



The Issue of Developing the Ethical and Aesthetic Culture of Management in the Context of Globalization

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ABSTRACT

This article discusses the changes in the social basis of society in the current conditions of strengthening market relations, the moral and aesthetic culture of management in society, the factors of its formation, the contradictions in the process of moral and aesthetic culture.

Keywords:

harmoniously developed generation, moral education, aesthetic culture, physical and spiritual-moral beauty, management staff, social environment, education system, fairness and openness.

Introduction

The main goal of membership and consistency in the upbringing of a harmoniously developed generation in Uzbekistan is to bring up a new-minded person who is born and responds to the needs of his time and society. In this sense, the moral upbringing of the individual is a factor in achieving aesthetic culture, and aesthetic culture, in turn, requires the maturity of moral qualities. The harmonious human qualities are based on the unity of physical and spiritual-moral beauty. Therefore, in the upbringing of a harmoniously developed generation, the harmony of personality traits, in which spiritual, moral, enlightenment and aesthetic aspects are of great importance.

The following factors play a major role in the formation of the moral and aesthetic culture of management personnel: the social environment in which they were born and raised; education system; it should also be noted that legitimacy, fairness and

transparency are ensured in governance. In the current context of strengthening market relations, changes in the social basis of society, new socio-class groups emerging as a result of social stratification, as well as national-ethnic units that ensure the diversity of society form the basis of society. Proper organization of the activities of these social strata and units has a positive impact on the management of society and ensures the socio-political development of society.

Main Part

The social environment allows a person to realize his talents and abilities in all spheres of spirituality, to modernize the world and to realize new aesthetic thinking. Ethical contradictions in the process of aesthetic upbringing and moral-aesthetic culture - the diversity of levels of education and many other aspects in the moral-aesthetic consciousness and activity of individual citizens - an increase in aesthetic knowledge

and low level of emotion; diversity of ethical and aesthetic knowledge and beliefs; growth of consumption of moral-aesthetic and artistic values and low level of educational culture; the need for perception and the need to create ethical and aesthetic values; between moral and aesthetic consciousness and the aesthetic attitude to work, behavior, marriage, in general - between the demands of society on the moral and aesthetic culture of citizens and their true level of aesthetic development - creates certain contradictions. Moral and aesthetic education is aimed at overcoming these contradictions.

The emergence of the management function is a division of management labor, which allows to significantly increase its efficiency. The level of social division of labor has always been a leading factor in the development of society. "A significant proportion of the great progress and skill in the development of the productive capacity of labor, when it is directed and combined with skill and ingenuity," wrote A. Smith, "became the result of the division of labor." [1]. General management was sufficient for normal labor. However, in the process of industrial development, the common people specialize, and this creates the conditions and opportunities for the separation of specialized types of management activities - management functions.

One of the first researchers of management function, A. Fayol, did not give a clear definition of management function, but noted that the following types of management functions are foresight, planning, organization, coordination and control. The American School of Management recognizes four basic management functions, the most common of which are: planning, organizing, encouraging, and controlling.

The Russian School of Management distinguishes the following main functions: goal forecasting, analysis, forecasting, planning, organization, coordination, justification, accounting and control, communications, decision-making [2].

The structure of the moral and aesthetic culture of society and the individual also determines the direction of moral and aesthetic

education. First of all, it is necessary to emphasize art education as a relatively independent type of education. The specific elements of the artistic culture of society and the individual determine the specific goals and objectives of art education. Art education is a process of purposeful influence on the individual through the means of art, which helps to form the artistic feeling and taste, love for art, understanding it, enjoying it and the ability to create.

Bringing up a spiritually and physically healthy, harmoniously developed generation is one of the important issues facing our country. Because the development of the country depends on the next generation. Spiritually mature, physically healthy children grow up in a family environment. From the moment a child is born, Uzbek qualities are instilled in him, and the family school helps him to take a worthy place in society. Moral and aesthetic qualities play an important role in finding one's place in society.

