

Media management Culture and Methods in The Process of Digitalization (National and Foreign Experience)

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Annotation: In this article we will gain an understanding of the process of digitalization of mediamanagement theory and the importance of foreign experience in the development of media management, the experience of the United Kingdom and Russia.

Key words: Media,internet, media management theory, newspapers ,magazines, management experience, Modern media management, evolution of the digitization process management,marketing,mass media, Uzbek digital economy, United States media, British press, Russian media, digital media, Uzbek media, economy.

As part of the global development trend of the world media system, the media in Uzbekistan is being integrated into the global media space. In the context of globalization, the content and form of media management is changing, which means not only editorial teams, but also the effective management of the production and creative process of searching, processing, publishing and storing various information.

More attention was paid to the management of the media, as there is an urgent need to increase the competitiveness of the media in Uzbekistan in local and international information markets.

Scientific problem. The process of creating an effective media management system in Uzbekistan requires the study of historical, cultural, economic and legal aspects for the successful implementation of national information policy. At the same time, it is important to study the experience of both global and local media management.

Media management is a completely new industry in Uzbekistan. There is almost no documentation and scientific research in this area. This article is the first attempt at a scientific understanding of management in the media in modern conditions in Uzbekistan.

The practical significance is that the results of the study will contribute to the development, improvement and reorganization of media management in Uzbekistan in accordance with modern world trends.

Basic rules of the dissertation submitted for defense

1. In the management of the media is not only a theoretical category, but also industrial (organization of production of information goods; improvement of production and creative process, creation of original information products; original and new information, its operational transmission, etc product quality improvement; reducing production costs), there are many things.

2. Features of modern media management: internal and external; relevant media (media system, availability of qualified staff and audience); ideological (state of management theory); national-traditional (popular mentality); socio-economic (socio-economic formation, type of society) and international. It also shows that every national media system needs to be regulated, depending on many factors.

In the market period, journalists at all stages of their work should take into account the specifics of the audience as a key element of the marketing mix and the main typographic feature of the media. For example, to know about the positive qualities of the people of Uzbekistan, such as solidarity, mutual assistance, gratitude, collectivism, democracy, love for the motherland, small and large, nurtured by rural culture and society. In addition to the listed social qualities, Uzbeks have gentleness, tolerance, preference for stability, emotional management, sentimentality, endurance, patience and hospitality. Not only cheerfulness, but practicality, flexibility, high flexibility, a penchant for poetry and creativity are also welcome. It should also take into account the inability to work effectively in a group,

3. In the era of information globalization and information explosion, the censorship of information in Uzbekistan, which has a one-party system, complicates its production and distribution. At the same time, competition in providing fast and versatile information from social networks and as news agencies grow, audiences are demanding higher speeds of data transmission, which also requires a review of the media management model.

4. The media in Uzbekistan has not avoided the crisis, which is largely due to changes in ideological priorities (confirmed in the Constitution of the new socio-economic relations). Nevertheless, our country has a well-developed system of mass media, including modern online media. To increase the efficiency of its activities, it is important to improve the quality of media management, which includes, in particular, the modeling of editorial activities. creating a body of documents reflecting the administrative, legal, creative, technical and economic aspects of a particular media outlet.

The term "management" originated in the late 19th century. - the beginning of the twentieth century and today it has many definitions. In business, this concept has several meanings: the type of activity associated with the management of the enterprise, firm; a profession whose representatives are specialists (managers) in the field of production management and other activities of the enterprise; set of production team managers 4. This is a specific type of activity based on long-term and current planning, organization, management and control of production, as well as product sales. Effective governance follows the principles of consistency and rationalism. Communication plays an important role in the management process (collection, processing and transmission of information; analysis of incoming data; completion of work, etc.)

The origins of media management can be traced back to the basic theory of enterprise management.

The goals of media management are consistent with the goals of management (profit or increase, increase management efficiency, meet market needs, solve social problems), and the object of management is editorial as production and production. creative team and media as a product (in the second case, the problems of production management - creative and individual-team work).

Tasks of media management - the organization of production of competitive information products; improving the production and creative process; introduction of the latest high-tech technologies in information retrieval and processing, creation of original information products, storage of original and new information, its operational transmission, etc .; improving product quality; reduce production costs. The organization of editorial work and the management of the production of information products are carried out at several levels - from the lowest level, which is represented by non-managerial employees, to the highest level, which is represented by senior managers.

