

## Designing in the Field of Culture

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**Abstract:** The article presents ideas about the introduction of new programs and the design of cultural processes in the organization of cultural services in the field of culture and art.

**Keywords:** Project, culture, program, finance, programming, plan, level, estimate.

Active use of socio-cultural design opportunities and participation in various programs to support the cultural sector are of great importance in the management of cultural activities.

A project is a set of activities related to achieving a planned goal, creating unique products, services and results. The main characteristics of the project are its uniqueness and limited time (therefore, any project has a beginning and an end). A socio-cultural project, as a rule, includes creative activity.

It is related to the achievement of socio-cultural goals aimed at the creation of cultural services, the development of activities in the field of culture, capitalization related to cultural resources or their use.

The project aims to create new events, facts, processes, forms, technologies in the social and cultural sphere. Any project is understood as the following system:

- ✓ formulation of project goals;
- ✓ actions, events, objects, systems created for these purposes;
- ✓ relevant documents developed and approved;
- ✓ programs, plans, calculations, schedules, estimates, etc.;
- ✓ estimated necessary resources;
- ✓ material, financial, labor, time;
- ✓ management decisions, a set of measures to achieve goals, etc.

An important condition for the development and subsequent implementation of a cultural project is the management function, because the success of the project will largely depend on the manager. Therefore, modern management takes the direction related to the art of project management.

If we briefly describe the main elements of the project management process, then we can distinguish the following from them:

- ✓ definition of the project goal and its rationale;
- ✓ goal systematization (goal reduction) and establishing a reasonable project structure;
- ✓ assessment of the necessary volumes and sources of financial, tangible and intangible investments;

- ✓ selection of performers, preparation and implementation of communications with them;
- ✓ setting project implementation deadlines;
- ✓ determination of resource costs according to sub-objectives of projects and types of work provided for in them;
- ✓ developing a system of risk assessment and risk reduction measures;
- ✓ organization of an effective management system for project implementation;
- ✓ provide project control, accounting and analysis;

Projective technologies in modern management are very popular and are widely used in many areas of social activity (advertising or creating an enterprise, obtaining grants, etc.). In many ways, this is a project that serves as a tool for the implementation of any idea.

As a result, today the ability to prepare and implement any project (developing the goals and means of implementing the idea) is considered an important indicator of the professional maturity of a specialist in various fields of activity.

Today, the creation of projects that allow the integration of various mechanisms and functions of management activity into a single context is considered as a systematic and conceptual technology that reveals all aspects of management art.

Socio-cultural projects can differ from each other according to the specific characteristics of the projective situation, the problem area of this situation, the content of the tasks to be solved, the methods of solving them, the algorithm of project creation and implementation.

The use of basic technologies can be called similar for most projects.

Socio-cultural design technology is a system of analytical processes and mental operations that occur in a certain sequence. The project is characterized by a cyclic dimension. That is, it is divided into periods of time from the moment of emergence to the end of implementation and consists of stages of existence. Therefore, the project life cycle can be divided into the following stages:

*The first stage* - the problem situation may be due to the presence of external and internal factors (resources) of the cultural institution. When diagnosing a problem situation, it is important to identify the main forces, structures and resources to solve it, and to determine the range of people interested in solving the problem. The complexity of this stage is important in rejecting subjectivity in the diagnosis of a socio-cultural problem.

This often involves reference to expert judgments, social studies, and other objective sources of information. The project idea should be reflected in the assessment of the uniqueness of solving the problem situation and the possible consequences of re-analysis of the problem and the project idea, taking into account the available resources.

*The second stage* is to determine the audience of the socio-cultural project. At this stage, the problem situation is defined and the project is successful by defining the target audience and the content of the project.

The audience includes target social groups and communication groups, project participants. In this, the social forces that can participate in some form in the preparation and implementation of the project, based on their interests, play a big role. In this case, it is important to comprehensively describe the social groups that make up the audience of the project and analyze the problem in relation to the audience.

