ACADEMICIA
An International Multidisciplinary Research Journal
(Double Blind Refereed & Peer Reviewed Journal)

DOI: 10.5958/2249-7137.2021.01755.9

THE ESSENCE OF SOCIO-CULTURAL DESIGN IN THE PROCESS OF SCIENTIFIC MANAGEMENT OF THE SOCIETY

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ABSTRACT

The article reveals the scientific importance of the effectiveness of socio-cultural design technology in society and public administration. The role of design technology is analyzed as socio-cultural technologies are the basis of social development. The need for design technology in community management is scientifically based. In our opinion, this method is reflected in the efficiency and effectiveness of design technology in the scientific management of society. That is, by realizing that the first method is less effective than the outdated imitation method, the second method moves on to adopting a new design model. Such a definition is useful in understanding socio-cultural design, in which the most important source of design is clearly indicated. It is completely natural to design, as well as the expected construction work, the creation of new enterprises, can be business-related. The main component of such design is the essence of scientific management of society (as design). According to the dialectic of logical and socio-cultural phenomenon, essence is also a key component of design.

KEYWORDS: *Society, Scientific Management Of Society, Socio-Cultural Technology, Design Technology, Socio-Cultural Design, Strategy, Management.*

INTRODUCTION

Design technology, which is the main type of socio-cultural technologies, plays an important role as a feature of the management of socio-cultural spheres of society. At a new stage in the formation of a democratic society in Uzbekistan, based on the practical experience of the world community, the Decree of the President of the Republic of Uzbekistan "On the Strategy for further development of the Republic of Uzbekistan" was adopted. According to it, the law of integration between existing socio-cultural relations and theoretical projects, that is, the Strategy of Action, was developed. It was noted that "an in-depth analysis of the path of development of our country, the sharp changes in the world market today and the growing competition in the

context of globalization require the development and implementation of completely new approaches and principles for more stable and rapid development." [1.4.]. This created the need to apply the technology of socio-cultural design to social life, based on the universally recognized principles of civil society.

Accordingly, we will focus on several scientific and philosophical views on the concept of design technology, which is the basis of socio-cultural technologies in society. First, the term “project,” which is often used to describe the meaning of the term, means that something is thought out or planned. Experts in the field of social design technology give the following definition: “Every time you want to change something, it takes time and effort - that’s design [2,100.]”. Such a definition is useful in understanding socio-cultural design, in which the most important source of design is clearly indicated. It is completely natural to design, as well as the expected construction work, the creation of new enterprises, can be business-related. The phrase comes from the Latin, which translates from "projicio" to mean "throwing forward," "holding ahead of myself," "projectus," literally meaning "thrown forward." The current concept of ‘design’ has retained its importance. When we talk about design technology, we mean making some kind of change in the mind. This is a theory that can be put into practice. Design is expressed in concepts such as model, emblem, pattern. It will have an unconditional will component, i.e. a firm plan of action to implement the intended changes.

The philosophical literature on the concept of design technology says that it is a system expressed at the core of the concept, the goals of which are stated in a scientifically developed plan (project). Socio-cultural facilities, creation or modernization aimed at its practical implementation, adaptation of technological processes to strategic goals, as well as methodological recommendations and organizational documents, material, financial, labor and other resources, management decisions and measures as part of the design [2.102.]. understood. Based on this view, it represents the essence of social design, which, like other types of socio-technology, has both theoretical and practical features.

Socio-cultural design technology In the scientific management of society, the design of the subject of socio-cultural technologies will need to highlight the valuable nature and leadership role in their activities.

The technology of socio-cultural design in the scientific management of society is the introduction of innovations, management decisions, that is, the diversity of this or that socio-cultural event or process in accordance with the purpose. This, in turn, is reflected in the planned implementation of the strategic goal.

Socio-cultural design technology logically involves understanding and comprehending socio-cultural needs. Defining the purpose of the project, setting, justifying its specific features, the need for design is, in general, a systematic scheme of design. These are very important, firstly, they are very necessary for the design, and secondly, they are the basis for the transition to the technological stage.

