

## Section 1. Art studies and cultural studies

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### METHODS OF INNOVATIVE APPROACH IN MANAGEMENT PSYCHOLOGY OF ART AMATEUR CIRCLES AT CULTURAL CENTERS

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#### Abstract

**The purpose of the research:** Introduction and application of innovative approach methods in the psychology of managing artistic amateur circles in cultural centers.

**Research methods:** We can use the hamburger method, which is considered one of the bi innovative methods in this regard. We can use the hamburger method, which is considered one of the bi innovative methods in this regard.

**Research results:** The use of innovative methods of approach in psychology of artistic amateur circles under all cultural institutions located throughout the Republic and cultural centers located in the city of Termez.

**Practical application:** The tradition of psychological evaluation of leading personnel, development of a set of qualities necessary for them, and the study of the issues of correct selection of candidates is widely covered in this article. Innovative approaches to the management psychology of artistic amateur circles at cultural centers and the seriousness and relevance of scientific research in this field are discussed. Proposals and comments were made on the issues that should be implemented in terms of expanding the activities of culture and art institutions, widely promoting our national culture among the population, meaningfully organizing the free time of young people, increasing the attention of our people to our culture and art, and fully involving them. It is described that in the relations between the employee and the leader in the centers, it is necessary to approach the problem solving with modern methods and innovative ideas.

**Keywords:** *Culture and art institutions, culture houses, amateur teams, clubs, Classical School of Management, innovative, leader, personnel, psychology, demanding, intellectual, demanding, hamburger method*

### **Introduction**

For New Uzbekistan, which is moving from national revival to national growth – to fundamentally improve the management system, to create conditions related to the selection, training, retraining, upgrading of skills of leading (young) personnel and their higher level of knowledge. Issue is becoming an important factor of development. Addresses of President Sh. Mirziyoyev to the Oliy Majlis, conceptual ideas that make up the content of his works, decisions made by the Legislative Chamber of the Oliy Majlis and the Government also show that this issue is a very urgent problem of today.

Today's realities show that it is not for nothing that the 21<sup>st</sup> century was predicted to be the century of high information technologies and a sharp increase in intellectual level. This situation calls for reforms in the field of human relations, choosing subtle and unique ways of dealing with people of high intellectual level and effectively influencing them. If we take the example of Uzbekistan, it is necessary to form a layer of managers who are not free from the influence of world civilization and universal values, without losing the unique aspects of our traditions, national values, and mentality, through their activities, justice, inculcating the foundations of humanity and democracy in people's minds and consciousness is the demand of the times.

After all, President Sh. Mirziyoyev noted: "It's one thing to be demanding about work, and it's completely different to touch people's personalities. Do not forget that people can obey you at work, they have equal rights with you in any other matter. ... We all know very well that our people are noble and honorable people. Our people can tolerate everything, but I say again and again, they cannot tolerate injustice and unfairness. A real leader, a real leader, is not appointed to test the endurance of people, but to create suitable conditions for them. Leaders at all levels – whether he is a minister or a governor, head of an office or organization, should be an example and example to everyone with their manners and culture."

### **Materials and methods**

In the course of practical work in this regard, on the basis of the decision of the Presi-

dent of the Republic of Uzbekistan dated May 30, 2018 PQ-3755 "On measures to create a modern system of selection of promising management personnel on the basis of selection" on a systematic basis "Taraqqiyot" republican competition for the selection of promising management personnel every 3 years in order to ensure their acquisition, as well as to help continuously improve their professional qualifications in the system of state and economic management, local executive authorities and other state bodies and organizations. It has been launched. There is a tradition in the field of social psychology of psychological assessment of leading personnel, development of a complex of qualities necessary for them, and study of issues of correct selection of candidates. The seriousness and relevance of the scientific research carried out in this field has led to the emergence of an independent direction called management psychology. Management goals and tasks create management relationships, and management psychology studies the composition of these relationships. As we have seen, management psychology interprets the relationship between the subject and the object of management during the implementation of management goals and tasks. Another group of tasks of management psychology is the formation of management methods, and this activity consists in developing the possibilities of influencing in order to ensure the effective operation of the organization. We divide the methods of influencing the personnel of the organization into three groups: administrative, material and influence in spiritual forms. Each of these shows a certain psychological content, and management psychology, as a science, studies the possibility of these measures influencing the employee. Among such influence measures, great attention is paid to the issue of motivating employees, i.e. arousing enthusiasm for the work they perform. According to the methods of influencing the management object, its direct and indirect forms of influence are distinguished.