Leaders of ad hoc groups and other structures set up to perform specific creative and organizational tasks at the first level of management; on average - heads of creative departments (divisions, technical and commercial services) of the editorial office; the highest is the level of editorial, editorial board and secretariat (in periodicals) or

Advertising and public relations: theory and practice.

Different types of management are carried out: organizational (creation of organizations); perspective (development of long-term goals); current (assignment of specific tasks); production (selection of the main parameters of the technological process); innovative (scientific research process, practical developments); personnel (solves the problems of selection and placement of personnel, training and retraining, creating a favorable psychological environment); financial (budget and financial plan of the organization); accounting (data collection and processing, opening of reserves to ensure full use of available capacity); marketing (market research, formation of sales channels, development of pricing policy, advertising).

Management, on the one hand, is a science based on objective knowledge (explanatory function, consistency and order of knowledge, prediction and clear logical organization), on the other hand, art, because it involves intuitive methods of action, unexpected creative solutions, Professor E.Vartanova "It proposes to consider media management as a complex area for decision-making at the macroeconomic and microeconomic levels, both as economic and social institutions, as well as for the effective functioning of the media. efficient operation¹

The science of management involves establishing both internal and external connections to create and maintain a positive image (media reputation) in the eyes of the public.

If we talk about team management, then optimizing this process is one of the most important tasks of editorial management. In doing so, the manager must take into account all the features of the editorial staff as a team that produces the product and as a creative literary team that produces accurate information. In addition to the creative team that forms the core of the editorial, it is worth mentioning the technical staff, as well as the staff of commercial structures. Each of the workers is an individual, each team is a separate living organism. So - the complexity of management requires a rigorous (scientific) approach.

People in the creative profession have a number of unique psychological personality traits needed to solve creative problems and therefore need to manage them in a subtle and flexible way. The leader must be qualified and have good organizational skills to unite the team and direct the actions of the employees in the right direction. You need to know the reaction of subordinates in advance, provide reliable information, manage your emotions, make clear demands on employees, take care of feedback, and stimulate interest in the job.

Team management methods can be political, legal, administrative, psychological, and economic. For example, the leaders of a television and radio company pursue a certain editorial information policy, the formation of which is influenced by the interests of both the state, government policy, and the founders and owners of the media. This is due to the nature and position of the media, both as a whole community² affects the direction of individual journalistic activities. This influences the choice of priority management methods - modeling, incentives, ensuring optimal working conditions, and so on.

An important area of editorial management is to optimize the editorial structure to produce a competitive product that benefits the company. Such a structure should be both rigid (stability of all joints, the rhythm of the production process is achieved) and flexible (the need to respond to changes in the information market) and most importantly - reliable.

In market conditions, economic methods of editorial management, financial impact on labor are of great importance.

The employee and the unit in which he or she works. For example, transferring him to a higher paid position, encouraging him to increase his salary within the "monthly" of the official salary. It is very effective to regulate the amount of payment, which can vary depending on the quality of the material and the complexity of its preparation process.

The editorial environment is the most important factor of effective creativity. But today, people can work remotely as well. The new methods include a "virtual office," meaning the office can be anywhere. Creative people can work whenever and wherever they want - the key is to get the job done efficiently and on time.³

In his Address to the Oliy Majlis, President Shavkat Mirziyoyev declared 2020 the Year of Science, Enlightenment and the Development of the Digital Economy. This appeal can be considered not only as a guide and guide for the current year, but also as a program of fundamental importance, a program that will determine the path of development of Uzbekistan in the medium term. It is difficult to imagine the development of a society and a country without knowledge and enlightenment. Yusuf Khas Hajib, in his book *Qutadgu Bilik*, pointed out the importance of the role of knowledge and enlightenment by saying, "An ignorant person is a fruitless tree, what can a hungry person do without a fruitless tree?" The emphasis placed by the President on education and the development of the digital economy is an important step towards building a democratic state with strong socio-economic, political and market economy. It should be noted that the Decree of the President of the Republic of Uzbekistan "On measures to further improve the field of information technology and communications" dated February 19, 2018 became the basis for the Government to develop and implement important measures for the development of digital economy. . The State Program "Year of Science, Enlightenment and Digital Economy" has been approved. Some may wonder why the digital economy is needed and what it provides. When we talk about the digital economy, we do not need to understand only Blockchain technology and their use in international financial markets or

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cryptocurrencies. Of course, blockchain technology and cryptocurrencies are also part of the digital economy. But the Digital Economy means the economy in which digital communications are carried out using IT.

