
New Working Methods of Cultural Centers

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Annotation: the article talks about the requirements for the management of cultural centers, the reforms implemented in the field. To provide a complete understanding of the methods of systematic organization of creative processes of cultural centers, management of the activity of clubs.

Keywords: cultural center, director, poster, foe, studio, club, methodology, repertoire, council.

Our republic has 1,537 cultural institutions, 832 cultural centers, 274 cultural and recreational parks, 312 children’s music and art schools, 39 theaters, and museums. 549 artistic amateur teams with the titles of “People’s” and “Exemplary” are operating in cultural centers. The fact that 317 of 826 cultural centers have been repaired, 374 are in need of capital repair and reconstruction, and 135 of them do not have their own building and are located in the building of other organizations. On March 30, 2019, the decision of the Cabinet of Ministers No. 264 “On the approval of normative legal documents related to the activity of cultural centers” was adopted. Based on the decision, the Regulation on the cultural center, the management system, and the Regulation on determining the criteria for evaluating the effectiveness of the activity of cultural centers were approved. forming exemplary programs that embody traditions, preserving and developing folk art and artistic amateur art, organizing various clubs, studios, courses, amateur clubs, artistic amateur teams and creating favorable conditions for their activities reflects.

The model charter defines the goals and tasks, rights and obligations of cultural centers, as well as the procedure for organizing their activities. According to its organizational and legal structure, the cultural center is a public institution within the system of the Ministry of Culture of the Republic of Uzbekistan. is its main activity. In its activities, the Center follows the Constitution and laws of the Republic of Uzbekistan, decisions of the chambers of the Oliy Majlis of the Republic of Uzbekistan, Decrees, decisions and orders of the President of the Republic of Uzbekistan, decisions and orders of the Cabinet of Ministers of the Republic of Uzbekistan, this model Regulation and other legal documents.

As a legal entity, the center has a personal treasury account number in the treasury department of the Ministry of Finance of the Republic of Uzbekistan, a seal, stamp and letterhead with the image of the National Emblem of the Republic of Uzbekistan and its name written on it, one central cultural center in each of the centers of districts and cities, the population of villages and towns is seven thousand. Centers are established when there are more than one person. In the Republic of Karakalpakstan, regions and the city of Tashkent, respectively, the Centers under the republican and regional subordination will be established, to which the standards of the states, the conditions of remuneration and incentives for the work of employees will be applied. The legal obligations of this organization include participation in the promotion of state programs and other targeted programs in the field of culture and art, establishing cooperation with creative associations and associations in foreign countries in accordance with the established procedure, and having the right to participate in international activities.

The Center may also have other statutory instruments in accordance with the legislation.

The center is obliged to:

- organization of payment of wages, security of equipment, social security of employees and social protection in a specific way, as well as implementation of the conditions provided for by law;
- protection of the rights of employees and participants of the Center structures, as well as clients;
- keeping work logs in accordance with the requirements approved by the Ministry of Culture of the Republic of Uzbekistan, which are the basis for determining and controlling the indicators of the Center's activity;
- targeted and effective use of the center's property;
- implementation of programs, action plans, "roadmaps", other program documents on their activities;

In accordance with these legal documents, he may take other obligations. The Head of the Center is personally responsible for the effective performance of tasks and functions assigned to the Centers.

In terms of managing the activities of cultural centers, the center is managed by a director appointed by the heads of the Ministry of Culture of the Republic of Karakalpakstan, regional culture departments, Tashkent city culture department and heads of district (city) culture departments. By the directors of the Center under the management of the Ministry of Culture of the Republic of Karakalpakstan, regional cultural departments, the Tashkent city cultural department:

by the heads of the Ministry of Culture of the Republic of Karakalpakstan, regional cultural departments, the main culture department of Tashkent city;

district, city subordinate Center directors - by the heads of district (city) departments in agreement with the Ministry of Culture of the Republic of Karakalpakstan, regional culture departments, the main culture department of Tashkent city;

the directors of the Center subordinated to villages and towns are appointed and dismissed by the heads of district (city) cultural departments.

the director of the center conducts his activities based on the relevant legal documents of the Republic of Uzbekistan, orders and instructions of the Ministry of Culture of the Republic of Uzbekistan, and this Regulation. The director directs the activities of the Center on the basis of sole leadership and is personally responsible for the fulfillment of the tasks and functions assigned to the Center. The director's rights include:

Introduce the center to the state, public organizations and institutions through its high and exemplary activities;

- ✓ according to the labor legislation, appointing and dismissing employees, as well as taking measures against them and encouraging them in special cases;
- ✓ making proposals and recommendations to relevant organizations to improve the activity of the center;
- ✓ carrying out the financial and economic activities of the center, concluding contracts related to its activities in the appropriate manner;
- ✓ if the building of the center, as well as other objects intended for the event, are unusable or in a state of emergency, stop the work and move the event to another place, notifying the relevant agencies and officials;
- ✓ proper organization of the work of the center's employees, effective distribution of tasks, wide implementation of educational activities in the team and establishment of a healthy moral environment;

- ✓ planning the work of the center, keeping records, collecting documents, preparing and submitting reports, implementing the plan for providing paid services to the population in a timely manner and on the basis of the correct direction.