*The third stage* is the formulation of the goals and objectives of the project. The process of determining the goals of the project means forming an image of the desired result of creative work, determining the future situation or predicting the result of actions during the implementation of the project. Defined tasks represent specific steps to achieve the goal. For example, the goal of the project

is to enrich the traditions of the city's musical life, to identify talented young people, to restore and develop traditional handicrafts, to form a sense of love and respect for the history and culture of the Motherland in the minds of young people.

*The fourth stage* is project development. Each project is the coordination of certain processes or a set of activities that contribute to solving the tasks assigned to it. At this stage, it is important to develop a list of activities, set deadlines for their implementation, and attract participants to these activities. Not only projective technology specialists and cultural managers, but also representatives of cultural and art institutions, creative initiatives, and the public interested in the project can be involved in the process of development of activities and processes. It also defines the form of implementation of this project (virtual, interactive) and the methodology of implementation of the processes and activities specified in the project.

*The fifth stage* is to provide the project with resources. At this stage, it is necessary to solve the problems of identifying and attracting the resources necessary for the implementation of the project. They are financial, informational, personnel, technological, creative, marketing and others. It is important to identify the forces capable of supporting the project concept.

Owners of financial, creative and other resources should be competently "encouraged" to participate in the socio-cultural project, and the form of participation in the project may be different for each structure as a source of resource base. As their creative resources in the field of culture and art, on the one hand, the buildings and material and technical base of museums, libraries, cultural centers, and on the other hand, the creative potential of creative teams, art workers, cultural heritage keepers.

The main resource shortage in the socio-cultural sphere is related to the availability of qualified specialists familiar with socio-cultural design, marketing, fundraising technologies for financial support of projects.

Often, the result of socio-cultural design is the introduction of a cultural service, a creative product, an action, an exhibition, the creation of a structure, organization, information base. Organization of events and celebrations, etc.

The sixth stage is to evaluate the results and summarize the results of the project. This stage is designed to summarize the results of the project and analyze its weaknesses and positive experiences, and to gather experience in the field. The topics of projects in the field of culture can be very diverse. Often, the implementation of projects in the field of culture depends on the conditions and factors that contribute to the development of socio-cultural activities. Cultural projects can be divided into two groups depending on the project strategies:

The first group - projects are aimed at maximum understanding and consideration of specific characteristics of culture, while the purpose of projects is to provide conditions that allow preservation of culture and cultural practices, forms, samples, etc.

In the projects of the second group, the main task is to export cultural products, standards, and technologies to another context. It allows modernization of cultural processes. Most of these group projects have a marketing impact. It is innovative and aims to support non-traditional types of creativity and technologies for optimal adaptation of culture to existing conditions.

Optimization of cultural life implies the balance of traditional and innovative mechanisms and processes of cultural development. This is ensured by creating positive conditions for cultural innovation and maintaining cultural continuity. Cultural development should be based on the criteria of continuity, creation, relevance of historical and cultural values and their inclusion in the context of modern cultural processes, preservation of norms, traditions and cultural practices:

1. the field of design (describing problems in a specific field of cultural life and determining directions and types of cultural activity);
2. project audience (to whom the project is directed);

3. goals and objectives of the project;
4. form of project implementation (organization, cycle of events, holding of promotions, etc.);
5. basis of project implementation (objects and cultural institutions);
6. project budget (total amount, structure of expenses and purpose of spending them);
7. sources of funding (information on budget and extra-budgetary funding shares and their sources).

An important part of successful project work is the ability to analyze and solve problems in the cultural field. Situational change is a research and creative activity that allows you to create an ideal idea of the end product or event.

A program can be viewed as distinct projects, and projects are sometimes part of a particular program implementation. As a final document, the program usually includes sections on identifying the problem in the field, formulating goals and objectives, providing resources for the program, timing of its implementation, methods of monitoring data on performers and organizational structure, and summarizing the results.