At the same time, it can also be seen as a means of eliminating the shadow economy. Because, firstly, all transactions will be registered electronically, and secondly, they will be transparent. In addition, the use of new IT technologies in production reduces the cost of products and services. The World Bank's Digital Dividends study shows how important the digital economy is in developing countries' economies. In particular, a 10% increase in internet speed will lead to an increase in the country's GDP. In developed countries, the figure is 1.21 percent, while in developing countries it is 1.38 percent. This means that if the speed of the Internet doubles, the GDP will increase by 13-14%.

In the context of globalization, external migration, international trade and capital movements, tourism, foreign investment, and IT development affect the economic growth rates of countries. As a result of the reforms being carried out in the new Uzbekistan, openness, the development of international economic and political relations have created opportunities for the modernization, technical and technological re-equipment of industrial sectors in our country. An example of this is the growth of our country's foreign trade. Many terms, such as "e-government", "e-government", "telecommunications", "Internet", "website" have become an integral part of our lives. IT covers all areas of our daily lives. In a digital economy, modern scientific approaches and innovations will be important and priority. This will lead to the development of highly scientific industries

In countries with developed digital economies, both the volume of GDP and the share of GDP per capita are high. In this regard, the President's focus on this issue has one goal, which is, firstly, to improve the living standards of the population, and secondly, to increase the real income of the population and to please our people.

According to experts, by 2020, more than 30% of large banks will start using blockchain technology in their operations. This is due to the fact that despite the relatively recent development of blockchain technology, its inclusion of revolutionary changes in existing business processes has aroused great interest among financial market participants.

It is well known that today the digital economy also plays an important role in creating added value. Different algorithms, processes and digital information are becoming a key factor in the strategic development of corporate business. Digital non-financial factors determine the competitiveness of banks and affect their efficiency.

The development of digital technology has ultimately led to an increase in intangible assets, ie non-physical non-monetary assets. For example, in 1975, the intangible assets of major American corporations accounted for 17%, and by 2019, the figure had risen to 85%. More precisely, tangible and intangible assets in the balance sheet have changed.

Digital assets are intangible assets in digital form that are taken into account when preparing financial statements

According to world-renowned McKinsey experts, digital assets today account for about 10 percent of global GDP, while their growth rate is 30 percent of global economic growth. The development of digital assets is like an accelerator.

In turn, the role of social networks in the development of digital assets is important. Social networks also provide ample opportunities for the development of digital business.

Mobile payment systems can be considered as a modern version of the digital economy. We all know that customers' smartphones will be linked to bank accounts. This allows customers to make online purchases and transfer funds freely using mobile devices. Payment systems and banking information systems make extensive use of digital assets. The main components of digital assets are intellectual property. Only the company has the right to own the results of intellectual activity. Examples of such assets include patents for inventions, exclusive rights to computer programs, and databases. Nowadays, along with digital assets, the digital asset management system is also developing rapidly. The global players in digital assets are North Plains Systems Corporation, Open Text Corporation, Widen, Net Xposure, Inc., Media Beacon, Inc., Hewlett-Packard Company, WebDAM. "Such as large international corporations. Information security is an important factor in the management of digital assets. The focus is on unauthorized access to digital

data, which protects them from the media and simplification of information transmission. One of the most important challenges in managing digital assets is their legal protection. It should be noted that it is possible to create and launch a copy of digital assets in a short time and at a lower cost than the original. This, of course, affects the total return on digital assets. The use of cloud technologies in the management of digital assets is a prerequisite for the development of methods for the protection of information, both technically, legally and organizationally. It is difficult to imagine the development of digital assets without the development of digital commerce. Digital commerce, on the other hand, requires the creation of simple and reliable digital payment systems. Credit and debit cards were used to provide services to the first online payment systems. Visa and MasterCard credit card issuers have demanded that sellers take high security measures in the exchange of information. It is useful to study the latest trends in the world. Because at a time when tangible and intangible assets are rapidly changing in the world's balance sheets, we also focus not only on the export of products, but also on a new stage in the study of know-how, blockchain technology in line with the times. we believe that our exit is expedient. There is another factor to consider. The President set the development of the digital economy as a priority. This is due to the fact that while ensuring the rapid growth of the Uzbek economy, keeping pace with the times, as well as accelerating the integration of our country in the international arena and, as a result, making Uzbekistan one of the most democratic, economically developed countries. swelling. This revolutionary approach is unique to a truly democratic leader - to raise the living standards of the people through great economic leaps, to consider the welfare of the population as a priority.