Director:

He is responsible for the full performance of the duties assigned to him.

strictly observes the internal procedures and regulations of the Center during its activities.

The composition of the public councils established in the centers is approved by the organization to which the center is directly subordinated. The artistic council formed on the basis of the public – considers the programs of cultural and educational events organized and held by the Center, theatrical concerts and performances, repertoire plans of artistic amateur groups with the title “People’s Amateur Team” and “Children’s Model Team”;

Methodical council – reviewing and approving the curriculum and programs of the Center's structures, making decisions on the organization of new clubs and teams based on the Center’s activities, and discussing issues related to further improvement of its activities, submits relevant conclusions to the Center’s director. At this point, it should be emphasized that the differential approach to different segments of the population: issues of the elderly generation, women, teenagers and young audiences are also among the main issues of the Centers’ activity.

Culture the main tasks of the Center are:

to improve the quality of cultural services to the population, to satisfy their cultural needs and to ensure the meaningful passage of their free time, to form exemplary programs of creative communities that embody national values, customs and traditions;

preservation and development of folk art and artistic amateur art, establishment of artistic and practical creative teams, amateur groups and creation of favorable conditions for their activity, and systematic enrichment of the creative process;

attracting children to clubs, learning foreign languages and organizing courses on “speech culture”, wide promotion of all genres and directions of folk art, amateur art and intangible cultural heritage and their original state passing on to the next generation;

organizing spiritual-educational, cultural-public events with figures of literature and art and professional creative groups, holding direct artistic meetings and roundtable discussions with the population, especially young people, with their participation;

conducting contests, district (city) festivals of folk art and performing arts, identifying talented young people, supporting creative young people;

organization of public holidays, performances and public entertainments, providing paid services to legal and physical entities in the socio-cultural sphere;

organization of various circles, studios, courses, amateur clubs, artistic amateur teams.

The composition of the public councils established in the centers is approved by the head of the organization to which the center is directly subordinated. Artistic and methodical councils are established in the center based on the types of activities. Community-based:

Artistic council – reviews and approves programs of cultural and educational events, theatrical concerts and performances organized and held by the Center, repertoire plans of artistic amateur teams with the titles “People’s Amateur Team” and “Children’s Exemplary Team”. Methodical board – reviewing and approving the curriculum

and programs of the Center's structures, making decisions on the organization of new clubs and teams based on the Center's activities, discussing issues related to further improvement of its activities, and drawing relevant conclusions Introduces to the director of the center.

On the activity of cultural centers:

Today, 832 cultural centers are operating in the system. In 2021, 23 cultural centers were completely renovated, the material and technical base was strengthened, and creative activities were enriched. Over the past years, the total number of cultural centers commissioned has reached 375. As of January 2022, the number of clubs in cultural centers has increased to 3,937, in children's music and art schools to 573, and the number of clubs organized in general secondary education institutions with the support of center staff has increased to 12,943 (17,453 in total).

53,210 residents are involved in these circles, and it is noteworthy that 44,130 of them are young people. 1,699 folk amateur ensembles operate in cultural centers. As of 2021, the number of teams awarded the titles "People's amateur team" and "Exemplary children's team" was 599. Bukhara, Namangan, Syrdarya in 2021 and 36 amateur teams in Fergana regions were provided with stage costumes worth 785 million soums and musical instruments worth 265 million soums from the state budget funds. Also, within the framework of five important initiatives of the President of the Republic of Uzbekistan during 2019-2021, cultural centers were provided with 7,995 musical instruments of 9 types at the expense of local budget funds.

If there are two or more exhibits placed in a row, the distance between the exhibits will be closer to the wall. If the exhibits are of different topics and sizes, they will be placed in groups (blocks). That is, exhibitions on one topic and exhibitions on another topic are significantly separated. The lower part of the exhibits is required to be in the same plane with respect to the ground. But our exhibitions, as we said above, are of different sizes and if the difference between them is noticeable, they are placed in relation to the center. Also, based on the concept of the exhibition, there are cases of non-metric placement of exhibition tools. If the size of the exhibition means is different, it is necessary to place the larger size of the exhibition means in the lower row. If the number of exhibits on the lower and upper floors is not divided equally, it is recommended to place more exhibits on the lower floor than on the upper floor. If people's photos are used in the exhibition means, it is appropriate to pay particular attention to the fact that the gaze of the person reflected in the photo is directed towards the center. The person depicted on the right side of the exhibition should be looking to the left, and the person depicted on the left should be looking to the right.