One of the main concepts of innovative approaches in management psychology of art amateur circles at cultural centers is the subject and object of management. If we bring to mind the process of direct management, we can imagine the manager as the subject of management, and the employee and the

work team as the object. However, the fact that the leader organizes his activities and manages himself requires understanding him not only as a subject of management, but also as an object. Professional improvement of the leader, acquisition of self-management skills, becomes one of the main topics in organization and personnel management. Based on the above considerations, human activity in the management process is accepted as a subject of management psychology. The sphere of culture and art is to create works of art that show the spiritual image of our people, their way of life, in a word, to express their identity, to increase the quality of services provided by culture and art institutions. is based on, and most importantly, a field that works with people.

We can say that if all 826 Cultural Centers that are currently functioning fully fulfill the following main tasks assigned to them, the society will definitely develop stably. Including:

- 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 teams 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, organizing courses on learning foreign languages and “speech culture”, wide promotion of all genres and directions of folk art, amateur art and intangible cultural heritage and their original pass 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 folk entertainments, providing paid services to legal entities and individuals

in the socio-cultural sphere according to contracts concluded with them;

- consists of organizing various circles, studios, courses, amateur clubs, artistic amateur teams.

Currently, the activities of cultural centers, in general, expanding the activities of culture and art institutions, widely promoting our national culture among the population, meaningful organization of free time for young people, increasing the attention of our people to our culture and art, and fully involving them have been raised to the level of state policy. The use of this method when conducting explanatory work for managers is very effective:

**Figure 1.** *The hamburger method*



Such innovative and creative approaches are specially designed for management personnel and are one of the most effective ways to explain things to employees. The implementation of these approaches in every culture and art institution, culture house is a great innovation for the society and the field of management.

Today, the leaders of the cultural centers are required to carry out cultural and educational activities among the population in their territory, to develop the main directions for the meaningful organization of their free time and to monitor their implementation, to organize activities in accordance with the Center's Charter, to provide the center with qualified specialist personnel, to implement the documents related to the field of the center. drawing up plans for implementation, creative-production and financial-economic activities, correct distribution of funds, signing business contracts and financial documents, hiring and firing, issuing orders and orders within the scope of their authority, labor protection, safety

equipment and fire prevention measures a number of priority tasks such as monitoring compliance, cooperation with state authorities, local and foreign organizations, forming amateur creative groups, organizing work on improving the skills of employees, keeping accounts (paid services) based on the activity of the center, submitting reports on time placed. But one of the most important issues is the management psychology of the artistic amateur circles of the cultural centers of the leading personnel. First of all, the head of the center should be able to understand and supervise his subordinates in terms of humanity, and most importantly, he should be a role model for his subordinates. For this, of course, it is necessary to have a highly educated practicing specialist of the field who meets the qualification requirements, correctly assesses the problems, has far-sightedness, and knows a foreign language. When the manager can perform the task assigned to his employee admirably, then the intended result is achieved.

### **Conclusion**

In conclusion, it should be mentioned that today life requires a new way of thinking

and working, forming our national “centers of intelligence”. Therefore, a lot of responsibility and dedication is required from employees working in cultural centers. In the new Uzbekistan, cultural centers should play the role of the greatest force spreading culture and art among the people. The problem of learning the leader’s personality has been an important issue in all eras of human society. The main reason for this is that, firstly, the social relations of each era required someone to be at a high level in terms of social status, and secondly, the way of life, prosperity, level, well-being, and happy marriage of people depended on the person of this high position, his it depends on different qualities and characteristics, and I would like to introduce this as a recommendation at the end. Using innovative approaches in the management psychology of artistic amateur circles at cultural centers, establishing wide use in culture and art institutions, cultural houses, and musical circles, and through this, the cultural sphere, cultural management, which is now being formed, helps to further improve the management of art schools and culture houses.

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