The study of socio-cultural needs, the purpose of the design goes through the preparatory stage of the creative research of the design initiator. Such an approach makes it necessary to classify the technological elements of the socio-cultural design stage. To determine the structure of

design technology, this subject goes through a phase of activity, which is usually behind the scientific-philosophical design process, but inevitably involves inevitably.

Socio-cultural design in the scientific management of society is directly related to the type of socio-cultural activities of the subjects and the development of this area. Tasks to increase the effectiveness of socio-cultural technologies include overcoming problems and barriers in the socio-cultural sphere. Such activity is reflected in the practice of socio-cultural management of the society of developed countries. Today, it is difficult to imagine the socio-cultural policy of the state without the use of design technologies. It should be noted that socio-cultural design in the scientific management of society is a technology to achieve the expected results in the social sphere, because at the present stage of socio-cultural development of mankind the main task is to move from quantity to quality. requires the validation of design thinking (or reasoning on the basis of design) in practice.

Socio-cultural design in the scientific management of society is a design by an individual, group or community members, a project that is limited in socio-cultural significance and space, time and resources. The main problem that any manager faces is what strategy to manage the object assigned to him. A rational approach to what type of socio-cultural technologies can be implemented on a scientific basis that manages these problems is inextricably linked to design technology.

It should be noted that one of the features of the design technology of socio-cultural management in Uzbekistan is the scientific substantiation and implementation of new principles arising from the centuries-old social philosophy, political and legal culture, national mentality and demographic characteristics of the country. It consists of important practical and theoretical concepts such as important principles: from simple to complex, gradual, qualitative, systematic, transparent and fair. Such conceptual approaches always require the elimination of various socio-cultural intolerances and contradictions, and naturally there is a need to use the peculiarities of design technology. In turn, at a new stage of development, democratic change and modernization of governance in society will help to overcome the difficulties in the socio-cultural sphere.

The technology of socio-cultural design of scientific management of society is constantly updated from a scientific point of view on the basis of a dialectical project, the principles of solidarity in the world and the universalization of phenomena, as well as a new method or approach that reflects innovative theories. In line with the principle of world unity, the dialectical project of scientific management of society means that when an ideal (just) society emerges as a necessary component of scientific management, it is an integral part of the unique design of socio-cultural technologies. The main component of such design is the essence of scientific management of society (as design). According to the dialectic of logical and socio-cultural phenomenon, essence is also a key component of design. This situation distinguishes the dialectical norm of religious and secular knowledge, which is intended to determine the general theoretical foundations of the project of spiritual (divine) power management of society, as well as institutional and administrative complementarity. We can see that the design of scientific management of society is reflected in the definitions of the essence of society (principles of community and sociality, national-cultural values and universal cultural standards) in the dialectical project of our research. Socio-cultural development in the vector of improving the social life of society, in which the creation of perfection leads to new design qualities of

scientific and managerial management of society, such as social harmony, order, systemicity. In these processes, the scientific management of society is characterized by a focus on reducing the confidence of the subjects, that is, socio-cultural growth. That is, its focus on improving socio-cultural life is a sign of it. As a result of the reflection of socio-cultural life, the socio-cultural design of the scientific management of society corresponds to the living life of the people and at the same time it is seen as a key factor of effective and sustainable social development in the collective socio-cultural environment. The fact that the scientific management of society is not based on the principles of socio-cultural design, the application of projects in this area in a community environment does not serve for the effective development of relevant societies.

In our view, the study of socio-cultural design technologies in the scientific management of society opens up great prospects for development not only in theory but also for the practice of building an advanced civil society. Social and cultural relations include many arguments for ignoring existing definitions of social life (principles of social life, culture and cultural standards) in the process of implementing public administration. The methodology of scientific management of society is a public opinion, which is consistent with its basic concepts, the socio-cultural technologies applied in practice are gradually managed. Public control is manifested in the development of all spheres and structures of social life, depending on the ability or incompetence of the subjects, and it is difficult to draw clear conclusions and considerations in advance.

Socio-cultural spheres in Uzbekistan include education, culture, health, labor and social protection. Thus, increasing the effectiveness of socio-cultural technology in society is inextricably linked with the design technology of the above-recognized areas.