Globalization, which plays a special role in the rapid development of social development, places new demands on the aesthetic culture of every state, people, nation, or individual. In the development of society, "the process of globalization is no exception, just as every social phenomenon has its pros and cons. At present, its comprehensive impact can be seen in almost all areas. In particular, the strengthening of integration and cooperation between nations and peoples, the creation of facilities for foreign investment, capital and goods, the free movement of labor, the creation of many new jobs, the development of modern communication and information technologies, science. rapid spread, harmonization of different values on a universal basis, The acquisition of a new quality of inter-civilizational dialogue, the increase in opportunities for mutual assistance in the event of environmental disasters - all this, of course, is due to globalization "[3]. In such a situation, an individual armed with the ideology of independence is inseparable from the national heritage and values, and has the right attitude to globalization, modern socio-political and spiritual-philosophical problems.

In the context of globalization, the inclusion of the national idea in the hearts of every person, in our society requires the comprehensive coverage of all spheres of society, the rational use of effective methods and means of education, propaganda and agitation.

As the philosopher S. Otamurotov noted, in recent years, "the impact of this process on the national-spiritual life, the destruction of moral values, customs and traditions is developing particularly rapidly." [4] Therefore, each of us must vigilantly protect the priceless spiritual treasures of our people. At a time when globalization is affecting all aspects of social life on a global scale, the task of taking measures for the prospects of spiritual development has become a social necessity for every individual, nation and country.

Combining the requirements of a free democratic state being built in our country with the spiritual and moral values of our people has become a defining principle of spiritual reforms. Because public administration, the processes of economic development had to be combined with spiritual and aesthetic maturity, high morality. Therefore, the reforms in the education system provided for the spiritual, aesthetic and moral development of young people as individuals, their mental and physical development. Of course, the role of moral and aesthetic culture is great. Aesthetic culture is closely related to artistic culture. The artistic culture of a society is an important area of the general aesthetic culture of a society and in many respects a socio-spiritual phenomenon that determines its character. The essence of art, which is considered to be relatively independent in a broad social sense, is the processes of development and spread of artistic culture in society. It is an event that has become the object and subject of artistic perception of real reality, directly involving a group of artistically creative people, as well as institutions and associations that create and disseminate artistic values.

"The acceleration of the process of globalization and the beginning of the formation of a global civilization in the

twentieth century has changed the nature of world ideologies. The lack of a powerful ideology to replace them, and the shift in geopolitical goals, exacerbated the negative impact of these ideas. In such conditions, only a nation that clearly defines its purpose, understands its needs and interests, has its own beliefs, in short, forms its own national idea, will preserve its future and determine its future. »[5]. Therefore, on the basis of national values, it is necessary to enrich the spirituality of the individual with an advanced worldview, to be fully prepared to pass into the future a rich aesthetic culture as a form of self-awareness and preservation, despite various ideological pressures.

Personnel policy includes requirements for the work of employees. In a broad sense, personnel policy includes measures related to the training, selection and placement of employees and staff of the organization, their certification, their transfer to other positions, rewards, penalties and dismissals. represents the latter [6].

The legal basis of the personnel policy of the country is the Constitution of the Republic of Uzbekistan, laws, decrees and resolutions of the President. The main content of such a policy is to develop a core direction of work with personnel and identify general and specific requirements for management staff. Thus, the personnel policy serves to provide the organization with the required number and quality of personnel. In addition, the rational use of human resources, ensuring the effective functioning of government agencies and local authorities is also the essence of personnel policy.

Personnel capacity is one of the main factors determining the effectiveness of public authorities and local governments. However, the potential of human resources is not only measured by their abilities, but also their ability to realize these abilities. In addition, the formation of new skills in management, further development of existing skills and the implementation of these processes in the interests of society, organization and man are of paramount importance.

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