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TECHNOLOGY OF SOCIAL AND CULTURAL PROJECTION IN SCIENTIFIC MANAGEMENT OF SOCIETY

Abstract: *This article analyzes the role and importance of technology for socio-cultural design in government and society in terms of scientific management. It is scientifically justified that the technology of social and cultural design is necessary for new reforms in society.*

Key words: *Society, strategy, technology of socio-cultural technologies design, scientific management of society, culture.*

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Introduction

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In the developed countries, specific features of scientific management of society and socio-cultural spheres are of particular importance. Technology of designing as the socio-cultural technology of scientific management of society plays a key role.

The Decree of the President of the Republic of Uzbekistan "On the strategy of actions for the further development of the Republic of Uzbekistan" was adopted at the new stage of building a democratic society in Uzbekistan [1]. This developed a law of integration between existing socio-cultural relations and theoretical projects, the action strategy. At the same time, a deep analysis of the development path of our country, rapid changes in the global market situation and increasing competition in the conditions of globalization require the development and implementation of fundamentally new approaches and principles for the development of our country.]. This led to the need for the introduction of social and cultural design technology into social life, based on the universally recognized principles of civil society.

The essence of socio-cultural designing of scientific management of society is to bring the culture of life to the present and tomorrow's society as it wishes. According to the President of the Republic

of Uzbekistan Shavkat Mirziyoev, "Strategy of actions based on our main law today plays an invaluable role in raising the development of our country to a new level, innovative and industrial development. He says that regular dialogue with the people, addressing people's concerns has become a criterion for our work, [2].

Accordingly, we address several scientific and philosophical views on the concept of designing technology that is the basis of socio-cultural technologies in society. First, the term "projection", which is often used to reveal the meaning of the term, means that something has been conceived or planned. Experts provide a memorable description of social design technologies: It always takes time and resources if you want to change something - it's called design [3.100.] This definition is helpful in understanding socio-cultural design, which clearly identifies the most important source of design. It can be completely natural for design as well as projected construction work, creation of new businesses, and so on. The Latin word for "projicio" is "to move ahead", "to keep ahead of me," and "projectus" to literally "go ahead". The current concept of 'design' has retained its relevance. When it comes to design technology, it also means that a change can be made in the mind and can be implemented in practice. Then the design is expressed in such concepts as model, embodiment. It

will be an indispensable component of the will, that is, a plan for decisive action to be taken.

In philosophical literature on the concept of designing technology, including the "Project Management" course, this refers to a system that is formulated on the basis of the concept of a project, with a scientifically developed plan (project), as well as a set of social, design of cultural objects, technological processes. The design also includes methodological recommendations and organizational documents, material, financial, labor and other resources, management decisions and measures, [3.102]. From this perspective, as with other types of social technologies, theoretical and practical nature of social design is expressed.

From the approach to socio-cultural design, it is important to emphasize the designing of socio-cultural technologies in scientific management of the society, and the desirable nature and leadership role of the subject designers should be emphasized. The technology of socio-cultural design in scientific management of society is the introduction of innovations, the purposeful change of management decisions, that is, diversity of a particular socio-cultural phenomenon or process. This is a systematic implementation of the strategic goal.

The technology of socio-cultural design involves logically understanding the socio-cultural need. The purpose of the project, its setting, its specific features, and the justification for its designing is a systematic design scheme.

These are very important, firstly, designing and secondly, the basis for the technology phase. The purpose of the study is to study the socio-cultural needs of the project initiator, which is the stage for the design and implementation of the project. This approach necessitates the classification of technological elements of the stage of socio-cultural design. To determine the structure of the design technology, the subject goes through the activity phase, which is usually behind the scientific and philosophical design process, but inevitably participates.

Socio-cultural design in scientific management of the society is directly related to the type of socio-cultural activity of the subjects and the development of this field. Improving the effectiveness of socio-cultural technologies involves addressing problems and obstacles in the socio-cultural field. The feasibility of such activities is reflected in the practice of socio-cultural management of society, and it is difficult to imagine the socio-cultural policy of the state today without the use of design technologies. It is worth noting that socio-cultural design in scientific management of society is not a technology to achieve expected results in the social sphere. Because, at the present stage of human socio-cultural development, the key role is to shift from quantitative to qualitative, and to assert the task (or design thinking) in the socio-cultural practice of the participants.

Socio-cultural design in the scientific management of society is a division of the individual, group, or community members into constituent elements, with limited socio-cultural functions and a limited project of space, time and resources. The main problem that any leader faces is the strategy of managing a facility assigned to him or her. The rational approach to what types of socio-cultural technologies can be implemented with the scientifically grounded management of these problems is clearly related to the design technology.

In conclusion, we can conclude that the study of social and cultural designing techniques in scientific management of society opens up great prospects for development, not only theory, but also the practice of building advanced civil society. Secondly, there is much evidence that social and cultural relations are neglected in the process of social management (the principles of social life, culture and culture standards, world examples and its scientific methodology). Thirdly, the methodology of scientific management of society does not apply the methodology that does not conform to its basic concepts, because socio-cultural technologies are evolving and public opinion plays an important role. The technology of socio-cultural design in scientific management of society is manifested in the development of all spheres and structures of social life, depending on the competence or inability of public control entities, and is difficult to predict in advance.

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