At the new stage of development of the country, with the improvement of the new legislative system, radical reforms are being carried out in the socio-cultural sphere. These reforms are reflected in the development of the socio-cultural sphere, ie in the socio-cultural modernization of society as innovative ideas and socio-cultural technologies.

The essence of socio-cultural design in the scientific management of society is to make the culture of life of today's and tomorrow's society as the people dreamed of. President of the Republic of Uzbekistan Shavkat Mirziyoyev said: “Today, the Action Strategy, created on the basis of our Basic Law, plays an invaluable role in raising the development of our native land to a new level, moving towards innovative and industrial development.

Constant communication with the people, solving people's problems and satisfying them is becoming a criterion of our activity [3.5.], ”He said. Future design technology sets clear goals for the developer of socio-cultural projects and requires him to have the professional knowledge, skills and competencies required to implement the projects, as well as a clear strategic goal. Because in the study and management of any field, excellent theoretical and practical knowledge is important because it helps to understand our cultural performance and our daily life as a whole, and the strategic goal determines the effectiveness of a particular technology.

The task of socio-cultural design is to change the social environment, to introduce innovations. In this regard, the technology of socio-cultural design of society is inextricably linked with innovative activities. Accordingly, innovation is a conscious activity based on constructing

simple innovations and re-understanding them in practice, which has given them a positive effect in practice.

The application of socio-cultural design technology in the scientific management of society is reflected in various innovative approaches. They require a scientific study of time, a particular historical period, and the role, influence, and philosophy of society in the joint socio-cultural activities of members of a particular society.

Socio-cultural design in the scientific management of society, in turn, requires socio-cultural reforms in the policy (adopted strategy or program) of the state. These reforms will be implemented in the main reform of the state and are designed to bring the socio-cultural sphere to a state of sustainable growth. This can be expressed as follows, i.e. it is manifested in the definition of strategic programs or long-term concepts. As a result of their implementation, the technology of socio-cultural design shows certain manifestations in innovative activities. In long-term socio-cultural projects in society, many issues are intertwined with social reforms, which also require reconsideration. Socio-cultural design is in the interests of small groups of society, is close to everyday problems and is directly related to the general political conditions and circumstances. Socio-cultural projects are classified by their specific characteristics based on their historical and cultural needs.

The importance of socio-cultural design technology in the scientific management of society: first, it is determined by the transition of more than half of the planet's population to urbanization. At the new stage of our development, on January 10, 2019, the Decree of the President of the Republic of Uzbekistan "On measures to radically improve the process of urbanization" was adopted. The Ministry of Economy and Industry of the Republic of Uzbekistan together with the relevant ministries and departments, as well as in the Republic of Uzbekistan with the involvement of local and foreign experts in the prescribed manner until July 1, 2019, including the creation of new cities and satellite towns It is planned to introduce a draft resolution of the President of the Republic of Uzbekistan on the approval of the Concept of urban development until 2030 [4]. An important aspect of this is the establishment of the Agency for Urbanization under the Ministry of Economy and Industry of the Republic of Uzbekistan. In this way we can see the scientific basis for the adaptation of material and spiritual aspects of socio-cultural design to society and the improvement of the cultural life of the population.

The second is to design the education system in the world as an important condition for the development of society. In the life of modern society, man, his consciousness and creative activity come to the fore. The existence of socio-cultural design in education is characterized by the disappearance of the boundary between production and need of the individual, with information and knowledge as the main resource for the development of human activity in the first place. The modernization of modern society’s technologies, which is being described as a rapidly transitioning or globalizing society to an informed society, is creating a need for design. In an informed society, information and knowledge are the foundation of socio-cultural technologies.

Any design is a type of sketch, a planned activity that requires a creative approach. It is not a dogma - a rigid state, but a form of action that motivates a person to creative activity.

In conclusion, it will be possible to consider the stages of implementation of socio-cultural technologies in the scientific management of society.

The first stage - the content of which requires the design documentation in clear, defined forms, as well as the presence of socio-cultural conditions for the implementation, verification and forecasting of the selected technological process. At this stage, extensive and detailed analytical information on the composition of the participants in the technological process is collected. If we are talking about the subjects of society, then it is necessary to determine the level of its moral, cultural and psychological self-awareness. Of course, doing this is a complex process, and unplanned problems and obstacles can occur.

