

Organization of Theaters Management Processes

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Abstract

This article presents the main methods of managing theatrical activities. The necessary requirements for the management organization, organizational and functional structures of theaters, methods based on effective management using management criteria, and their specifics are highlighted.

Keywords: theater, organization, management, management, marketing, management methods, management requirements, organization, resources, creative process.

The theater is a cultural institution that performs professional activities for the purpose of satisfying and forming the spiritual needs of the audience in performing arts, moral, intellectual and artistic improvement of a person. The main activities of the theater:

- Preparation and presentation of performances, as well as other public performances;
- Organization of trips, concerts;
- It consists of creative evenings, festivals, contests and other similar activities.

The main tasks of the theater:

staging artistically high, popular stage productions, creating performances and concert programs in harmony with the ideas of national independence;

to form feelings of national pride and national pride in the hearts of our people, especially young people, to contribute to their education in the spirit of love for the Motherland, respect for universal values, and loyalty to humanitarian ideals with suitable stage works, performances and concert programs;

to improve the living culture of the population, to assist in the restoration and continuation of national values, customs, traditions, and national holidays;

to carry out mutually beneficial cooperation with our country and foreign institutions in order to widely promote theater and performing arts;

to take measures to improve the qualifications of employees, to support them morally and socially, to introduce effective methods of encouraging initiative in order to effectively organize the tasks set before the theater and performing arts;

exhibitions, festivals, pageants, lectures, meetings with prominent figures of culture, art, science, benefits, theater performances, specially prepared programs, recreational and creative evenings, purposeful theatrical ritual evenings and organizing and conducting other entertainment events;

development and implementation of large-scale programs of theater and concert-spectacle touring activities in the country and abroad [1].

The theater has an efficient organization and adheres to established professional standards in its work. In order to effectively organize theater management, the following requirements must be met:

- provided services are physically acceptable for all citizens;
- ease of access to the hall and theater;
- technologies for analyzing theater products and market segmentation;
- questionnaire to collect information about the audience;
- survey to determine audience preferences;
- survey to increase ticket sales;
- Filtering of identified emotions;
- professional training and continuous education of theater employees;
- organization of programs and events held outside the building of the theater that serves and educates consumers.

Organizational and functional structure of the theater: Theater management - officials organizing the work of the theater:

- artistic director of the theater;
- theater director;
- chief administrator, chief accountant and chief engineer;
- heads of departments and production workshops;
- the head of the suit store;
- head of cash registers.

The organization's external environment:

- a) consumers: viewers of all ages;
- b) competitors: there are no competitors or there are;
- c) management bodies: department of culture, department of property relations;
- d) the uniqueness of the actual labor process in the theater is pre-determined by a set of specific resources that perform socially useful activities:

These should include:

- a) socio-psychological resources, including general and professional knowledge, skills, qualifications; production experience; the level of professional qualification of all theater employees, their state of health, level of culture, etc.;
- b) information resources - design and other similar documents, various specialized management information, programs on technical means, disks, etc.;
- c) scientific resources - scientific knowledge, achievements, discoveries, inventions, etc.;
- d) artistic and creative resources - talent (high-level talent), skills (artistry, mastery), professional experience, etc.

Management methods are means and methods of influence on various controlled objects of the managing subject with labor team, contingent of users, technological processes, economic resources (finance, material and technical base) in the theater [2].

Management methods - a set of methods and methods of targeted influence of the theater management bodies on the managed object (theater director - the team he leads).

Management methods are classified according to different criteria. Thus, direct and indirect methods of influence are often distinguished. When the former is used, the direct result of the impact is accepted, and the latter is aimed at creating conditions for achieving high work efficiency. In management practice, it is possible to distinguish formal and informal methods of influence that reflect the characteristic features of the management style. The methods of informal influence include the leader's educational work and behavior in the team.

The most important thing is to classify management methods based on the specific characteristics of the relationship that develops in the process of joint work. Accordingly, there are:

- organizational methods (including administrative);
- economic methods;
- socio-psychological methods.

Organizational methods include regulation, motivation, instruction, administrative and disciplinary methods of influence. Administrative management methods occupy a special place in such a system and include methods and methods of influencing the subjects of management on the object based on power and authority: laws, decrees, decisions, orders, instructions. These methods define and regulate the duties, rights and obligations of each manager and subordinate.

The main administrative method of management is the coercive method, which requires subordinates to strictly accept the orders of a higher authority in order to carry out, criticize or discuss them. The method of coercion is carried out verbally or in writing. A verbal command is a direct proposal that requires a lot of psychological power from the leader as a subject of authority [3].

The main link of the new integrated and dynamic management system being created in our country is the transition to economic management methods at all levels. Economic methods make it possible to strengthen internal incentives for self-development, spread creative initiative, and use objective economic laws more fully to achieve final results with the least amount of labor and material resources. In the modern theater, economic methods are increasingly introduced through various forms of self-financing activities, the introduction of various paid services, and the system of financial incentives. They determine the role of the head of the theater as a manager. Due to the increasing role of social relations, the need to strengthen and optimize the development of the theater team, socio-psychological methods are becoming particularly important factors of effective management. The manager's responsibility to improve the level of work with employees, the professional performance of theater employees determines the need to adopt the recommendations of psychologists and sociologists to create a comfortable moral environment in the team, and especially in the corporate style of the theater. The uniqueness of socio-psychological methods consists in the use of informal factors, interests of the individual, group and community as a whole in the management process [4]. In this sense, the following points are particularly important:

- formation of labor teams taking into account the socio-psychological characteristics of people;
- creation and maintenance of a favorable socio-psychological environment of cooperation;
- establishment and development of norms of social behavior;
- the necessary educational work, the creation of a corporate person of the theater to increase one's image and power in the modern society.

The theater director, as an organizer of business relations of employees, usually uses all three groups of methods in his practice, and they leave their mark on the content and nature of communication and the relationship between manager and subordinate.

As a sociotechnical system, all the various activities of managing an organization can be manifested as a process of performing a limited number of functions. The function is an objective component of management, the manifestation of this part of management in general is a condition for manifestation as a whole.

Main functions:

- planning;
- accounting;
- organization;
- encouragement;
- control.

Sometimes a large number of functions are displayed, but other types of control activities work for these basic functions. These functions are performed by information transfer (communication) processes [5].

Theater activity planning is a scientific definition of its development goals, tasks and means of their implementation and development indicators for a certain period. It occupies a central place in the management system and determines the main directions of the theater's activity for the present and the future, which ensures unity of activity. The department's tasks include balancing, adjusting and coordinating the plans of the structural units aimed at coordinating their activities to fulfill the tasks facing the theater.

Accounting, as a management function, is a regular collection of information about the state and development of theater activities by recording specific data describing the quantitative and qualitative aspects of theater processes.

Organization of theater work is an activity aimed at ensuring the theatrical activity of the management subject and achieving optimal results for his work. Determining the optimal structure of the theater includes building technological processes of the theater, providing the theater with resources (personnel, finance, material and technical base).

Of course, it is appropriate to use management methods that lead to results in theaters.

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