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METHODOLOGICAL ASPECTS OF THE FORMATION OF CREATIVE INDUSTRIES AND THEIR USE IN THE ECONOMY OF UZBEKISTAN

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Abstract: The emergence of industries in the creative sector of the economy is increasingly recognized as significant for both social and economic development, which is of growing interest to the world community. The understanding and study of the economic value of the creative industries has expanded. The experience of developed countries shows significant growth in GDP and employment in the creative sectors of the economy, which also contributes to the revitalization and promotion of cities, the growth of urbanization and attracting investment. Many experts argue that the creative industries have a significant impact on economic development, thanks to the implementation of a new concept of economic growth. In this regard, the need to study the theoretical and methodological problems of the creative economy plays a rather significant role in the dynamic development of society.

Keywords: creativity, market, market economy, creative economy, knowledge economy, creative industry, theoretical approaches to the characterization of creative industries.

Introduction

The increasing globalization of the economy has led to the emergence of creative industries that are driving the new economy today. The branches of the creative sector of the economy are increasingly recognized as significant for both social and economic development and are of growing interest to the world community. The understanding and study of the economic value of the creative industries has expanded. The experience of developed countries shows significant growth in GDP and employment in the creative sectors of the economy, which also contributes to the revitalization and promotion of cities, the growth of urbanization and attracting investment. Many experts argue that the creative industries have a significant impact on economic development, thanks to the implementation of a new concept of economic growth.

In terms of the share of creative industries in the country's GDP, Italy ranks first (6.1%), followed by the UK (5.8%) and Australia (5.7%). The world average is 3%. [1]. In this regard, it should be noted that as a result of their development, creative industries prove the possibility of faster economic growth based on human creativity.

Analysis of literature on the topic

At present, among the important theoretical and methodological problems in the development of the economy is a detailed study of such a phenomenon as creative industries. Categories such as creativity, thinking, innovation, knowledge economy are completely new, not studied. However, the trends in the development of the world economy show that all this already exists in the world, and also requires detailed and

close study.

Thus, the works of foreign economists R. Florida, Charles Landry , and other researchers on the creative economy. However, the study of problems in this direction requires close attention, in particular, to study the directions of development of the economy of Uzbekistan. In this regard, we believe that the study of theoretical problems of the development of creative industries in Uzbekistan is timely, necessary, and also very relevant. " As a result, by 2030, Uzbekistan should enter the ranks of countries with above-average per capita incomes" [2]

Research methodology.

The following methods were used in the work: scientific abstraction, analysis and synthesis, induction and deduction, statistical methods.

Analysis and results

Currently, in the world practice, many experts consider the creative industry as a synonym for the concept of "creative economy, or knowledge economy": "an economy that is based on ideas, and not on physical capital, solving a number of economic, political, social, cultural and technological problems, while being at the intersection of art, business and technology" [3].

The creative economy is unique in that it is connected to the most unlimited global resource - human creativity. In view of this provision, strategies for the creative industries must include the use of human potential for economic growth.

Developed countries have been focusing on the formation of creative industries for several decades. It is important to note that the global capitalization of the creative industries by 2020 was almost \$2.3 trillion; moreover, the creative industry creates 29.5 million jobs, which is 1% of the total employed population in the world [4].

A source such as Wikipedia defines creative industries (Creative economy or knowledge economy) - as a special sector economy , based on the sale of goods and services that are the result of intellectual activity. The development of technology and innovation plays a significant role in the production of these goods and services. The global capitalization of creative industries by 2019 is \$2.3 trillion

The main characteristics are:

- the high role of new technologies and discoveries in various fields of human activity;
- high creative component of labor;
- a large amount of already existing knowledge and an urgent need to generate new knowledge.

In addition, creative industries are characterized in terms of a creative approach, which is based on design thinking, creative imagination (modeling), and practical orientation.

The term "creative economy" entered the conceptual apparatus of the economic sector in 2000 with the publication of the article " The Creative Economy " in Business magazine week magazine . The creative economy, being a new type of

economy, represents ideas and creativity as an engine of innovation, technological change and as a comparative advantage in business development. This led to the emergence and use of the term "creative industries", which was first voiced in the speech of the British Minister of Culture, who managed to introduce the creative industries into public policy and determine the economic importance of creativity.

At the state and institutional level, the phenomenon of the creative economy was first implemented by the UK as part of the Creative Industries Map of the Department of Culture, Media and Sports (DCMS) in 1998.

Until now, there is no single world registry of what is considered creative industries and what is not. The close connection of creative economy sectors with other industries often makes it difficult to identify and separate them into a separate creative block. The standard classification of economic sectors does not allow defining creative industries. The Department for Digitalization, Culture, Media and Sports of Great Britain in 2015 attributed to the creative economy industries that are based on the creation and use of intellectual property, namely:

- Advertising and marketing;
- Architecture;
- Crafts;
- Industrial design, graphic design, creation of clothing models;
- Cinematography, TV, video, radio and photography;
- Development of software , services, applications, games;
- Publishing and Press;
- Museum, galleries, libraries;
- Music, theater, art.

There are several studies on the creative economy as a socio-economic phenomenon.

In the work "The Creative Class: People Who Change the Future", American professor, economist and sociologist Richard Florida , as a result of analyzing the political and economic development of American society, comes to the conclusion that the creative economy has become its basis in recent years. He calls the core of society the creative class , or representatives of creative professions. Creativity according to Florida is "creation on the basis of knowledge of practical new forms", and the basis for the development of a creative economy is the principle of 3 "T": "technology, talent and tolerance". [5]

Another book on the creative economy is The Creative City by World Bank expert Charles Landry . He describes the development of modern cities and comes to the conclusion that human abilities and motivations come to the fore in the development of the urban environment, pushing infrastructure, natural resources, etc. into the background. [6]

Thus, a certain paradox arises: on the one hand, creative industries already exist, quite well; on the other hand, they are mainly spread in the developed countries of the market economy. There is no need to talk about the unity of opinions on the

issues of the creative economy. How to get out of this situation, in our opinion, necessary:

- step by step approach in the detailed development of not only the very basic concepts of the creative economy, but also look for the possibility of their use in the specific economy of the country;

- to study well the experience of developed countries in the development of creative industries, as well as its application in the economy of Uzbekistan;

long-term concept for the development of a creative economy in Uzbekistan (for 20-30 years), find such economic instruments that would stimulate the creative abilities of people, in particular young people, for the development of creative and innovative development of the economy of Uzbekistan,

- to support and stimulate research and innovation activities, primarily creative ideas and developments of the younger generation, as well as the creation of favorable conditions for the active participation of talented youth in this activity;

- create effective mechanisms for the promotion and implementation of promising domestic achievements in research and innovation, including the organization and strengthening of the material and technical base of scientific and experimental specialized laboratories, high-tech centers, technology parks and other innovation-oriented structures, including with the participation of foreign investors .

Here are the data for Uzbekistan: In total, Uzbekistan ranked 100th among 139 countries with a global creativity index of 0.288, according to the ranking. Experts make a rating based on three key indicators - technology, talent and tolerance. In the direction of "Technology" Uzbekistan took 74th place, in the direction of "Talent" - 111th place, in the direction of "Tolerance" - 64th place [7]

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