In such processes, reliable scientifically based information about the object, subjects of socio-cultural technologies and their social activities is of great importance.

The second stage - the content of this stage is always formed by the efforts to form the design documentation, and the availability of conditions for the implementation of the selected technological method is analyzed. The tasks of the second stage are as follows: First, the baseline situation is designed. To do this, a practical model template developed in the project, corresponding to the technological projects, is used and the type of situation is recorded. The existing technologies that will be developed during this action will be studied in detail. Once a project suitable for a particular situation has been identified, the design of the next situation begins. Second, the final situation is approached based on clearly defined steps, which determines the effective implementation of all technological actions. It should not be ruled out that during the implementation of the project, unplanned situations or circumstances may arise, such as force majeure, which may "jump". That is why it is important to constantly monitor and control such a technological process.

The third stage is the specific renewal or decisive stage. At the same time, it is necessary to achieve the above results, that is, the technological process is free from socio-cultural design, unexpected barriers, uniformity, national values and passive assessment, motivational reasons for behavior. He becomes as if he has been completely "cleansed" and mentally prepares himself for the assimilation of new behavior. Then it will be focused on the acceptance of personal interests aimed at self-improvement in the spheres of society. At this stage: the use of material and spiritual incentives pays off.

The fourth stage - this stage is mainly devoted to cultural and educational propaganda (training). A pre-planned socio-cultural technology design system will be introduced. They are fun and use a variety of advocacy tools. Psychologically, it is effective to stimulate an increase in the perception of selected personal qualities and abilities among the participants of socio-cultural relations. The end of this stage is determined by the strengthening of national-moral values and norms of behavior of a particular social class in the mind of the agent of the technological process, in accordance with the changed tasks in the planned technological project. Of course, the level of achievement is conditional.

The fifth stage is the creation of a series of individual situations in terms of self-control. They examine the extent to which a socio-cultural technological project in a society meets the approximate socio-cultural indicators. The closer the real manager’s behavior is to the project being implemented, the more productive the introduction of social technologies will be.

The sixth stage - the results of the implementation will be completed and summarized. Corrections will be corrected in practice (if the implementation is completed effectively). Implementation may be complete or partial. Naturally, this requires serious analytical analysis, the development of a detailed project of the entire technological process.

The introduction of socio-cultural technologies in an intellectual society is directly or indirectly related to the personal views, scientific thinking and spiritual perfection of citizens (human beings). Thinking in creative thinking is activated, and socio-cultural technologies affect different relationships and social communities. This situation prevents these groups and communities from being disrupted, forming the ability to direct things that are not unusual for them to the field for the socio-cultural development of the society. Socio-cultural technologies are associated with the development of constructive projects that serve the development of society, the creation of complex programs in each of its areas, the implementation of rational activities such as prevention of social problems [5.].

In this regard, it is appropriate to refer to the historical pages of the impact of socio-cultural design technologies on the development of society. The famous philosopher K. Levin proposes a "three-phase" scheme of human activity [6.20.]. This is called ‘defrost-move-freeze’. In the first phase, outdated methods of activity, i.e. imitation, are carried out. It is caused by an increased feeling of dissatisfaction. In the second phase, the subject accepts the new behavioral model proposed to him and begins the action. In the third phase, the new image of the movement returns to the freeze-suspension state of the design.

In our opinion, this method is reflected in the efficiency and effectiveness of design technology in the scientific management of society. That is, by realizing that the first method is less effective than the outdated imitation method, the second method moves on to adopting a new design model. This adopted new model will be the basis for the third stage, which is why it will be the fundamental basis for socio-cultural technologies in the society with the preservation and benefit of the efficiency stage of the new design model.

So, if we generalize the role of socio-cultural design technology in the scientific management of society based on the above ideas, it will be possible to take society to a new stage of scientific management, depending on the goals and scope of design. In a broader sense, the technologies of socio-cultural design in the scientific management of society are perceived as social thought, expressing the views of the subjects of society. In our view, the recognition of socio-cultural design is the unification of all sources, while the project must be recognized by the majority. This will provide an opportunity to analyze the socio-cultural design.

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