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## CREATIVE PRODUCTION CONCEPT AND FUNCTIONS ANALYSIS

**Abstract:** This article analyzes the main concepts of creative production and its role and importance in the fields of culture and art. The article examines the value that creative activity adds to the development of the cultural and educational sector. Furthermore, the management system of creative production proves the necessity of analyzing changes in the field of creative production from a research perspective.

**Keywords:** creativity, creative activity, creative production, culture, functions, spirituality.

What is Creative Activity? What Does it Encompass? Before answering these questions, it is essential to understand the terms “creativity” and “creative production.” Creative activity refers to the process of generating new ideas, concepts, and solutions through imagination and innovation. It involves a set of mental and practical skills that contribute to the creation of something novel and valuable in any field, such as art, science, business, and technology. To effectively organize, manage, and implement creative activities, certain qualities are required from the responsible employee, expert, or manager. These qualities are crucial to achieving efficiency, positive outcomes, and success in creative activities. In our language, terms like talent, ability, genius, potential, and capacity define different levels of human cognition.

Ability refers to an individual’s mental characteristics that express the potential for successful performance in a specific activity. Every person may have certain abilities that are more developed in one area than others, which is what constitutes their potential. These abilities can be innate or developed over time through learning, practice, or, unfortunately, neglected and diminished by idleness. Potential, on the other hand, refers to an individual's subjective attitude towards their own actions. People with potential demonstrate qualities such as courage, perseverance, self-control, and initiative in their work. They are constantly critical of their own actions, striving for improvement, and never resting on their laurels. Talent and Ability in Creative Activity. Talent is the result of a highly developed, unique, and irreplaceable ability.

It is not just an innate skill; rather, talent is refined through persistent work and continuous development. While ability can be enhanced through training and practice, talent cannot be fully cultivated without a natural gift. For example, a talented artist may complete a piece of work in a few days, while an able artist might require a longer time to do so. This notion is encapsulated in the saying "a flowing river never stops flowing," which highlights the continuous and unique nature of talent. Talent is an inherited, rare gift, and its owners are often exceptional and irreplaceable individuals. Therefore, it is important to nurture and value these talented individuals, as they represent the pride and spiritual wealth of a nation.

Material things provide humans with physical nourishment and power. However, merely having material resources is characteristic of unconscious and lifeless beings. In contrast, the aspiration toward spirituality is a characteristic of human beings endowed with consciousness and soul.

According to the Uzbekistan National Encyclopedia, the term creativity is defined as follows: Creativity is the activity of creating new material and spiritual values. It involves human thinking, memory, imagination, attention, and willpower, with all of a person's knowledge, experience, and talent being expressed. Creativity originates in human imagination. It becomes real and complete only when recognized by society. Creativity enriches and advances culture. It can be classified into two types: scientific and artistic creativity. Production, on the other hand, is the process of creating material goods necessary for the survival and progress of society, such as various economic products. This process forms the basis of human life and other activities. The development of production begins with the evolution and improvement of production tools. As production advances, it leads to increased prosperity for society's members and creates opportunities for comprehensive development[1].

In the Law of the Republic of Uzbekistan on Cultural Activities and Cultural Organizations, we encounter the following definitions related to creativity and culture:

- Creative Worker – An individual engaged in cultural activities either as a professional or amateur (based on a hobby), focusing on one or more areas of creative activity within the field of culture.
- Creative Community – A group composed of creative workers and other specialists, organized to engage in creative activity within one or more areas of cultural activities. These communities can be either professional or amateur (hobbyist communities).
- Creative Activity – Activities aimed at creating, reproducing, distributing, restoring, or preserving cultural objects, as well as activities focused on the development of culture.
- Cultural Events – Cultural and entertainment events within the cultural activity sector, including educational, public, and other cultural activities.
- Cultural Event Organizer – A legal or physical person who initiates, organizes, and provides the necessary organizational, financial, or material support for a cultural event or prepares and executes such events.
- Cultural Worker – An individual who carries out their professional activities within cultural organizations, contributing to the implementation of cultural services[2].

The concept of “creativity” refers to a process of human activity that results in the creation of material and spiritual values. Such an outcome can only originate from the author of this work. This truth is also deserving of a final result. At the same time, in the process of creative work, the author expresses his personal traits.

Science, technology, art, and everyday life — all of these can be areas where a person demonstrates his uniqueness. A branch of psychology studies human creative activity. Psychology actively investigates creativity and creative thinking, inspiration, imagination, individuality, and intuitiveness. For many years, studies in this field have not provided clear answers to questions regarding how creativity and the lives of ordinary people can be applied. The essence of creative psychology lies in the relationship that develops between the author and the product. In the world of desires and imagination, there are no boundaries. An egoist desires to fill the knowledge of the world with things that do not exist in nature, creating a thirst for creativity. The whole philosophy of creation is directed towards harmony and beauty, with the created works serving civilization's benefit.

