

Increasing Attention to the Development of the Ethical-Aesthetic Culture of Management Staff under Globalization

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ABSTRACT: In the article, the role of factors in the formation of the ethical and aesthetic culture of management personnel, the changes taking place in the social foundations of society in the current conditions of strengthening market relations, information attacks that are foreign to our national values, evil and base intentions, malicious goals are hidden due to the fact that the flow of information is both accelerating and expanding in the process of globalization. The issues of rapid development of counter information field, expansion of its scope and capabilities, effective implementation in various areas of state and community life are analyzed.

KEYWORDS: management personnel, moral and aesthetic culture, market relations, moral education, aesthetic values, globalization process, national values, information flow, personnel policy, spiritual culture.

The main goal of the continuity and consistency in the upbringing of the mature generation in Uzbekistan is to educate and bring up a new thinking person who arises from the social needs of his era and time and responds to them. In this sense, moral education of a person is a factor of achieving aesthetic culture, and aesthetic culture, in turn, requires the perfection of moral qualities. Perfect human qualities are based on the unity of physical and spiritual-moral beauty. Therefore, the harmony of personal qualities, spiritual-ethical, educational and aesthetic aspects are of great importance in the upbringing of a mature generation.

The following factors play a major role in the formation of the moral and aesthetic culture of management personnel: - the social environment in which they were born and raised; educational system; it is also necessary to emphasize the provision of legality, fairness and openness in management. In the current conditions of strengthening market relations, the changes occurring in the social basis of society, new social-class groups emerging as a result of social stratification processes of society, as well as national-ethnic units that provide diversity of society form the basis of the social basis of society. The correct organization of the activities of these social-class strata and units has a positive effect on the management of the society and ensures the socio-political development of the society. Therefore, in the system of Western social sciences, this problem is deeply studied and carefully studied in the sciences of philosophy, sociology, and political science, so we should also touch on some aspects of the social system of the society and react.

The social environment allows a person to realize his talents and possibilities in all spheres of spirituality, a modern worldview and a new aesthetic thinking. Conflicts in the process of moral-aesthetic education and moral-aesthetic culture - the diversity of the level of education and many other aspects in the moral-aesthetic consciousness and activity of some citizens - the increase in aesthetic knowledge and the low level of emotions; diversity of moral-aesthetic knowledge and beliefs; the growth of consumption of moral-aesthetic

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and artistic values and the low level of educational culture; the need for perception and the need to create moral-aesthetic values; between moral and aesthetic consciousness and aesthetic attitude to work, behavior, life, in general - between the demands of the society on the moral and aesthetic culture of citizens and the level of their real aesthetic development - causes certain conflicts. Ethical-aesthetic education is aimed at eliminating these conflicts and changing the level of moral-aesthetic culture of people through the assimilation of moral-aesthetic values and the moral-aesthetic experience of humanity.

The concept of "ethical-aesthetic culture of a person" describes the synthesizing, qualitative and quantitative nature of a person's moral-aesthetic development: the standard of individual's assimilation of high moral-aesthetic values in society; the level of development of all elements of a person's moral-aesthetic consciousness, personal needs, abilities and ideals; represents the norm of their implementation in all spheres of life. That is why the concept of "moral-aesthetic culture of a person" fully reflects the objective and result aspects of moral-aesthetic education.

The emergence of the management function is the distribution of management work, which allows to significantly increase its efficiency. The level of social division of labor has always been a leading factor in the development of society. "A great progress in the development of the productive power of labor and a significant share of skill, when it is directed and carried out with skill and intelligence," wrote A. Smith, - ... became a consequence of the division of labor" [1]. General management was sufficient for ordinary work. However, in the process of production development, ordinary organized people become specialized, and this creates the conditions and opportunity for the separation of specialized types of management activities - management functions. Such specialization will encourage more competent and efficient implementation of management activities.

The Russian school of management distinguishes the following main functions: goal setting, analysis, forecasting, planning, organization, coordination, justification, accounting and control, communications, decision-making [2].

The process of globalization is accelerating and expanding the flow of information. As long as this is the case, our national press should have a fixed word, a firm position, and harmony in form and content in order to be an effective weapon against information attacks that are foreign to our national values, with evil and base intentions and malicious goals. Therefore, rapid development of the information sector, expansion of its scope and capabilities, effective application in various areas of state and community life are becoming urgent issues. In this regard, several works have been carried out in our country over the past years. In particular, it should be noted that organizational and legal measures aimed at liberalizing mass media, ensuring freedom of speech, and the creation of a strong legal framework. During the past period, about ten legal documents related to the field of mass information were adopted. It is noteworthy that as a result of these works, the number of print media has increased by 1.5 times and the number of electronic media has increased by 7 times in the last ten years.

Globalization, which is of particular importance in the process of social development, is making new demands on the aesthetic culture of every country, people, nation, or individual. In the development of society, "every social phenomenon has its positive and negative side, and the process of globalization is no exception. Currently, its extensive influence can be seen in almost all fields. In particular, the strengthening of integration and cooperation relations between states and peoples, the creation of facilities for the free movement of foreign investments, capital and goods, the labor force, the creation of many new jobs, the rapid spread of modern communication and information technologies, scientific achievements, the development of various values harmony on a universal basis, a new quality of communication between civilizations, an increase in opportunities for mutual assistance during environmental disasters - naturally, all this is achieved thanks to globalization" [3]. In such a situation, only a person armed with the ideology of independence,

without separating from national heritage and values, will have a correct attitude to globalization, modern socio-political and spiritual-philosophical problems.