The use of programs in the field of culture consists in effectively connecting the interaction mechanisms of different levels of management into a single structure. It allows to change the main elements of the old administrative model of managing socio-cultural processes. Often in the socio-cultural sphere we talk about targeted programs. Targeted programs in the socio-cultural sphere mean a set of activities aimed at achieving a necessary goal, projected in time and space.

Socio-cultural programming is an additional stimulating component of the coordinated interaction of various forces of the cultural sphere. Targeted programs in the field of culture can be directed to the preservation and reproduction of culture (creating conditions for the preservation, use, and actualization of cultural heritage). In addition, culture can act as a condition and tool in programming.

There are specific reasons for the strong focus on socio-cultural programming technologies that characterize contemporary cultural management. Participation in the development of programs or the implementation of programs provides an opportunity to use additional, targeted financing opportunities from the state budget. While the targeted program is the basis for attracting additional funds from various sources, the sponsors of cultural programs can be both government agencies and organizations, as well as commercial structures, foundations, sponsors, etc.

Cultural programming supposedly complements the development of network and regional plans. Defines the "third dimension" of planning. This allows to coordinate the efforts of joint performers, regardless of the different partners and their departmental characteristics. The relevance and location of financial resources for the cultural development program in a specific area can increase the interest of actors (organizations, public, creative initiatives, authorities, etc.) together with partners.

The effectiveness of programming in the field of culture and art consists of staging festive and concert programs, holding festivals, exhibitions, targeted tours of creative teams and individual performers, theater performances, and so on. The form of targeted software activity has a number of advantages:

1. Organizations are temporary, they are aimed at solving certain problems within a certain period of time and with a certain level of quality.
2. Targeted programming allows creative integration of the advantages of vertical and horizontal levels of management and coordination. This allows you to focus on solving the problem as much as possible.
3. Program structures help to successfully integrate various types of creative activity and increase the motivation of its subjects.
4. Targeted funding for each program can significantly reduce overall costs.

5. Due to the implementation of such programs, the traditional structure of the institution of culture and art is transformed into a more flexible form that allows employees of different functional units to cooperate in interdisciplinary projects that implement new organizational and meaningful ideas and projects.

Targeted programs sometimes offer competitive allocations of funds. In general, it allows to stimulate activity, initiative and project thinking in the field of culture. The advantages of the program developed in the field of culture can be determined based on the following criteria:

- ✓ scientific validity (consistency, objective evaluation of the programming object);
- ✓ socio-cultural "dividends" (increasing the level of social development);
- ✓ cultural climate in the region (increasing the status of culture and cultural tourist objects);
- ✓ technological feasibility of the program and its institutional support (availability of necessary institutions, employees, etc.);
- ✓ the reality and effectiveness of the obtained results;

Implementation of programs is currently becoming an important mechanism for maintaining the existence of cultural institutions at an acceptable level. Therefore, access to any (regional) program is a very positive factor for creative initiatives, cultural institutions, communities, municipalities and other structures. The development and implementation of targeted programs in the field of culture can be carried out according to the following algorithm:

1. The information-analytical stage, which includes the collection, processing and analysis (diagnosis) of information about the object, programming.
2. Standard and prediction stage. At this stage, the development of the problem situation is predicted even if a program aimed at optimizing the problem situation is adopted, even if the current trends are maintained.
3. Conceptual stage. Establishing the goals and objectives of the program, directions for providing resources, and justifying the social base, infrastructure, and mechanism of program implementation.
4. Design and planning stage. Conduct hearings, program evaluation, approval, contests, etc.
5. Implementation stage. Implementation of the program.
6. Control and correction phase. Analyze the progress of the program and, if necessary, adjust it.

The first phase represents the program development process. Program development is very important in socio-cultural programming. Another targeted program in the field of culture is preceded by a long period, during which the concept of the program matures. Justifies its relevance and problematic nature of the situation. During the development of target programs, the content and organizational components of the software are determined. Including the problem that forces the program to develop.

It is followed by the ideas and methods of expanding the problem, the goal and the expected result. The sequence of tasks and the provision of resources are carried out in the next sequence.

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