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Education and the Role of Amateur Artistic Creativity

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Summary

Amateur art is rightly regarded in our time as a powerful mass movement in the field of art, as a process of creating conditions for a person's motivational choice of objective activity. Moreover, this process is determined by the needs of the individual, his interests.

Keywords: Amateur performance, art, folk art, aesthetic education.

Amateur artistic activity or amateur creativity is a type of folk art; artistic creativity of people who are not professional artists and who engage in art in addition to their main profession. This is amateur creativity in studios and circles at factories, workers' clubs, cultural and educational institutions, in various industrial organizations, kindergartens, Palaces of Pioneers, schools and units of the Armed Forces of the Army under the guidance of experienced artists or on their own initiative and initiative. It can be individual (drawing, carving, modeling, embroidery, etc.) and collective (theater, dance, choir clubs).

Amateur artistic activity is a mass form of creativity in our country, tens of millions of people are involved in it - a whole army of national talents, that is, almost everyone in whom an artist lives, a love of beauty, an attraction to art. This type of folk art goes back to traditional folk crafts, oral poetry, traditional decorations and designs, and amateur performances. But only after 1917 did it become incredibly widespread. At the same time, the very concept of amateur artistic activity was born.[1. Ariarsky M.A. P.144]

Currently, it covers almost all types and genres of art. But the most common are amateur performing arts - theatrical, vocal-musical, choreographic creativity, as well as artistic reading. Every year, original creativity in various fields of art, including fine and applied arts, is growing, as evidenced by periodic exhibitions of amateur painters and craftsmen - workers, teachers, creative intelligentsia. Systematic performances by amateur artists, dancers, singers and musicians in their groups, on construction sites, in cities and villages are an important factor in the spiritual life of the people, an integral part of the artistic culture of our country. [2. Zharkov A.D. P.65]

Amateur artistic activity is the most effective form of aesthetic education of the working masses. The sense of beauty and good taste are formed more successfully when a person creates beauty himself, recognizes himself as an artist and establishes himself in this role. All this not only enriches and elevates people spiritually, contributing to their comprehensive development and cultural organization of leisure, but also has a direct practical impact: a developed sense of beauty aesthetically colors work and is a necessary condition for the

production of beautiful things and solving the problem of product quality. Hence the special social importance and significance of amateur performances.

Amateur artistic creativity in modern society, which is an integral part of the artistic culture of the people, can be preserved and developed under certain conditions. The concept of “creating conditions” is a set of actions aimed at implementing, carrying out, organizing and managing activities that ensure the implementation of the rights and obligations of local governments regarding the implementation of established powers and, in particular, to create conditions for the preservation and development of local traditional artistic creativity. Thus, the creation of conditions for the development of amateur creativity must have resource support, providing financial, material and structural support.

The basic condition for the implementation of the authority of the municipality to provide conditions for the development of local folk art is the creation of creative groups of various genres: choreographic, choral, musical, theatrical, folklore. [3. Maksyutin N.F. P.90]

The technology of amateur artistic creativity is a set of methods and techniques that provide targeted regulation of artistic-creative, artistic-pedagogical, artistic-communicative and artistic-organizational activities of team members. This activity is aimed, first of all, at self-improvement of the individual and creating conditions for self-organizational processes in groups and teams of art lovers. Organization of amateur artistic creativity. The encyclopedic dictionary interprets organization (from the Latin *organise* - giving a harmonious appearance, arranging) in three meanings: 1) internal order, consistency, interaction of more or less differentiated autonomous parts of the whole, determined by its structure; 2) a set of processes or actions leading to the formation and improvement of relationships between parts of the whole; 3) an association of people who jointly implement a program or goal and act on the basis of certain rules and procedures. [4. Petrosova E.A. P.38-39]

Thus, the concept of “organization” can mean: various publics of people (a team, a school class, a party, a voluntary society, an amateur art group, etc.), organizational activities and a description of the degree of organization of the activities of an individual and the public. By amateur art organizations we will understand any form of association of art lovers to realize a common artistic goal in their leisure time on the basis of their adopted program for the distribution of functions (roles) in the presence of leadership.

The key characteristic of an organization is a common goal for all participants. Any goal is a mentally anticipated, as if modeled, result of an activity. It is inextricably linked with objective needs, due to which it acts as an “ideal, internally motivating motive...” of human actions and “how the law determines their method and character.” [5. Usnatdinov Sh. S.218]

In an amateur (amateur) artistic organization, there are two types of goals: individual and collective. Creating an organization makes sense only when the individual goals of the participants are realized or when private goals are achievable only through the promotion and implementation of a common goal. The real goals of any organization are the result of a complex interaction of social goals with individual and group ones.

Goals set to an amateur artistic organization from the outside (from the management of a cultural and leisure institution, from cultural management bodies, etc.) represent goal-assignments. Such goals can be put forward: preparation for a certain date of the concert program, performance at a site determined by the administration, participation of the group in a public art and charity event, and others.

Depending on the main goal, all amateur artistic organizations can be divided into educational (clubs for learning to play musical instruments, theater and choral studios, ballroom dancing schools, etc.), artistic and creative, including copyright (fine, arts and crafts groups), cinema, art songs, associations of amateur poets, associations of amateur artists, etc.) and performing (amateur choirs, ensembles, choreographic groups, folk

philharmonic societies, theaters, circuses, etc.); artistic and communicative (discussion clubs for art lovers, clubs for creative meetings, cinema clubs for spectators, clubs for record collectors, disco clubs, clubs for lovers and collectors of folklore, etc.) and complex, in which it is difficult to identify a dominant goal (theaters-studios, complex aesthetic education centers, etc.). [6. Tkachuk M. A. S.32-33]

The content of non-artistic goals is also varied. Often for participants in amateur performances, especially beginners, art activities are not an end in themselves, but as a means of achieving goals such as establishing interpersonal contacts with like-minded people and communicating with like-minded people.

In its development, each amateur creative team goes through several stages. The formation of a creative team is preceded by the stage of studying the socio-cultural conditions of its creation in a specific region and on the basis of a specific socio-cultural institution. The next stage in the development of the team is to identify its potential participants. This stage is characterized by a complex process of conducting sociological research, organizing admission tests, recruiting a team and staff of organizers of artistic creativity, and forming the initial organizational structure. [7. Cherkashina T.V. C.47]

The next stage in the development of the artistic group is the period of searching and determining the goals and guidelines of activity and, accordingly, the main directions of work, genre and repertoire policy. During this period, under the influence of various socio-psychological factors, the internal formal and informal structure of the organization takes shape, and the interaction of social and personal artistic and extra-artistic attitudes occurs. The further correlation of organizational and self-organizational processes inside and outside the team leads to the stage of final organizational design of the amateur art group.

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