Philosopher and scientist S. Otamurotov noted that in recent years "the impact of this process on the national-spiritual life, on the decay of moral values, customs and traditions is developing especially rapidly" [4]. Therefore, each of us should carefully protect the priceless spiritual masterpieces of our people. At a time when globalization affects all aspects of social life on a global scale, the task of taking measures for the perspective of spiritual development has become a social necessity for every individual, nation and country.

Harmoniously combining the requirements of the free democratic state being established in our country with the spiritual and moral values of our people has become the determining principle of spiritual reforms. Because state management, economic development processes had to be combined with spiritual and aesthetic perfection, high morality. Therefore, the reforms in the education system provided for the spiritual-aesthetic and moral development of young people as individuals, as well as their mental and physical development. Of course, moral and aesthetic culture has a great role in this. Aesthetic culture is closely related to artistic culture. The artistic culture of the society is an important sphere of the universal aesthetic culture of the society and a socio-spiritual phenomenon that largely determines its character. Artistic culture is relatively independent and the process of development and spread of artistic culture in the society is the essence of art considered in a broad social sense. It is the objects and events that have become the object and subject of artistic perception of real reality, and directly covers the group of artistic creative people, as well as institutions and associations that create and distribute art values.

"In the 20th century, the acceleration of the globalization process and the beginning of the formation of a global civilization changed the character of world ideologies. The lack of a powerful ideology to replace them, and the changing geopolitical goals, have exacerbated the negative impact of these ideas. In such conditions, only the nation that clearly defines its purpose, understands its needs and interests, has its own beliefs, in a word, has formed its own national idea, will save its future and determine its perspective" [5]. Therefore, on the basis of national values, it is necessary to enrich the spirituality of a person with advanced worldview, to be ready in every way to transfer the rich aesthetic culture to the future as a form of understanding and preservation of identity despite various ideological pressures.

It is known that every person's spirituality, aesthetic culture is formed in the family, and then under the influence of social life. A healthy social environment plays a major role in order for the aesthetic culture of a person to correspond to the spiritual spirit, ideology and needs of the time. Because, in any spiritual culture, all national and spiritual values should be in harmony, unity, and proportionality.

Personnel policy includes requirements for the work of employees. In a broad sense, personnel policy represents a set of measures related to the training of employees and employees of the organization, their selection and placement, their attestation, their transfer to other positions, awarding, punishment and dismissal [6].

One of the most important areas of personnel policy is related to the development of personnel, their training, retraining, improvement of qualifications, solving tasks related to their career, rejuvenating personnel, and identifying ways to motivate them. Personnel policy should reflect the development of social relations in the country.

Taking into account the results of scientific research, the potential of personnel is manifested in the following:

- mental potential, includes abilities acquired within the framework of continuous education;
- social potential includes the ability to engage in communication that ensures effective socialization;

- potential related to professional experience, includes skills of generalization of experience related to professional qualifications;
- psychological and physiological potential [7].

Personnel capacity is one of the main factors determining the effectiveness of the state power and local government bodies. However, the potential of personnel is not only measured by their abilities, but the opportunities to realize these abilities are also considered important. In addition, formation of new skills in management personnel, further development of their existing skills, and in the implementation of these processes, it is of priority importance to derive from the interests of society, organization and people.

The coefficient of mental abilities is an important indicator of the quality of human resources. After all, science and education are destined to become the main source of development of society in the near future. It is with the help of science and education that such a layer of the nation is formed, for whom creativity and creativity become the norm of life.

Human resource potential of the society and the system of state agencies and local government bodies are interdependent and mutually influencing. After all, the personnel potential of the society and human resources serve as the foundation for the formation of the personnel potential of the state administration bodies.

In the process of providing professional training to personnel, professional and personal qualities are determined and moral qualities are formed. activity in teaching and labor activities are necessary conditions for the growth of professionalism in personnel. At the same time, vocational training should have a content-advancing nature, be permanent, continuous, be directed to the development and enrichment of personnel potential, and also encourage employees to work conscientiously and efficiently.

At this point, it is necessary to emphasize the importance of responsibility for leadership activities. Responsibility is related to the fact that it is a universal phenomenon and the ability of a person to understand and control his own behavior. As a social institution, accountability is ensured through various social norms. The issue of responsibility in the field of public administration is considered a particularly acute problem. "Responsibility" means that the subject of management acts in accordance with legal norms, is active and understands the duty to the state and society. After all, local state administration bodies and officials serving in these bodies are accountable to the population, the state, individuals and legal entities in accordance with the law. The following forms of responsibility are distinguished in management [8]:

1. moral and ethical responsibility;
2. political responsibility;
3. legal liability.

While legal responsibility begins with breaking the law, political responsibility arises due to deviation from political goals, programs, and moral responsibility is associated with unethical behavior. legal responsibility requires adherence to several principles. These are: the principle of legality, the principle of equality of all before the law, the principle of action in accordance with the purpose, the principle of inevitable punishment.

In conclusion, a leader's potential, general culture, mastering the rules of behavior, public speaking skills, strong will, honesty, caring, hardworking and other personal qualities are the main factors of influencing people. On the contrary, the decline of the authority of the leader, the defects in his speech, the inability to solve economic relations, the weakening of determination, and the defects in behavior sharply lower the level of his influence on team members.

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