No one can give an accurate answer to an unasked question. In order to unlock and develop creative abilities, a person must answer for himself: what is his uniqueness? The development of human abilities in creativity can contribute to harmony. It is important to approach new relationships and attempt to get to know each other from a new angle. It is much easier to clear your mind, and afterward, the world offers new suggestions. A true creator lives within every person. Thoughts or ideas begin any work of an artist, composer, writer, inventor, or modeler. Creative processes begin with a clear plan, with the entire work being organized in stages. Each person takes his own path in this process, but it always divides into three stages. Without observing the movement plan, it arises naturally, and it is not always implemented.

- Understanding emotions and reworking creatively;
- The emergence of artistic design;
- Implementing an idea.

New images are created based on surrounding reality. However, with imagination, these images become truly unique. Creative imagination allows for reflecting on ideas without direct interaction and aids in implementing them. Human creativity is always connected to imagination, and examples of this can be seen in studying the process of creation. For example, special techniques are used in creating fairy tale events and various other objects.

- Shifting the object into new, unusual conditions — subjective transformation;
- Selecting — determining a particular type of object;
- Similarity — creating an image resembling another;
- Exaggeration or reduction;
- Adding additional functions and features to the object;
- Gluing — creating an image from two different ideas[3].

In everyday life, many people consider these concepts to be the same. However, such a comparison is incorrect. At the end of the 1980s, the term “creativity” became part of the business community’s vocabulary and began to be applied in broader circles. Creativity refers to the ability to demonstrate non-standard, creative thinking and the ability to promote extraordinary ideas. Creative production is the process of creating wealth necessary for society’s survival and development based on human knowledge, skills, talent, imagination, and experience. It can take various forms. For example, a new idea, scenario, artwork, performance, film, or television program, radio broadcast, song, various shows, etc., recognized by society.

Creative production is a concept widely spread in the field of culture and cultural sociology. This concept also reflects the presence of cultural wealth in modern societies and reflects the cultural creative characteristics of these societies. In modern societies, cultural samples, such as ideas, images, material and cultural artifacts, are being preserved, promoted, and developed through specialized cultural institutions. These include museums, libraries, theaters, television, art studios, artistic-creative collectives, exhibition halls, film studios, mass media, and more.

The term “creative production” in relation to the creation of cultural wealth suggests a rethinking of the concept of creativity. Creative production is closely related to material production. That is, the result of material production can serve creative production. For example, when creating a

song, we use tools that are the result of material production (musical instruments, amplifiers, recording equipment, etc.). The “cultural product” (idea, song, artwork, book, script, computer game, image, etc.) turns into a product for consumption after going through certain stages. The creation of a “cultural product” is directed toward the market, just like material goods are produced. Creative activity becomes part of economic relations and accepts the logic of these relations. To make this clearer, let's take the theater as an example. Initially, the writer generates an idea, based on which he creates a drama. A script for a performance is written based on this drama. Based on the script, the director selects actors, assigns roles, and stages the performance. Each actor performs their role based on their capabilities. Once the performance is ready, tickets are sold, and it is put on stage for the audience. At this stage, the creative work turns into a product.

The key difference between material production and creative production is that material production satisfies human material needs, while creative production satisfies human spiritual needs. Interpretation of the Concept of Creative Production in Europe. The concept of “cultural production” is often used alongside “cultural industry” or, in the plural, “cultural (or creative) industries”. In fact, it was first used by the German philosopher, sociologist, composer, and musicologist Theodor Adorno. Within his context, this term carried a negative connotation and was related to the standardization, commercialization, and mass production of culture in Western societies during the mid-20th century. The term “cultural (creative) industries” spread later. According to Russian historian and museum expert Mikhail Gnedovsky, the term “creative industries” emerged in Britain in the second half of the 20th century. In recent years, the development of “creative industries” has become a major direction of British national policy, and the concept of “creative industries” itself has spread more widely in developed countries.

In February 2004, the Cultural Policy Institute of Russia established a coordinating council to develop creative industries in Russia. The spread of “creative industries” includes the creation of advertising, fashion, design, architecture, programming, film production, computer games, publishing, and other types of activities. It marks the formation of the “creative sector of the economy”. In post-industrial societies, the importance of “creative industries” increases, as they generate more revenue and provide significant employment opportunities (not only for those directly engaged in creative work).

The people responsible for the development of “creative industries” can be referred to as the “creative class” (a term proposed by American researcher Richard Florida). In post-industrial societies, the influence of the “creative class” is growing. These representatives of the “creative class” are shaping the emerging global culture, which is considered to be an “advanced frontier” of modernity. The development of the “creative class” and “creative industries” has led to the transformation of unique and original works of culture into “cultural products”, creating a technological basis for “cultural production”. This process is closely related to the development of media technologies. In post-industrial societies, “cultural production” has become a sector of the economy that is no less important than industrial production, making it a key area of economic development[4]. The importance of creative production is vast and brings significant benefits to society. It not only ensures economic development but also contributes to the progress of culture, art, and science. Working in creative fields encourages individuals to generate innovations and promote new ideas, processes that create new opportunities in various sectors. Creative production also creates new jobs in the labor

market and enhances economic stability. Moreover, this sector helps improve people's quality of life, as creators enrich society with new ideas, products, and services.

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