



THE ROLE OF ECONOMIC FACTORS IN THE RENEWAL AND DEVELOPMENT OF ARTISTIC CULTURE

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Article history:	Abstract:
Received: May 11 th 2021 Accepted: May 28 th 2021 Published: June 30 th 2021	The article discusses the role of economic factors in the development of artistic culture, the innovative processes that have occurred as a result of the use of marketing in the socio-cultural sphere as a guarantee of strengthening in Uzbekistan as a market.
Keywords: : Market economy, spiritual and cultural enlightenment, management, oriental mentality, artistic values, art fans, marketing, economic factors	

INTRODUCTION

The transition of the Republic of Uzbekistan to a market economy, which is directly related to the renewal of artistic culture, necessitates a radical reform of its management. Consequently, the effectiveness of the implementation of state policy related to spiritual and cultural-educational work depends in many respects on this. It is known that in the recent past, the state order in the management of artistic culture in our republic was the basis of the policy of its management, in essence, expressed the goals of the communist ideology. Today, the freedom of speech and belief, freedom of thought and expression, enshrined in our Constitution, form the basis of the artistic policy pursued in our republic. Therefore, the art culture, which is the most important area of unique and full expression of the creative freedom of the individual, is based on the principles of the Eastern mentality, the spirit of the Uzbek people, social orientation.

MATERIALS AND METHODS

Preservation of cultural heritage, support of innovation and freedom in creative activity, popularization of artistic values, improvement of aesthetic and educational education of the population, art

The essence of this policy is to treat the work of artists with care, to create conditions for the emergence and creative development of NEW talents.

The administrative forms of management in this area, which existed in the recent past, do not justify themselves in the context of market relations. Therefore, it is very important to develop methods that meet the new conditions in the management of art culture in the transition period. As the First President of the Republic of Uzbekistan IA Karimov noted, "One of the biggest things in this regard is the preparation and rapid adoption of the necessary laws in the field of education, culture, press and publishing. We know that such sponsors should be given relief. But sponsorship is a true artistic endeavor, a truly creative event

It is the first and largest sponsor of such areas.

It should be noted that the creative use of colorful models used in the field of art culture management at different stages of development in the world, as well as in the near abroad, has a positive effect. These models are mainly characterized by the following areas: first, the governing functions of the state focus only on the organizational aspects of creating, distributing and mastering artistic values, secondly, creating conditions for artistic creation and solving problems of mastering artistic goods; thirdly, this management is limited only by the implementation of value-oriented and educational functions; fourth, the management of artistic culture will be at the disposal of its social institutions, the importance of organizing it on the basis of marketing is given; fifth, in this process, a socio-state, political and economic system based on cooperation between the state and social institutions, coordination with external management, freedom of creativity and legal control of artistic mastery will be created.

External marketing, on the one hand, studies the spiritual and artistic interests and needs of the population in order to ensure the purchase of products in the market of artistic values, on the other hand, provides practical assistance in educating and developing the artistic tastes of art fans.

RESULTS AND DISCUSSION

Development of tourism, the world of our country. As a result of taking a worthy place in the community and the open policy of our state, a market of folk handicrafts, called the art trade, has emerged. Indeed, art trade is a very delicate field, which requires the stability of certain norms, otherwise the classical, traditional products of our people can be rudely adapted to market interests, the market of glossy products can be decided, under the influence

of which historically formed traditional products lose their essence. shallow, artificially propagated. According to experts, the production of applied arts should be based on a combination of aesthetic, social and historical aspects . Innovative processes are taking place in Uzbekistan as a result of the use of marketing in the socio-cultural sphere as a guarantee of strengthening the market economy. , publishing, translation, tourism and cultural health services. Commercial areas of show business - the organization of advertising, the sale of musical equipment, formed private firms engaged in the production, production and sale of audiocassettes, CDs, audio and video recordings .

It is known that cultural institutions perform certain strategic tasks legitimized by the state, as these organizations work with the public, realize the talents of the people, such as singing, dancing, acting, art reading, meaningful leisure, the spirit is encouraged to continue the advanced traditions imbued with ideas.

In this regard, the research of cultural scientist VA Alemasov provides important practical recommendations for the use of marketing services in the activities of cultural and educational institutions. According to the researcher, an important aspect of this process is that in the marketing environment, the sources of funding for institutions vary, the scope of activities requires specific funding, but the relationship between the object and the subject of institutions is not normalized by the relevant network. Positive solutions to these problems will expand the scope of initiative and creative activity of institutions, open the way to entrepreneurship. V.A. This is evidenced by the activities of the Club of Business Women in Tashkent, the Center for Computer Games, analyzed by Alemasov

Specialization of artistic activity plays an important role in the context of marketing services. We can see this in the fact that artistic creativity has become a tradition among family communities. In our country, for example, a group that deals only with musical instruments, the bands are mostly forgotten, ancient musical instruments are being revived due to their creative activity. In particular, in the Fergana Valley, many family dynasties of musicians, who have long been accustomed to metallurgy, that is, in copper bowls and percussion instruments, are now active.

CONCLUSION

According to observers, most of the family's musical instruments specialize in playing ancient Uzbek musical instruments with trumpets, horns, drums and quartets. Especially in Tashkent, three or four generations of some families are engaged in this type of performance. Family groups also take an active part in the competitions "Alla", "Wedding songs", creative poets, masters of national performing arts, competitions of gatekeepers, great singers, folklore and ethnographic groups, askiyas and other artists .

Thus, the economic factors of artistic culture are the material and financial means that ensure its implementation and development, funds, entrepreneurship and business in this area, sponsorship and investment opportunities, conditions, their socio-political security. and legal

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