Theory of media management

"Management" (from English, management) - management, management system. However, there are many interpretations of management. And this is reasonable, because at any stage of organizational development we deal with different types of management (technological, communication, financial, advertising, corporate, functional, etc.). In general, management is a unique science based on the ability of different people to achieve set goals using their labor, behavioral motives, talents, and intelligence. Management is a set of modern principles of management methods, tools and forms aimed at improving the efficiency of the organization. The subject of media management is a system of information and communication management, a complex process of shaping the media culture of society. One of the main problems of the era, as mentioned above, is the "information explosion" - the power of information, the power of the media. The governance revolution has also become a reality of the information age, which has accelerated the process of democratization in many countries, helping to overcome the crisis in the system of social and market relations. Under the influence of the management revolution, the share of intellectual property in the gross national product is increasing.

Scientific information on media policy and the media culture of a society is becoming an effective regulatory body that performs not only information-analytical but also expert functions, on which the ratio of spontaneity and rationality in media management depends. Media management is a complex science based on different methods of scientific knowledge: synergetics, cybernetics, computer science, various social sciences - cultural studies, economics, political science, sociology, pedagogy.

Media management is not only a science, but the art of managing the media industry: it combines economic knowledge with intuition, people's creative abilities, their individual characteristics, and the ability to apply laws and scientific prediction to the needs of the time. society The essence of media management determines the structure of its system. It consists of components such as management subjects, management objects, management process and management mechanisms. The governing bodies (federal, regional, local) that determine the policy of the media to the subjects of government, the civil society institutes (creative unions, guilds, associations), information management institutes, and financial and industrial groups that subsidize SMS. Objects of control are consumers (students, viewers, listeners), information processes, the media industry, and media resources at different levels. Mechanisms of media management are determined by the goals and objectives of state regulation: political, legal, economic, social. This includes the planning, design, creation, constant updating, technological improvement, expansion of the media space and media market, the implementation of creative activities of media organizations (publishers, broadcasters, editorial offices, film studios, etc.). potential, professional training of specialists, media education of consumers, etc. All this proves that media management is an integrated system (Latin

integration - reunification, replenishment, whole). From the point of view of media management, integration is the whole process of interaction of various media structures and organizations with the state and society, external environment, trade markets, marketing system and PR technologies, science and education, etc. . An integrated system involves the integration of all functional systems into a single unit based primarily on common information. Integration should reflect the image of information interconnection of systems within different media structures across a single city, region, country, or country. The objects of integration in management can be the goals, the organizations themselves and their divisions, activities, functions, management processes and production processes, the entire life cycle of the media. Factors of integration are markets, including international, new technologies and the need to develop them, access to markets in other countries and regions, professional development of employees, the emergence of new forms of organizations such as network, virtual. In the modern context, the cultural aspect of integration is different because building an effective organization ultimately brings together different subcultures through the development of common goals, common language, and common decision-making procedures. The study of media management is related not only to the development of the technological base of QMS, but also to the needs of modern society, its media culture, media policy, media economy as areas of social and cultural activity

The effectiveness of media management as a system of information and communication management depends in many respects on the socio-economic development of society, its legal framework, political culture, the relationship between government and business, the specifics of the media market and others. , all structures of media management. Management is a set of modern principles of management methods, tools and forms aimed at improving the efficiency of the organization. The subject of media management is a system of information and communication management, a complex process of shaping the media culture of society.

Media management is seen as a business management discipline that identifies and describes strategic and operational events and challenges in the media management of enterprises. Media management includes the functions of strategic management, procurement management, production management, organizational management and marketing of media enterprises. There is no single definition of the term "media management", "the field of media management is not clearly defined and agreed upon in its current form." Nevertheless, there is a common ground among the existing definitions regarding the administrative nature of media management and the functional concept of management. A number of definitions are given below.

"Media management consists of the ability to monitor and motivate employees and the ability to manage equipment and resources in a cost-effective (beneficial) manner."

"The main task of media management is to bridge the gap between the general theoretical sciences of management and the specifics of the media industry."

"Media and Internet management oversees all targeted planning, organization and control of the creation and distribution of information or entertainment content in media enterprises.

Includes. " Media professionals need strong business, strategic and management skills to succeed in their current field. with these skills, it also empowers you with entrepreneurial leadership, teaching students how to overcome the complex challenges of new technology, studying consumer behavior, and analyzing emerging business models.

