

## WORK ON THE IMAGE

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### ABSTRACT

Today, one of the most important aspects of the perception of the organization in general and its assessment is the impression that it makes both on consumers and competitors, that is, its image (image). Regardless of the desires of both the organization itself and public relations specialists, the image is an objective a factor that plays a major role in the evaluation of any social process or phenomenon.

**Keywords:** Image, social process, phenomenon, international community, internal image, organization, positive image

An image is an image of an organization that exists in the minds of people. Every organization has its own image, regardless of who is working on it and whether they are working over him at all. Image is a tool to achieve the most important strategic goals of the organization facing it today. The image for different groups of the public may be different, that is, one and the same the same organization can be evaluated differently by the local and international community, government agencies, investors. In addition to the external image, there is always internal image of the organization.

Corporate image is the perception of the organization by various groups and communities. The corporate image can be positive, negative, fuzzy. In most cases, different groups perceive the organization differently. Achieving a positive corporate image and customer loyalty is the main purpose of corporate identity management.

A corporate image is not only a management tool, a tool, but also an object of management. A positive image is formed in the process of the organization's main activities, as well as targeted information work, which has been focused on target groups of the public for years. This type of work is carried out through various marketing communications (PR, advertising, sales promotion, personal sales). Work on the formation of a positive image is carried out for each group purposefully and by different means [1,3].

An actor can influence the inner world of the audience only by fully illuminating the universal conditions of the image he is creating. It reminds the viewer that he is a participant in the unprecedented changes taking place due to our independence, a small cog that moves a large mechanism.

Persuasion should be the highest goal of the creator. In order to create a real work of art, the creator must be distinguished by having high professional skills, being highly cultured, thinking and having a broad worldview, standing on a solid ideological level, and finally being hardworking. An actor constantly improves his skills, expands the range of knowledge, continuously enriches his spiritual and educational knowledge, and is a member of the society in which he lives.

It is necessary for him to be able to feel his life. The main essence of the actor's work is to make the audience a direct participant in the events of the performance, not just an observer.

Theater means action. Events and events taking place on the stage are absorbed by the audience through the continuous development of ideological thought. Dramatic art is a synthetic art that includes a number of influencing tools. According to K.S. Stanislavsky, the most important thing in the performance is the word. Art of humanity

If we say drama, which is one of the types of creativity, it is its impressiveness, magic, the word that moves the work. In a word, there can be no drama without words. So, the art of acting is based on very active movement. The word drama is old In Greek, it means a completed action. This phrase means "movement" in Latin. Therefore, the word "actor" means someone who acts on the stage. That is, the word acts based on the action. Before talking about the drama, the Danish prince Hamlet in Shakespeare's tragedy "Hamlet" directed at traveling actors it is appropriate to remember what he said. "The task of the theater is the same as before: to hold a mirror to the face of nature, to show its true passions and true vices, to show the unvarnished humanity of every age and generation in history" [1].

A.S. Pushkin has the following opinion about the drama: "Drama was born in the open field and served for the happiness of the people. The people are like children who are interested in interesting events. People need unparalleled passions, and even execution is a spectacle for them" [2]. The art of drama is based on active, lively speech and productive action subordinated to a purpose. Also, K.S. Stanislavsky said that one should not understand the stage movement in a one-sided, simplified manner. Stanislavsky says that if the composition of the work is viewed with arrogance, when people eat, if they go, come, run, walk, perform a lot of action, kill each other - it would be wrong to call this a stage action in the literal sense.

As the great director noted, only the movement born from the inner experiences of people can be a real stage work. If it matches with the word, the intended goal will be achieved. From the outside, the actions and events on the stage can be so slow that it is not noticeable.

However, if the inner movements of the characters are intense, and specific thoughts are expressed through words, directing the words towards specific goals can be stage performance of the highest form.

