values, improving the social and cultural environment. In the improvement of our social and cultural environment, the demand for the management profession is increasing in the art market, as well as new professions. Among our youth, there are many talented young people who are innovators in the development of management with their creative ideas and projects. Management is a certain type of system, the effective operation of which is ensured by the performance of a specific function by each element of the system. It is important to form a more or less adequate idea of management as a system of interrelated elements or structures. Laws, management principles, methods, mechanisms, functions, etc. are often distinguished among the components of the management process. Management will be aimed at the creation of competition between producers, existing in the production process, and maximizing profits. Management takes into account the interests of every citizen, group, association, organization and institution, the elements of the market infrastructure that can satisfy the needs of society in exchange for production in the socio-cultural environment and the mechanism that ensures their interaction. otherwise, it will be aimed at making them take their place on the world stage.

As we all know, the cluster system integration method is being introduced to organize the activities of each sector separately and to unite them around a common goal. In the field of culture and art, the innovative cluster is moving to this system through the features of connectivity, coherence, consistency, succession, modernity, interest. [4] For this reason, the main goal of the cluster of innovative and integrated education system in the field of culture and art is:

- a) to ensure effective succession in the field of culture and art and to encourage young people's interest in the field of culture and art;
- b) to conduct professional training of pedagogues of schools, secondary and higher education institutions specialized in the field of culture and art, based on practice and intensively ensuring effective communication with stakeholders;
- c) creating an environment for training future specialists of cultural institutions on the basis of practices with innovative experience;
- d) shortening the period of acquisition of professional skills of young specialists;
- e) to ensure direct participation of students studying in the field in today's rapid development processes;
- f) creation of a new generation of educational, educational-methodical, scientific literature, tools and didactic materials in the pedagogical education system, as well as conducting expertise of the created literature by types;
- g) to increase the scientific potential of higher education institutions in the field of culture and art, to integrate intellectual resources around the current issues of the development of culture and art education;

- h) to search for different forms and types of education, science and practice and apply them to education;
- i) improvement of mechanisms that ensure continuity of educational activities in the field of culture;
- j) cooperative activity of culture and art institutions, including the scientific justification of the need for connection, connection and cooperation with education. Through this system, the organization and management of all cultural and art institutions will be easier, and it will serve as a basis for their development.

Every industry today is operating in accordance with modern marketing and market relations. Thus, the key to marketing activity is its ability to create conditions for effective use of resources of an enterprise, firm, structure, institution, organization in the production of goods or services. At the moment, marketing in management is often interpreted as a synthesis of science and art. In this regard, the research functions of marketing are in a special place. These functions are the following:

- analysis of the international market;
- sales market research;
- research of consumer needs;
- study the marketing system and facilities;
- collecting and processing information;
- analysis of the marketing complex;
- study competitors and competitions;
- demand and sales forecasting, etc [5].

In conclusion, it should be said that the above-mentioned project of decisions on the field, practical and planned ideas will certainly give their results in the next few days. The reason is that if new innovations in the field of culture and art are provided in a timely manner, if officials working in the field work seriously with a deep understanding of the responsibilities and obligations of their profession, the high level of attention directed to the field by our state tbor will definitely bear its fruit and the role of the industry in the development of modern Uzbekistan will be incomparable.

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