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As the printing press flourished, so did the press. In the first half of the twentieth century, especially the newspapers and magazines of the United States, Britain, Germany, Italy, France, Japan, Russia (later the former USSR), China, created a unique world of information. Dozens of publications that appeared in those years served as the cornerstone for the press of later periods.

The United States press has come a long way in the field of development over the centuries. By 1900, 2,235 daily newspapers were published in 15,102,000 copies¹. During this period, the number of

publications of various titles published in the United States was 21,235. In the first half of the twentieth century, along with newspapers, the Commercial and Financial Chronicle, the Afro-American, the Baltimore Sun, the Washington Evening Star, the Journal of Commerce and Commercial, the Washington Post and Times Herald, the Des Moines Register, Denver Post, Los Angeles Times, New York Herald Tribune, New York Times, Iron Age, Cosmopolitan, Farm Journal, The Saturday Evening Post magazines also became increasingly popular. It is noteworthy that the number of magazines has increased from a few hundred thousand to more than 12 million copies.

A unique school of newspaper and magazine publishing has been established in the United States. It was rightly understood that a four- or eight-page newspaper could not justify itself, that such publications could not satisfy the general public's need for information, mainly by publishing opinions that were acceptable only to the founder or a certain group of people. That is why it has become common for newspapers to be published in seventy, eighty or even a hundred pages.

Only when the newspaper consists of a few dozen pages has it been proved that it can provide information that can meet the needs of the general public and cover articles on various topics.

In the United States, there has been a high interest in newspapers as well as magazines. This is evidenced by the fact that a number of magazines, founded in the second half of the XIX century, also attracted the attention of future generations.

Even when talking about U.S. newspapers, it is worthwhile to take a look at some of the events that took place in the 19th century. After all, during this period the ground was laid for the development of the press of the next century. The New York Times, a world-renowned newspaper, was founded in 1851. The number of newspapers published daily by the New York Times Company was 623,588, and on Sundays no less than 1261800. It has become customary for the Sunday edition of a daily newspaper of 80-120 pages to reach 400-500 pages.

This Week found its fans as soon as it began airing in New York in 1935. The total number of copies of this edition, which will be published on Sundays with 39 appendices, exceeded 11685200 copies. The fact that these weekly pages, the main purpose of which was to place advertisements, often featured stories, essays, political and social articles, also served to increase the number of its fans. The Dispatcher, an independent newspaper founded in San Francisco in 1942, focused on protecting the interests of workers. The newspaper, which is their free platform, covered the best practices of trade. The news and comments about the emergence of hotbeds of World War II in Europe did not fail to attract the attention of Americans as well. The Chicago Sun-Times, among other leading newspapers, covered the issue. The National Guardian, a progressive newspaper that has always opposed aggression and war, was founded in 1948 in New York. Soon the newspaper became extremely popular. His fans can be found in all corners of the world. In the first half of the twentieth century, newspaper trusts such as Ogdena, Newhaus, Perry, Ridder, Scripps-Howard, Scripps, the Times-Mirror Company, and Hearst helped to promote the development of the press in the United States. Concerns and associations have played a significant role. It is well known that they published dozens of newspapers in millions of copies. It is noteworthy that in the United States, in addition to English-language publications, newspapers for students of other nationalities were also freely published.

For example, from 1905 in Boston in Latin "Amerikas Latweeties" ("Amerikas Latvietis"), in 1909 in New York in Estonian "Uus Ilm" ("Uus Ilm"), in 1917 in New York in Russian "Russian Voice", in Lithuanian "Laisve" in New York in 1911 and "Vilnis" in Chicago in 1923, "Hromadsky Holos" in Ukrainian in New York, and "Armenian" in New York in 1938. The fact that the Lraper newspaper is published in thousands of copies is a testament to the development of democracy in this country. In the history of the American press, the advanced methods and traditions that began in the first half of the twentieth century have also had a significant impact on the development of the world press.

The British press also flourished in the first half of the twentieth century. At the same time, British people bought twice as many newspapers and magazines as American students and three times more than French students. British newspapers can be divided into five groups:

National (central) morning newspapers. These include 16 London-based newspapers. Eight of the leading newspapers were The Times, the Daily Telegraph, the Daily Mail, the Daily Express, the Daily Herald, the Daily Worker, the Daily Mirror, and the Daily Sketch. the number exceeded 13 million copies.

