

UDC 008

MANAGEMENT TECHNOLOGIES IN THE FIELD OF CULTURE

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Annotation: The article discusses the problems associated with the management of the sphere of culture. Technologies for managing socio-cultural activities are considered as a resource for improving technological interaction and a specially organized technical process. Keywords: categories, management technologies, cultural sphere, management mechanisms.

The technologies of socio-cultural activities have been thoroughly researched and described from a scientific point of view. The accumulated knowledge in this field is replenished with theoretical and technological innovations. There is a large lag in the study of management technologies of socio-cultural activities, despite its relevance. Technologies for managing the sphere of culture are conceptually saturated with the values of the socio-cultural value of the activity. Here management takes place as a regulator of social interaction and behavior of people. Socio-cultural activities are managed by society as a sphere of activity for involving people in socio-cultural activities, improving their cultural level, and socio-cultural institutions with experience in this field and in management technologically improve socio-cultural processes.

Management technology, as well as other technologies, in their own way, contain the potential to obtain critical information. Thus, they can interact with technology, establishing relationships that are significant for socio-cultural activities, and they never require an absolute monopoly, full opportunity for their experience. They tend to switch to the languages of other technologies, without

which interaction is impossible. Cultural management technologies perform certain tasks and provide interaction with other technologies on the principle of complementarity, forming the totality of the entire technological process of socio-cultural activity. Thanks to various technologies, a person's personality is formed and develops as a result of the influence of a large number of factors, objective and subjective, internal and external, independent of will and consciousness.

In order to participate in cultural processes (programs) of cultural institutions, a person should not know what technologies he was exposed to. It is important for him that it is interesting, informative, useful, exciting, meeting with friends and acquaintances is important, the opportunity to spend his free time culturally and usefully. In this regard, Simon Mundy in his book "Cultural Politician. A quick guide," said: "he is like the head gardener, he knows very well when, what and where to fertilize, plant plants, when to open the garden to the public, but the garden cannot be too controlled when it comes to human cultivation. As with all the best farms in the "Garden of Culture" of the late eighteenth century, there should be not only solid terraces, but also wild thickets, hedges for delicate roses and large open spaces for tall trees. Just like our flowers can grow on their own, but they will be pathetic, isolated bushes growing on poor soils. And soon they will pass by well-groomed and efficient hedges of a neighbor's vegetable garden.

It is important to understand the role and importance of socio-cultural technologies in the context of their interaction with each other, the transfer of resources to improve technological interaction in a specially organized management process. The mechanism is "enabled" due to the establishment of a close relationship between different technologies. Combine the efforts and reserves of each project or program in accordance with the target task. At the same time, organized interaction is not an end in itself, but on the contrary, it serves as a unifying content for effectively solving the problem of public participation in socio-cultural activities.

The established attitude to the sphere of culture, as an area that does not require serious financial and managerial investments, is characteristic not only for Russia, but also for many European countries. Government officials often enjoy culture in their free time, and therefore it seems to them that cultural figures and those who manage them are not working, but having fun. Thus, the problems associated with the activities of officials of different levels in the field of culture have not been formulated in today's realities, therefore, there is no necessary theoretical and empirical basis. What the heads of cultural organizations can and cannot do today, how this managerial layer has developed, what are the main characteristics that distinguish these professionals from managers in other fields, it is up to you to decide.

The dynamic process of integration of socio-cultural institutions into the system of social relations is a factor of awareness of the importance of technologies for the management of the cultural sphere. Today, the state hardly expects a significant increase in the volume of allocations for culture, and the prospects for increasing financial assistance from public funds at the moment are not always realistic. Accordingly, the main task is to solve the problem of finding and attracting an audience in each cultural institution, which forces us to consider a cultural product, service as the dominant category of business, which requires the leaders of the cultural sphere to study.

However, for example, an All-Russian survey conducted by the All-Russian Center for the Study of Public Opinion in 2012 showed that Russian citizens do not have enough free time. It turned out that only 36% of our compatriots have a lot of free time. In October, in addition to the participants of the survey of elderly people, this group included citizens with low education and low incomes. 39% of respondents have free time, but they are dissatisfied with the amount of it, and 23% of respondents said that they have no free time at all. The majority of respondents with financial wealth and citizens aged 25 to 44 years, who live decently in large cities, complain about the lack of free time.

If a person is passive, boring, cruel, has a one-sided mental development, such pathological manifestations as anxiety, depression, depersonalization, indifference to life and a tendency to negative manifestations manifest themselves in him. Therefore, many people perceive the forms of leisure offered to them as mandatory, which is expressed in an acute sense of boredom, longing and loneliness. They have a very weak sense of freedom of choice. Unrealized interests and needs of people to participate in socio-cultural activities lead to a situation described by the new terms "homelessness for leisure".

Another trend in the development of leisure is associated with the complication and elevation of its forms. Education and self-education can be defined as a tendency to self-improvement associated with the experience of creativity, the feeling that personal opportunities are developing, as a result of which club activity begins to occupy an important place.

Based on this, bankrupt and financially wealthy people are an important factor in distinguishing personal activity, and neglect of the spiritual and intellectual development of their free time, the importance of people for successful adaptation to real conditions may be low to suppress the activity of modern life.

The managerial components of socio-cultural activity technologies are determined, first of all, by the efficiency with which new categories of the population are involved in socio-cultural activities, for which new specific mechanisms of socio-cultural integration of modern Russian society are being tested. The effectiveness of planning the prospects for the development of culture, first of all, regions, cities, districts, regional agglomerations of individual settlements, taking into account the level of potential development and the characteristics of the population, can increase cultural potential. Otherwise, the prospects for the development of culture as a whole hardly allow us to really assess the socio-cultural processes on the ground. The manager's activity is always associated with deciphering various contradictions. The general vector of cultural space management is the transfer of expenditures from state budgets (State, regional, municipal) to individual and family expenses. This is reflected in a

general increase in tariffs for cinema tickets, exhibitions, museums, theaters, a reduction in the list of preferential categories and appeals from the population to support the work of cultural institutions. The mission of cultural institutions and corporate projects is a constant choice between available opportunities and specific plans. The concept of strategic development of each cultural institution should be coordinated with the direction of commercial activity and cultural mission. "The project can be considered as a plan, an idea, a plan for a positive change in the socio-cultural situation and the real process (technology) of its implementation."

It is important to find and establish the correct and effective relations of the entire staff of the cultural institution with state authorities, regional and local elites, business circles, associations, foundations, mass media and state institutions.

Effective mechanisms of management and financing of various cultural institutions are built on the basis that forms the collective of a socio-cultural institution. Therefore, the employees of the cultural institution are obliged to create their own recognizable and unique "face" that will give them an advantage over competitors, and professionalism and decency will provide a positive, inspiring and emotional style of communication with the public and the population. It should not be assumed that socio-cultural activities included in the system of market relations are focused solely on making a profit. In their practical activities, socio-cultural institutions are guided by market conditions, but their functional orientation is primarily determined by cultural, educational, scientific, educational, charitable, spiritual and moral goals.

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