

IMPROVING AND DEVELOPING THE PROMOTIONAL ACTIVITIES OF ORGANIZATIONS IN THE FIELD OF CULTURE AND ART

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Abstract

This article provides information and comprehensive opinions on the processes of improving and developing the promotional activities of cultural and artistic institutions.

Keywords

cultural and artistic institutions, promotional activities, cultural services, creative production, society, spiritual values, creative, spiritual need, social media platforms, modern technology, communication, social responsibility.

In an era marked by rapid development of information technologies and processes of intercultural integration, every nation faces important challenges related to preserving its national identity, strengthening it, and passing it on to future generations. In this regard, cultural and art institutions play a vital role in the life of society. Indeed, culture embodies a nation's historical memory, national spirit, customs, and values, while art is a powerful means of evoking refined human emotions and shaping aesthetic taste.

Therefore, expanding public awareness of the activities of cultural and art institutions and effectively organizing their promotional and advocacy efforts has become one of the most pressing tasks.

In recent years, large-scale reforms have been implemented in the field of culture and art in Uzbekistan. Under the leadership of our President, a series of decrees and resolutions aimed at developing this sector have been adopted, leading to the establishment of new theaters, art schools, museums, and cultural centers.

The President of the Republic of Uzbekistan's Resolution No. PQ-4307, signed on May 3, 2019, "On Additional Measures to Improve the Effectiveness of Spiritual and Educational Work," aims to enhance the system of spiritual and educational activities at all levels, increase the efficiency of ongoing reforms in this area, shape the worldview of the younger generation, strengthen their ideological immunity, and foster patriotism, loyalty to the Motherland, and respect for national and

cultural heritage. This is especially important given the accelerating ideological struggles and spiritual threats intensified by globalization and rapid information dissemination today.

In the current era, harmful ideas spread quickly through information channels, and among youth, there are still cases of indifference to national values, susceptibility to harmful ideologies, and even involvement in criminal and extremist activities.

From this perspective, improving the promotional activities of cultural and art institutions bringing them closer to the public, popularizing them, and introducing younger generations to our cultural heritage—becomes one of the most important tools. In today's information age, people, especially youth, tend to obtain information primarily through digital technologies. This necessitates conducting promotional activities in modern formats, extensively using social media, mass media, virtual platforms, and mobile applications.

Currently, sharp social, political, economic, and cultural changes on a global scale, processes of globalization, and the penetration of digital transformation into all spheres of life are profoundly transforming the culture and art sector. The 21st century is the age of information, innovation, and technology, and today's media have become one of the most important and influential factors in society.

Hence, the role of modern information technologies in popularizing the activities of cultural and art institutions, reaching broad audiences, and embedding their significance in public consciousness is invaluable. The rise of culture and development of art are directly linked to the spiritual and moral level of society, its aesthetic thinking, and the ability to appreciate cultural details – something inconceivable without the use of technological means in promotional work.

Effective utilization of modern information and communication technologies to enhance the efficiency of cultural and art institutions' activities is one of the most critical tasks today. This not only enables rapid and broad dissemination of information but also helps shape public opinion about cultural events, art works, theater performances, concerts, and other activities, thereby increasing public interest in culture and art.

Furthermore, promotional work carried out through information and communication technologies develops conscious attitudes among people, especially youth, towards cultural values, historical heritage, and national art.

Today, the Internet, social media platforms such as Facebook, Instagram, Telegram, YouTube, TikTok, as well as other social networks, websites, mobile applications, AI-based systems, and digital marketing strategies have become the most important tools for cultural promotion. Each cultural institution can widely

present its activities to the public, build its audience, and even reach an international scale through its official web portal, social media pages, and multimedia platforms.

For example, the opportunity to watch a theater performance online from anywhere in the world removes borders for culture, turning it into a global phenomenon. Modern technologies provide cultural and art institutions not only with the ability to disseminate information but also create broad opportunities for organizational, methodological, and educational activities.

For instance, virtual museums, 3D exhibitions, interactive tours, online libraries, and audio-video archives enable users to explore our cultural heritage anytime and anywhere. Moreover, digitized online lessons, masterclasses, creative meetings, and art education programs not only popularize existing knowledge but also play an important role in training new generations of creative professionals and specialists.

At the same time, the introduction of modern technologies simplifies the internal management systems of cultural and art institutions. Information systems allow for quick and efficient analysis of important data such as visitor numbers, their feedback, and the popularity of events. This, in turn, enables making precise and informed decisions in activity planning and organizing public events.

Efficient use of modern information technologies enhances the promotional activities of cultural and art institutions, facilitating their popularization and strongly contributing to the spiritual and educational development of the entire society. The key point here is the ability to apply technology purposefully, meaningfully, and creatively, considering it not just as a tool but as a fundamental pillar of cultural progress.

Accordingly, cultural and art institutions should set goals not only to provide cultural services but also to serve the moral, aesthetic, and spiritual upliftment of society, actively utilizing modern information technologies for these purposes.

Additionally, it is essential to develop and strengthen the promotional activities of cultural and art institutions by engaging youth and activating their participation. The progress, spiritual-moral state, and intellectual potential of modern society directly depend on the formation of young people as knowledgeable, thoughtful, spiritually mature, and respectful of national values individuals. Youth are the future, the foundation, and the driving force of any society's development.

