

Problems Of Intercommunication In Production Practice

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Abstract: We cannot imagine the life of society without the system of art and culture. In particular, pop and public performances are an art form that can actively influence the culture and spirituality of our society and have powerful tools. Movies, music, songs, etc. provide spiritual nourishment to the viewer. In the era of advanced techniques and technologies, it is an urgent issue to officially form a production profession that can fully use effective tools and all opportunities.

Keywords: Producer, production, market economy.

Introduction: The demand of the time is that the development of the culture and art spheres, training of qualified personnel based on world-class best practices, and raising the cultural level of young people are becoming more urgent than ever. Based on the words of President Sh. Mirziyoyev, "We have always understood and continue to understand that any state and society that does not pay sufficient attention to the preservation, enrichment and multiplication of its historical, cultural and intellectual heritage, as well as to the upbringing of the growing younger generation in the spirit of national and universal values, and that does not set itself the goal of developing a harmoniously developed, independent-thinking, self-reliant, and civic-minded person, is doomed to be left behind on the path of history and progress," it becomes clear that further expanding the scope of scientific and creative work is an urgent issue. It is no secret that the work of a producer primarily depends on his ability to communicate at multiple levels and in a wide range, and the "success" or "failure" of the projects being developed and his activities in general depend on the communicative culture and sociability of his personality. What prevents a producer from mastering a communicative culture? Why is it easy for one producer to manage and communicate with people, and for another it is a burden? The main obstacle to achieving full mutual understanding in production practice is called communication barriers for many reasons.

The main problems and barriers that impede the development of psychological comfort in relationships

in the field of socio-cultural activity are an important issue from which it is necessary to begin the formation of a communicative culture of a producer. The wide scope of the producer's creative, entrepreneurial and managerial activities also determines various interrelated aspects, the optimal combination of which determines and determines the management style, communication culture and, ultimately, the success of production projects. At the same time, a role is understood as a set of certain actions and functions that correspond to a particular institution or a specific position [1]. If we take as a basis the broadest classification of producer roles according to organizational, infrastructural, economic and information functions, we can analyze the producer's communication links at different stages of production activity and, accordingly, consider communicative constraints in production practice. The meaning of communication cannot be explained solely by the nature of the activity, the character of the person, the interaction, the method of presenting information separately, since communication is a complex system of interconnected relationships studied by various social and humanitarian disciplines, therefore this article will consider only some of the constraints that impede the implementation of effective producer communication.

A communicative barrier that creates restrictions in joint activities is usually understood as everything that hinders and hinders effective communication, but in fact, an equal sign is put between the psychological barrier itself and the factors of its emergence, and the

phenomena and causes that create it are identified. In fact, the number of barriers to successful communication is much greater.

Under a psychological barrier, we understand such processes, features, even situations that prevent the entire activity of a person from retaining his latent emotional and intellectual potential. By definition, a barrier is "a psychological obstacle to the optimal processes of adaptation to new environmental factors, based on the characteristics of the situation or the individual characteristics of the person" [2]. Usually, taking into account the barriers that arise in production practice, carried out by specialists with an elementary communication culture, we use the concept of "barriers" that block communication as a synonym for communication restrictions. One of the reasons for the lack of trust in achieving mutual understanding between participants in the creative process is communication limitations, which are due to the lack of the following factors: a sufficient image of the partner, sufficient orientation to the interests of the interlocutor, the ability to accept the role of a communication partner, the ability to model the inner world of an individual based on external signs, the ability to master the mechanisms of understanding the psychological correspondence of the characteristics of the situation. Communication limitations are barriers that strongly hinder interpersonal communication that arise when a certain structural element falls out of the general structure of the entire process.

There are all types of communication limitations in the activities of a manager, but, nevertheless, it is possible to highlight the specific features of psychological difficulties encountered in the process of management and creative work. Three groups of communication difficulties associated with the specific features of organizational and managerial activities in the socio-cultural sphere are identified as the main ones.

The first group consists of communication limitations associated with the process of introducing a person into a group [4].

The second group includes limitations related to the development of relationships, group processes, group formation and maintaining group unity. The third group includes limitations related to the lack of tools for group activity, lack of formality: the inability to express one's thoughts clearly and precisely, difficulty in debating, the inability to hold discussions, debates, etc.