The total number of London night newspapers, Evening News and Evening Standard, was more than 2.7 million.

Morning and night local (various locations) newspapers. There were 19 dawns and 67 nights in England and Wales, 7 dawns and 8 nights in Scotland, three dawns and one night in Northern Ireland, and one dawn on Me and Channel.

At that time, the United Kingdom published more than 1,200 newspapers and more than 4,000 magazines, as well as more than 1,000 reference and yearbook publications each year. The development of the press in the first half of the twentieth century can be seen in the fact that a number of small publications became large monopolies.

Turned into powerful publications with the help of. Three news agencies play an important role in the development of the British press. In other words, Reuters, the Press Association and the Exchange Telegraph provide the local media with the most important political news in the world. At the same time, information about the life of the country is mainly disseminated by these agencies. The image of the press in each country is determined by the leading publications.

Founded in England in the first half of the twentieth century, such newspapers and magazines have become a major event in the social life of the country. During this period a number of new editions appeared in London. One of them, the Daily Express, was founded in 1909. The 12-14-page newspaper had a combined circulation of 4.3 million in London, Manchester and Glasgow at the same time. Later, both the newspaper's pages and its circulation increased dramatically. His fans are not only in Europe, though

It was not uncommon on the American and Asian continents. The British's drive for innovation boosts their passion for the press. The fact that new editions have always been met with interest can also be seen from the sharp increase in their number. The Daily Mirror was founded in 1903. Originally published in tens of thousands of copies, it soon has many fans in Western Europe and America

The number of this newspaper has exceeded 4.5 million. In 1909, the Daily Sketch was added to the list of popular newspapers. Although the number of 14-16-page color newspapers was no less than 1.2 million, the demand for them was growing. So what was the reason these newspapers had so many fans? We seem to have found some answer to this question above. That is, hundreds and thousands of employees work in these editorial offices

they were showing. In addition, special correspondents of those newspapers were active in dozens of countries. Many opinions are expressed, as well as the fact that dozens of pages of newspapers every day are rich in information and content, as well as great attention was paid to their quality.

Taking the most up-to-date information from a reliable source and covering it responsibly has become one of the hallmarks of the British press. In the pages of a few newspapers, abusive, low-level, shallow material that can irritate or provoke students to protest.

Space was not provided. Therefore, it was natural that the Daily Herald, founded in 1912, had a circulation of more than 1.5 million copies. Founded in 1915, the Sunday Pictorial, a free platform for ordinary citizens, has a circulation of more than 3.5 million. The Sunday Express was founded in 1918. The 18-20-page newspaper had a circulation of 3.5 million. Needless to say, all this was the result of the hard work of talented journalists⁴

In modern Russia, as a science of management, the difficult search for ways to develop management theoretically and practically continues. In addition, for many decades, under the rule of the command-and-control system in our country, a negative attitude to consumer psychology, management and entrepreneurship has been formed. The process of reforming society in the early XX-XXI centuries, the transition from a planned economy to a market economy, the realization of a certain independence of enterprises in the conditions of decentralization and privatization, focusing on consumer development. the market, including the field of media culture (mass publishing, book publishing, film and video production, television and radio programs, multimedia, etc.) contributes to the growing interest in the management experience in the market economy system.

In Russia in the XX-XXI centuries, a new culture of governance, including entrepreneurship, is being formed. Its essence is that in it the rational principle has a special significance: information, knowledge,

scientific design, social modeling. Management in the field of information and communication, both public and private, is able to regulate this process. It should be noted that "media management" is a two-term term: 1) a socio-economic institution that affects the lifestyle, politics and culture, entrepreneurship; 2) a set of persons engaged in the management of non-material but spiritual production and distribution of mass media (newspapers, magazines, books, films, television and radio programs, goods such as DVDs, CDs, multimedia, etc.); 3) a scientific science that studies the technical, organizational and socio-economic aspects of media management, the processes of production and consumption of information, the impact of ICT on society, etc. Media management is a separate type of social activity because the main function of the media is to express certain views, opinions and positions, to be a specific collective consciousness of students, listeners, viewers and society as a whole. One of the main problems of media management is to what extent it is possible or spontaneous to manage this media space. Addressing this issue depends on many factors: 1) the maturity of civil society; 2) the policy of the state mass media; 3) the media culture of the society, the level of "media education" of citizens; 4) from the economy; 5) the system of functioning of various social institutions that maintain balance in society, etc.⁵

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