Therefore, involving them actively in socio-political and spiritual-educational life, revealing their creative potential, and strengthening feelings of patriotism and national identity is a priority direction of state policy.

In particular, bringing youth closer to the cultural and artistic environment and involving them in cultural-educational activities is of great importance in making them active partners in the comprehensive reforms currently underway in our country.

In today's world of globalization, rapid technological development, and increasing flow of cultural information, youth tend to focus more on modern information sources, digital platforms, and Internet-based entertainment content. While the role of national culture and art cannot be replaced, their popularization among youth should be adapted to their interests and needs.

Therefore, improving the promotional activities of cultural and art institutions through active youth participation and attracting them to these fields is one of the most urgent tasks.

To attract young people to cultural institutions and activate their participation, it is essential first to deeply analyze their worldview, aesthetic tastes, modern perspectives, and needs. Using interactive and innovative methods that capture their attention, organizing events in new formats, and developing exclusive projects and programs for youth can significantly increase their interest in cultural life. For example, young people should be involved in theaters and concerts not only as spectators but also as participants, organizers, and even creators. This encourages their self-expression, enhances social activity, and most importantly, helps them gain a deeper understanding of our national culture.

Currently, music and art schools, youth theater studios, creative clubs, and circles operating across the country provide favorable opportunities for developing young people's interests and potential. However, promoting these institutions more widely and increasing their prestige among youth requires special attention. Modern information channels, especially social networks and internet platforms, play a crucial role in attracting young people to such institutions. Promotion through these channels allows for effective communication with youth and involves them as active participants in cultural processes. Youth participation in culture and arts is not only vital for their personal development but also for the spiritual upliftment of society as a whole. After all, young people are not only active members of today's society but also the cultural ambassadors of tomorrow, carriers of national pride and historical memory. If they do not actively engage in cultural institutions today, there may be no successors to preserve these values tomorrow.

Therefore, every cultural and art institution must prioritize working with youth, viewing them not just as spectators but as partners, initiators, and creators. Especially, attracting young generations to cultural and artistic institutions and

ensuring their active involvement can elevate promotional activities to a new qualitative level. This process, in turn, revitalizes the cultural life of society, enriches the spiritual world of youth, and shapes them as highly cultured individuals imbued with national pride and historical identity.

To achieve this, fully utilizing existing opportunities, applying innovative approaches, and creating cultural-educational content that matches youth needs and interests are among the most important directions for improving the promotional activities of cultural and art institutions.

Improving the promotional activities of cultural and art institutions also increasingly requires close, systematic, and effective cooperation with creators and artists. The core of any promotion in these fields lies in the individual – the artist, their ability to create images, and their capacity to influence listeners or spectators. Regardless of the modern technologies or infrastructure a cultural institution possesses, without a creative team and close ties with artists, its promotional efforts will be ineffective. Therefore, organizing collaborative activities with creators and artists has become one of the most urgent tasks for cultural institutions.

Creators include poets, prose writers, dramatists, visual artists, musicians, and others who, through their works, highlight important social and cultural issues, reflect deeply rooted national traditions, customs, and values. Artists bring these works to life, enliven them, and stage them. Thus, these two groups form the backbone of the creative process. Collaboration with them not only invigorates the internal activities of cultural institutions but also improves the quality of external promotion and publicity. Such cooperation enables the organization of new performances, concert programs, exhibitions, literary evenings, educational meetings, and other cultural events. Especially, cultural-educational projects featuring well-known artists and prominent creators generate significant public interest and attract wide audiences. This, in turn, enhances the reputation of cultural institutions and places them at the center of social life. Simultaneously, supporting young creators and involving them in cultural institutions lays the foundation for the development of new talents. This process ensures the continuation, renewal, and modern presentation of cultural heritage.

It is also important to emphasize that modern media, social networks, and mass communication tools play a significant role in establishing effective cooperation with creators and artists. Through these channels, artists' performances, creative projects, and cultural events can be widely covered and advertised. Additionally, artists' personal brands, blogs, or channels also help strengthen the promotion of cultural institutions. This mutually beneficial

collaboration enables promotional activities to be conducted in accordance with contemporary requirements.

Effective cooperation with creators and artists deepens and enriches the promotional activities of cultural and art institutions, aligning them with modern demands. This collaboration revitalizes cultural life, familiarizes youth with art, shapes the community's aesthetic education, and most importantly, spreads the light of our national culture widely. Therefore, further improving and developing such activities should be a priority for every cultural institution.

Moreover, the effectiveness of promotional activities largely depends on a professional approach, marketing strategies, organizational-methodological work, cooperation with creatives and specialists, and individual approaches targeted at various segments of society. Thoroughly studying the cultural needs of the population and forming programs aligned with their interests targeting youth, children, elderly, people with disabilities, and other social groups through separate cultural-educational events increases the efficiency of promotion.

Additionally, paying attention to the regional development of cultural and art institutions particularly providing cultural services to the population in rural and remote areas is an important direction in promotional activities. Currently, extensive promotional work is being carried out through strengthening cooperation with cultural centers operating on a public-private partnership basis, non-governmental non-profit organizations, and local activists.

In general, the promotional and outreach activities of cultural and art institutions are not only a process of delivering information but also a comprehensive activity that includes forming aesthetic tastes in people's hearts, instilling national values, and strengthening spiritual immunity. Improving this activity directly contributes to the cultural development of society, the upbringing of a mature generation, and the spiritual advancement of our homeland.

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