

ABOUT MANAGEMENT IN SYMPHONY ORCHESTRAS Usmonov T.B.

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Abstract: holding large-scale events by a symphony orchestra at a high level depends on the performers. However, at present we cannot imagine organizational and administrative aspects without management. A simple example: we used to buy tickets at the box office to go to concerts or events, but now we can easily buy tickets directly from the comfort of our home through www.iticket.uz or other electronic sites. Of course, these things don't happen on their own. Behind this, we can see that methods such as human labor and mental labor are used, the principles of management and informing the population about this event through the necessary principles at the right time.

Keywords: music, management, art, internet, program, orchestra, methodology, concert, performer.

О МЕНЕДЖМЕНТЕ В СИМФОНИЧЕСКИХ ОРКЕСТРАХ Усмонов Т.Б.

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Аннотация: проведение масштабных мероприятий симфоническим оркестром на высоком уровне зависит от исполнителей. Однако в настоящее время мы не можем представить организационные и административные аспекты без управления. Простой пример: раньше мы покупали билеты в кассах, чтобы пойти на концерты или мероприятия, но теперь мы можем легко купить билеты прямо, не выходя из своего дома, через www.iticket.uz или другие электронные сайты. Конечно, эти вещи не происходят сами по себе. За этим мы можем видеть, что используются такие методы, как человеческий труд и умственный труд, принципы управления и информирования населения об этом событии через необходимые принципы в нужное время.

Ключевые слова: музыка, менеджмент, искусство, интернет, программа, оркестр, методика, концерт, исполнитель.

Nowadays, we all use mobile devices. Before, we could listen to weather information after news programs. But now, in order to prevent any emergency situations, we regularly receive SMS messages on our mobile devices, about the weather, about the heat of the day, or about the danger of floods in mountainous areas. Of course, all this is not free, we pay a small amount for every sms, and in return we receive an important message.

It would be appropriate to work on symphony orchestra management based on the internal and external working methodology of each team. Because the mandatory application of management principles can lead to disorganization of the team. Therefore, in the current changes in the world economy, the field of management is divided into different directions.

Unfortunately, the symphony orchestra manager training course is not available. But this obligation is assigned to different workers in all communities. Each team has to support itself, and the investment made during the year should be higher than the money coming from the annual budget. That is, compared to the money allocated from the budget, the money earned from various events and concerts during a year must be more, otherwise this organization will not only harm the state budget. For this, we should teach our young people the basics of modern marketing and management in accordance with new, modern requirements, and if necessary, help them to study in foreign countries, without always turning to the management with problems.

Let's talk about the methodology of working on symphony orchestra management. Let's take a closer look at this topic on the example of a simple case.

The audience who came to normal classical orchestra concerts would not even have half a hall in front of them. Selling tickets was a struggle, tickets were almost always left unsold, and a solo performer was forced to buy 400-500 tickets. Not to mention advertising. There were always insufficient funds in the team budget or special account number. The average price of tickets was from 3,000 to 15,000 sums (taking inflation into account).

Now, if we take concerts as an example, we are witnessing that the Great Hall of the Uzbekistan State Conservatory cannot accommodate the audience, and even at every concert, additional chairs are prepared and placed for the audience. Why did such changes happen in a few years? It is correct to say that the reason is the

attention paid to the current youth, the return of talented Kurds to our country and the creation of necessary conditions for them and the opening of all opportunities.

First, concerts, events and open lessons were held in remote villages of our republic with his youth orchestra, following the tradition of mentor-disciple. They proved in practice that it is superior to foreign countries, but not inferior. Today, this orchestra has been changed from the youth symphony orchestra to the state symphony orchestra of Uzbekistan.

The content of the indirect influence of politics on the musical management of a particular country is determined by whether this country belongs to the Eastern or Western type of society.

Let's explain this with specific examples using a pair of suggested main functional characteristics of Western and Eastern type societies.

The first pair: orientation to the material characteristics of society.

For a manager starting his career in a Western-style society, this means that in order for his management to be effective, he must begin by "ordering" the material part of the ensemble entrusted to him, consisting of a team of performers, as well as material assets (musical instruments, concert costumes, notes etc.). The manager should start his career by changing the composition and character of the team entrusted to him in a way that saves at least a part of it.

To do this, he will have to turn the ensemble into, say, a quartet or a sextet, select only a few of the most talented performers and dismiss the rest. The manager can receive the first monetary contribution for the survival of such a reformed community by selling the vacated part of the props and giving the right to lease the occupied buildings.

The situation is completely different for the manager. In order to "attract" his team, he should not reform the material part - he should not reduce the number of musicians. Practice shows that in eastern-type societies, firing employees in any field, whether it is a tire factory, the Ministry of Agriculture, or a research group, does not lead to good things.

We would like to note that in addition to material benefits, non-material factors should not be forgotten. For example, he can offer free advertising for the establishment to the owner of the hall he likes; they promise that when they become famous, they will always come to him and give concerts for a minimal fee, attract customers to the establishment, etc. In a word, the manager appeals to the mind of the owner of the enterprise and offers him to weigh all the "positive" and "negative sides", correlate costs and benefits and make a rational choice.

The rational choice model works only in relationships of equal partners. On the other hand, the manager, even if he is the "seventh speaker in the cart", is not an equal partner of the official of the regional government: it is impossible to equalize their social status "by definition". Therefore, it has two alternative models of behavior: either to act as a humble applicant or to ask for help. In both cases, the main emphasis should be on feelings, not on logical explanations. In the first case, the balance of power is as follows: The manager is only the applicant. He knows that his social position is lower than that of a local official. Therefore, his main task is to ask for qualified help.

Another important psychological subtlety that should be taken into account and used. When the official begins to cooperate with you, change the emotional tone of the conversation, turning it into a constructive channel. Form your attitude towards an official according to the following scheme: "ugly boy" – "good boy" – "good official". After you get most of the help, change your positions without any problems: now the official is a "good dad" (or "good mom"), he can do his job perfectly, you will definitely be a good leader. You bring information.

The last pair: pluralism, the multiplicity of development and functioning logics of economic, cultural, etc. subjects, institutions, and structures - in Western societies, and the desire to maximally unify political, economic, cultural, etc. subjects, structures, and institutions – Eastern type from societies.

The search for the unusual is everything that increases the diversity of this type of human activity. Only in this case, the manager's work will be most effective, because it corresponds to the desire for maximum diversity of elements and structures of the Western social system. Since the stability of these types of social systems depends on the level of diversity, the performance of a string ensemble manager at the macro-social level is supported by the social system. Macrosocial support is usually expressed when a person begins to be lucky: either he "accidentally" meets the right people, then he "accidentally" receives a preferential loan that he did not even believe in, and then he "absolutely unexpectedly" makes a famous recording. offers to sign a profitable contract with the company.

In our country, the tendency to unite existing diversity is a dominant macro-social trend.

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