The structure of interpersonal communication should be considered from two interrelated sides: from the internal side (motivation of action) and from the external side (means, methods of communication). Therefore, it is possible to distinguish between

limitations inherent in motivational determinism and limitations arising from imperfect means of communication.

The producer, due to various personal characteristics, can cause a negative emotional reaction in the partner, communication with him can interfere with the satisfaction of important needs for this person. In this case, the difficulties are of an internal nature, and the instrumental aspects of communication play a secondary, service role and provide psychological protection.

Two types of egocentric orientation are distinguished: egocentrism as a desire to talk about oneself from a point of view, and egoism as a desire to think from one's own point of view. The barriers of individual differences also depend on the complexity of the person's cognition. In particular, it is indicated that increasing the level of cognitive complexity of a person, increasing the amount of knowledge about the psychological characteristics of other people associated with increasing the level of communicative competence of a person. Specific communication barriers are characteristic of people with specific anxiety, which are most often encountered in their professional activities as producers. Creative individuals who are constantly dissatisfied with the recognition of their talents and abilities are often found in art groups that must be managed by a producer. Anxiety, which arises as a result of the "incompleteness", "ugliness", "weakness" or de-hierarchization of the motivational system of a person, can lead to a weakening of the "internal level" of control over communicative activity. "Unable to find himself", a person who is anxious tries to "find himself outside", in particular, becomes sensitive to others' assessments and opinions about him, sometimes initiating their manifestation [5].

- Barriers to communication etiquette. The communication style is formed as an individual program based on the temperament, character and type of accentuation of the person.

The producer often has to deal with different types of partners: dominant, non-dominant, mobile, rigid, extrovert, introvert, with different behavioral and behavioral characteristics.

An attempt was made to analyze the most common communicative limitations in the activity of the producer and identify behavioral acts in solving some practical situations (see table).

The variety of approaches to identifying communicative limitations allows not only to consider communication difficulties in a very broad sense, but also to identify ways to overcome them in order to

improve the level of communicative culture of producers.

Correction of communication should be based on diagnosing difficulties in its motivation, since it is impossible to harmonize human relations by changing only the external, operational side of communication and not revealing the main causes of difficulties and eliminating them.

In correctional work, methods of changing the main specific relationships of the person or value orientations should be used.

The work should not be aimed at improving the attitude towards other people and the self-esteem associated with it, developing the necessary communication skills, such as overcoming internal conflicts, or cultivating expressive speech skills,

activation of self-awareness. The most effective education for such people is self-analysis as a means of stimulating self-development, as well as group socio-psychological training, which increases the readiness to accept oneself and others in communication.

Specialists have systematized individual methods of socio-psychological training. It is logical to use role-playing games in behavioral exercises, and in psychocorrection - mainly group discussions.

Role-playing games in the process of forming a communicative culture: can help to find effective forms of interpersonal communication, strengthen a successful model of behavior, and reveal problems and contradictions in interpersonal and interpersonal relationships. Role-playing games can be not only a means of fragmentation in the pedagogical process, but also complement other methods of the educational process.

The goals of group discussion can be as follows: to narrow down the content of the problem and the contradictions of personal relationships; to search for effective forms of interaction within the framework of cooperation; to develop reflections on actions in role-playing games. Group discussion can also be used as an addition to other teaching methods.

I would like to emphasize the use of innovative game methods. Thus, these games allow preparing future organizers of social and cultural activities in the process of using elements and acting techniques, realizing their personal communicative qualities and using them in communication with mature colleagues and teachers, and in general, to harmonize relationships with other people.

The course program "Producer Communicative Culture", developed by the author, includes techniques and exercises aimed at activating various forms of

nonverbal activity, developing special methods for facilitating the development of body sensations, tension, "personal perspectives", as well as exercises to improve the expressiveness of facial expressions, gestures, voices, etc.

Experts unanimously emphasize that special advantages for diagnosing and correcting communication difficulties are manifested in the conditions of active socio-psychological training. At the same time, video training creates new opportunities for achieving these goals, and its participants enter a new space for them - the "space of psychic reality".

As is known, the main direction of work on removing psychological barriers to communication is individual psychological counseling, confidential dialogical communication with people who have certain communication barriers. Therefore, the developed course program includes separate classes that will help the teacher to achieve the most complete understanding of communication problems and determine ways to solve them in the process of forming the communicative culture of producers.

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