

IMPROVEMENT OF PUBLIC RELATIONS AND ADVERTISING ACTIVITIES IN THE
FIELD OF CULTURE

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Annotation: *this article presents concepts for the development of marketing research of the cultural sphere. The specifics of marketing concepts in organizations of the art and cultural sphere are highlighted. The main focus is on the processes of forming a marketing portfolio based on the requirements and desires of customers.*

Keywords: *marketing, socio-cultural sphere, Concept, Art, Culture, Capital, segmentation, sector, market economy, cultural and spiritual goods, business, intangible.*

Democratization of society, cooperation with government agencies, public feedback, recommendations, and proceedings have become important milestones in the politics of our state today. In all areas, the adoption of decisions on the basis of direct dialogue, in consultation with the people, is an expression of the fact that the noble idea that “government agencies, and not government agencies, should be served to our people,” has become the main criterion of managerial activity.

A completely new system has been created in relation to communication with the people, solving problems that are an obstacle to improving the lifestyle, well-being of the people on the spot, acting on the basis of transparency. The people's receptions and Virtual reception of the president of the Republic of Uzbekistan, which is the basis of this system, are practically justifying itself as a kind of democratic institution for working with citizens ' appeals. In modern times, "Public Relations" technologies are also widely used in management activities, especially in the field of culture and art. In all progressive states, the legislative, executive and judicial authorities are known to practice "public relations" technologies in their activities. In this regard, the close connection of state power with the people is important in the issuance of important laws, ordinances. This technology has a great effect on management activities in order to create a good idea of each organization in the public sphere, to create public feedback, to form public opinion. The public's opinion will be published on the basis of this technology with the help of local, central media. "Public relations" technologies are a specific type of Information Technology and involve processes that enable free discussion among the factual public.

This technology can be used in conducting relations with state, non-governmental and public organizations, political parties, strengthening media relations, managing information communication and its reception by the audience, working with personnel in information centers, public inspections, ensuring close ties with sponsors, conducting visual, introducing events, managing crisis situations and other times. Today, the Republic of Uzbekistan follows the path of building a legal democratic society with bold steps, the legal foundations of every social relationship that exists in society are created, and their main directions are aimed at the social development of the individual.

In the life of society, a huge number of subjects interact with the development of a person, among which the importance of advertising products is great, which is a process in which the

human psyche is inextricably linked with the processes of formation. Because the product of advertising, in turn, affects the activity of the human mind and subconscious through various means, in turn, is manifested in the social activity of the individual in such directions as the formation of a sample (ideal), the assimilation of information, knowledge of a particular area, the expansion of the individual's worldview, the identification of need.

In conditions where the market economy is increasingly entering our lives, the demand for services, especially in the field of advertising, is increasing day by day. The advertising industry is a very complex and delicate field. Everyone who wants to work in this area should be very passionate about this area and have the ability to creativity, strive for innovation and approach their work from the very heart. It is necessary for these specialists to be able to make optimal use of existing situations, to be well versed in the specifics of advertising activities of enterprises and organizations engaged in entrepreneurial activity, to be able to draw different conclusions economically, to get creative approach.

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