

# The Essence of Production Activity: Qualification Classification of the Position

Todjidinov Umid Todjidinovich

State Art and Culture Institute of Uzbekistan “Culture and Art Management” Department Teacher

## ABSTRACT

The article talks about the essence of production activity. Information about the qualification classification of the position of producer, organizational skills, and creative work is provided.

**KEYWORDS:** production, position, qualification, development, art, culture, profession, classification.

The uniqueness of the profession of a film producer is the interdependence of creativity and the use of complex technical means, the effective organization of material, financial and labor resources involved in the production and sale of film products. A producer is a person with economic and creative knowledge. Or in other words, he is a creative person who thinks from an economic point of view.

This profession requires certain personal qualities and high education in various fields. This is, of course, knowledge in the field of culture and art, as well as knowledge of the organization of technological processes, economy, law and market laws. As for personal qualities, these are, of course, creativity, aesthetic taste, leadership, financial ability and communication skills. A producer is a key player in a movie. Its field of activity covers the space from the concept of the project to its implementation. Often, the producer is engaged in the sale and distribution of the finished product. The producer works in close tandem with the director, screenwriter and other personnel involved in the project. Sometimes he combines his responsibilities and the responsibilities of the director, and accordingly, he must be competent in almost all areas related to the implementation of the project. The creative component and the level of decision-making will vary depending on the specifics of the project.

### Typical duties of a producer:

- solving financing issues, finding sponsors;
- defining the project concept;
- approval of scripts and creative ideas;
- copyright issues;
- hiring staff, including directors and specialists involved in filming;
- regular discussion with stage director and characters;
- budget control and allocation of funds;
- coordinating the shooting schedule;
- support of the project from the zero stage to the final stage;
- solving all problems that arise.

Often the quality of the future film directly depends on the work of the producer. After all, today, if there is no buyer for the film, no one will shoot. That is, the producer's ability to convince a potential buyer to invest in a future project depends on whether this or that idea appears on the screens at all. What is important here is not only the ability to know the film process and the ability to calculate everything in advance, but often the decisive factor in the birth of a new film is the intuition of the producer. If the instinct for the success of the project is well developed and the producer says “there must be a film! “Then the next talent is the ability to communicate with people. The more money the producer “knocks out” for the future film, the more opportunities the director has, the better the film will be.

Special talent is required when making a television series, because it is impossible to sell it to major film companies for theatrical release, which means that the budget of the film is small or even small to begin with. In order to create a quality TV series, the producer must fully use all his abilities and skills, from the beginning of writing the script until the TV series is released. Qualification classification of the position Job duties. Gives an expert assessment of the artistic qualities and economic parameters of the film project.

Together with the authors of the film project or external experts, he develops the artistic concept of television or film (hereinafter referred to as film), the optimal tactics of its production and distribution. Reviews and accepts the literary and director's script and production design for the film. Seeks and oversees the rational use of resources, including funds, necessary for the implementation of a film project. Forms a creative team and selects film producer personnel, organizes their work. Oversees the film making process. Provides creative and technological processes for film preparation, filming and editing. Oversees that the footage is consistent with the accepted artistic concept of the film, the literary and directorial script of the approved director, and the production design of the film. Accepts the finished film independently or with the help of external experts. Organizes a set of activities (organizational and commercial) to study the film market, create audiovisual products taking into account the demand, and effectively promote the finished film to the consumer. Solves issues within the scope of assigned rights and assigns other employees to perform certain production and economic functions. Ensures compliance with applicable copyright and related rights norms in film creation and distribution. Need to know:

- laws and other regulatory legal documents in the field of cinematography and television;
- organizational, administrative and regulatory documents related to the production, rental and display of audiovisual products;

- the basic principles of building a cinematography and television management system;
- the main components of the film process;
- film production technology and organization;
- basics of film directing, film dramaturgy, cinematography, film editing and sound design;
- special type of photography technology;
- basics of material culture, marketing and management;
- the main directions and trends of creative, economic and technical development of domestic and foreign cinema, video and television;
- principles of operation of the market for the sale of audiovisual products;
- procedure for concluding and executing contracts;
- personnel management methods;
- basics of labor legislation;
- legislation on copyright and related rights;
- labor protection rules.

A producer is a specialist who organizes (or helps organize) the financial, administrative, technological or legal spheres of his activity, as well as implements a policy in the implementation of a project. No matter what type of art a producer works in, he must have a deep understanding of it, as well as a good understanding of accounting, estimating, and the economic field. This field includes rich fields related to the organization of cultural events, directing, acting skills, dance art, art history, art and cultural studies, spirituality, law, economy. Because the producer is responsible for the implementation of the guaranteed goal in organizing the work.

Production products can refer to the creation of something or to an end product, such as a theatrical performance. It can be the process of bringing a song or musical piece to life. Or you can turn an amateur creative work into perfection. Production can put images or theories of creative production lines into motion. You've probably heard the word "producer" a few times, but you may not have fully understood what it does. The producer's responsibilities vary depending on the industry and the specifics of the project. For example, if we talk about music, then this producer is a person who fully controls the process of creating music, determines the direction of development and is often responsible for the image of the artist. In the film industry, a producer is someone who comes up with an idea for a film, chooses the right director, works with copyright holders and seeks financing. The producer also decides which scenes will be included in the final cut.