A person does not speak without a purpose in life. It convinces, exposes, denies, defends, etc. Also, the words are not ready. The word is born on the ground of action directed towards a goal. Every actor on the stage must turn the word given by the author into a weapon of vision. Interior of the image

It is impossible to create a work of art by simply memorizing words without understanding their essence. "Only art, which is the product of purposeful, courageous, honest actions, can be the crown of creativity. Including words," said K.S. Stanislavsky [3]. His doctrine of speech movement is based on the nature of speech movement in dramaturgy. Because every hero's thoughts are expressed through words.

The author of the dramatic work expresses the idea he wants to convey through the continuous development of actions. K.S. Stanislavsky's doctrine of "Word action" is one of the main principles of modern theater.

Leading directors such as M. Knebel, A. Goncharov, G. Tovstonogov, A. Popov have deeply analyzed the doctrine of "Word Action" with a creative approach. G.A. Tovstonogov stated that

he is a modern actor, perceptive, his thinking in the image is hot, he can adapt the way of thinking and speech character of the character his creating must be able to feel deeply.

If the thought is filled with emotion and brought to an absolute point, the word will seem secondary, but it will ring first. The most important task of an actor is to be able to see the vitality that is emanating from the ground of the words, as well as, in turn, through passion and thinking, the partner who acts together on the stage is to be able to influence the audience sitting in the hall. The difficulty and interestingness of the art of acting lies in the fact that it is necessary to enrich the goal of the author with his thinking, perception, mind, and words, and infuse it into the heart of the audience in a bright and impressive way.

The performance of the actor is limited from the outside and the effectiveness is increased. In the course of the development of modern theater, where the demand for internal actions is increasing, the role of the expression and power of words is gaining special meaning. In order to reveal the inner essence of the words in the work, it is necessary to analyze the work in depth. Here we take Shakespeare's tragedy Hamlet as an example.

A summary of the tragedy is as follows: Hamlet, Prince of Denmark after his extraordinary personal sufferings (father's untimely death, mother's marriage to his uncle), he confuses his outlook on the world around him. The events that have happened will radically change the relationship with friends, family problems, palace and palace politics, and finally with oneself. The thoughts occupying his brain make him so restless that a holistic analysis of events and events is afraid to do. As he searches for the truth, the vortex of events begins to pull him into its trap. But one by one, Hamlet begins to identify the events that seem to be a problem. At the same time, his outlook changes. He knows what the path he chooses will lead to.

A person's spiritual and physical destruction is the connecting point of the work. In other words, it is the destruction of the father and the spiritual decline of the mother. These events crush Hamlet's spirit. Now, for him, the spiritual value of life is money. The brother's killer is born, the wife betrays her faithful husband. Blood relatives and soulmates people who have become ordinary enemies. They insult what they should respect and honor.

Hamlet's mental experiences give him the impetus to fundamentally shape his worldview. Now he is determined not only to solve personal problems, but also to solve the problems facing society. But it was not an easy task for Hamlet to overcome these obstacles. Because again it becomes necessary to choose a different way of living in order to implement the emerging worldview, concepts and actions arising from it. Now he begins to look at the world with different eyes.

The monologue is one of the peaks of speech in this play. In the drama, the mental state of the character and the complexity of his character are revealed by means of a monologue. In addition, in the drama, it is not reflected on the stage, but it is of great importance in expressing the conditions related to the dialectic of the character's soul. Sometimes the climax of the work is described in the monologue.

The monologue is of great importance in Shakespeare's dramaturgy. With the help of a monologue, Shakespeare's characters express their inner spiritual experiences. These things seem terrible and unnatural for Hamlet, who for the first time in his life collided with ugliness and depravity. How a person chooses the path after that

The question of necessity is always in front of the prince. How to fight evil? Is it necessary to fight evil in general? This is what tormented the heart of the hero during the play. Image is a universal category, applicable to any object or object of social cognition: human (personal image), organization (corporate image), social position (image of a political figure), profession (image of a lawyer).

#### LITERATURES

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