Taking into account that the light falling into the room and the colors in it have the ability to improve people's feelings and mood and prevent fatigue, it is necessary to pay attention to the level of natural light falling into the room when choosing colors for the exhibition equipment. Buildings with windows facing north, north-east or north-west do not receive direct sunlight, so the level of light in the room will be low.

In artistic decoration, there are forms of visual propaganda such as panels, posters, slogans, invitations, posters, stands, corners, tribute boards, photo albums, photo exhibitions, photo booths, and photo showcases. Along with panel in the sense of a majestic painting or relief image intended for a special place, this word is also used today as a form of visual propaganda tool. The panels are mainly made into large banners and placed in central streets, markets, stations and places where people are crowded and where public events are held. It is used as a means of carrying out propaganda work condemning vices such as human trafficking, terrorism, drug addiction, as well as positive situations such as the great changes taking place in our lives, the creative work being carried out in our country, the attention given to young people and, as a result, the achievements of our youth on the world scale. Photos, text, tables and diagrams are used to cover the topic.

In this type of stand - a visual promotion tool, there is a wide possibility to take into account the change of season and content. The information on the stands is made convenient for frequent changes. Plywood is mainly used for the stand. Special glass boxes are made for placing documents. Documents related to events held in cultural institutions are placed in these cells. Cultural employees or persons related to the event will use the materials from this stand when they find it necessary. If another event is held in due course, the documents on the stand will be replaced with documents related to the topic of the event. Stands called "Skillful Hands" and "Our Achievements" are also widespread, where products made by members of the sewing, painting, and woodcarving circles are displayed. Such stands are made of slats. A poster is a type of graphic, a work of visual art on a large sheet. A short text is attached. Serves promotional, advertising, informational and educational purposes. Modern posters are usually reproduced in a printing press from the original created by the artist. They differ from other information sources by their unique artistic means, such as being visible from afar, being very impressive, popular, rich in irony of the image, using common symbols, comparing volumes of different shapes, and using generalized pictorial forms. A slogan is a call expressed in a short form expressing the main idea, issue or political demand.

The slogan is chosen based on the content of the event and the audience that will participate in it. Slogans serve to increase the effectiveness of the event. The slogan is used not only at events, but also in the building's foyer, corridors and club rooms. It is also highly effective to use aphorisms (wise words) for this purpose. A poster is a special announcement about performances, concerts and other literary events. It is attached to special boards in the cultural center, streets, squares, social objects depending on the theme of the event. The term poster was first used in 1934 in America to refer to advertisements for theatrical and motion picture repertoire. Board of Honor – a special board that displays the names and photos of production pioneers. It is appropriate to provide information about the lives and activities of representatives of science, art and literature from the region. There are also cases of honor boards being named based on the region or content.

A corner is a place (shelf, table, or stand) set aside for a collection of documents related to a field, which includes orders, plans, programs, and reports related to the field, as well as materials covered in the press. "Information Corner", "Trade Union Corner", "Amateur Circles Corner", "For Young Professionals", "Help to Cultural Workers", "Cultural News" and other topics provide detailed information to the reader. On the banner on the facade of the building, notes such as "From national revival to national rise", "Human-high value" and the name of the year of publication will be written. On the right side of the door of the central building is the office counter, and on the left side is written the working hours.

Methodology room – stands on "Methodical manuals", "work experiences of cultural centers" and a corner of the cultural center providing practical assistance to clubs, monthly and annual work plans of the cultural center, event scenarios, folders of written and statistical reports will be placed. From another shelf, the volumes of the sessions of the Oliy Majlis of the Republic of Uzbekistan, the laws, decisions and decrees of the President and the government on political-social, economic, ideological and cultural issues, thematic volumes of lectures, conversations and lecture series on various topics, "Literature and Art of Uzbekistan", "World of Books", "Khalk sozi" newspapers, "Teatr", "San'at", "Guliston" and other magazines, there is a catalog of materials. On the table next to the shelf are cultural and educational works, literature covering the work experience of artistic amateur teams, theater repertoires, concert programs, invitations, posters, letters of recommendation, information, photo albums and booklets covering the activities of artistic amateur clubs and teams, diplomas obtained in various competitions and contests. and an exhibition of honors will be organized. In a word, the cultural center should be equipped as a true center of spirituality and enlightenment.

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