Producers are responsible for providing necessary organizational, technical, financial and legal support. These professionals allow only people involved in the creative process to do their creative work. Most of the producers are behind the scenes, but their contribution to the project is invaluable. After all, they create a safe space for artists who want to realize their dreams. With the development of the media industry and the emergence of new entertainment formats, the value of producers has increased: now IT companies, mass media, agencies involved in the creation of video, audio and text content need such specialists. Now the

word producer is associated not only with the field of art, because the ability to come up with a non-standard idea and find a way to implement it is necessary in all creative fields. Being a producer is about being able to do anything when it matters.

In Uzbekistan, the term "producer" has been used since the middle of the 20th century. Prior to that, more directors, composers, singers, ballet masters and those engaged in other fields (for example, from sports performances to various folk games or wrestlers, goalkeepers) have been showing their art in different forms and under different conditions.

With the development of film production, the producer had to hire assistants. In particular, operators, distributors, projectors and cashiers appeared on the surface of such a professional need. Production has become a kind of independent charter, which includes the development of the idea, financing, hiring a film crew and renting a technical base. The more the producer wanted to make a profit, the more responsible he approached the problems of what and how to shoot. The same episode, edited by different directors, bored the audience in one case, while in another it was watched in one breath. This process, later called editing, began to be tightly controlled by producers. Cinema has become a field of unpredictable results, but at the same time, this activity can be incredibly profitable if successful. A film producer is an entrepreneur in the field of film, the main figure of film production, who controls the film project at all its stages. He forms the team, is responsible for financing, production deadlines.

From a professional point of view, the basis of this field is the study of all stages of the production process (film, performance, clip, etc.). A person engaged in this activity should have the ability to harmonize financial, economic, organizational and creative processes, so that the money spent by him should not be ineffective. In addition, the producer is required to know and respect the audience. As we noted above, production requires knowledge of many areas. He has financing, accounting, management, i.e. management skills, good knowledge of laws, ability to combine creative and organizational processes, good knowledge of art, foresight, great success in taking risks, entrepreneurial qualities. should be a knowledgeable person. A producer is required to be aware of many areas.

It is impossible to imagine the fields of film production, pop, theater, circus, and show business without the activity of a producer. Now, not only in the field of art, new concepts such as producer of socio-cultural field, producer of computer games are being introduced, which develop methods of attracting users to virtual entertainment according to consumer requirements. Many cultural universities have trained specialists in this direction. Producer is a modern, developing and promising profession that requires knowledge and skills that are necessary to one degree or another in working in the current socio-cultural sphere.

In this way, the theoretical basis of the production activity began to appear. The theory of production activity can be recognized as follows. Producers are at the beginning of the production process of any television or film production. This profession includes evaluating screenplays, buying the rights to adapt art books into video productions, and obtaining financing prior to filming. Producers direct the director and crew, set the shooting schedule, and are responsible for

ensuring that the project is completed on time and on budget using business acumen, creativity, and technical expertise. At the same time, the profession has advantages and disadvantages.

Producers work long and irregular hours to ensure that projects are completed on time. It is normal to work on weekends and holidays. Finding a job in a competitive industry is difficult. Managing the creative, practical and financial aspects of a project can be stressful. Producers have to work mainly in the office, go to studios, casting and oversee filming on some locations abroad. Each profession has advantages and disadvantages.

#### Aspiring producers must be able to:

- Must know the history of the field;
- choosing a topic (original or film adaptation);
- providing financing;
- turning an idea into a script;
- creating a business plan;
- concluding a contract with a film studio;
- formation of a film crew;
- creating a production project of the film;
- defining a marketing strategy;
- control of current material;
- understanding the art of editing;
- to be responsible for historical and factual accuracy;
- understanding copyright issues;
- organization of rent;
- analysis of the finished film;
- evaluation of secondary markets.

The tasks and professional abilities of production activities also change depending on the modern social environment. The development of technique and technology has a positive effect on the industry. To date, some understandings have been formed in our legislation on production. For a producer to be successful, it is not enough to have a certain mindset, character and skills. The ability of the producer to follow the rules of ethics is also of great importance. Ethics is currently divided into a number of fields, and each field deals with specific problems.

1. General theory of ethics - studies ethics, its nature, essence, characteristics, components, its place in the development of society.
2. Historical ethics studies the origin of morality, the laws of its historical development, the place of various moral theories in history, and the stages of development.

3. The ethics of normative values studies specific moral norms, requirements of moral obligation, the system of moral values that is formed as a moral heritage and passes from generation to generation.
4. Professional ethics - studies and implements moral norms, principles and qualities specific to each profession.

The producer achieves positive victories based on the rules of professional ethics. The rules of ethics in production activities are an integral part of the producer's professionalism and play an important role in industry practice. In the process of work, the producer meets and communicates with completely different people. Talks and negotiates. In addition, he is always in contact with subordinates, colleagues, partners, and therefore his rules of professional ethics must always be at a high level. If the social value system prevails in a person's activity, he actively participates in social life, and the public principle prevails in his worldview. Otherwise, a person puts his personal interests first, and the principle of individualism prevails in his worldview. The most difficult aspect of the production profession is formed based on a certain positive or negative principle as a result of not following the rules of professional ethics, not doing regular analysis or planning. Scientists and researchers have drawn different conclusions about the rules of ethics in scientific sources. Basing on more professional ethics in production activities will give good results.

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