

MANAGEMENT CULTURE AND COMMUNICATION SKILLS OF THE SCHOOL PRINCIPAL

Miskinova Dilfuzakhan Numanjanovna

Abstract: This article discusses the development of management culture and communication skills of a school principal. Management culture is considered as an essential component of a leader's professional competence. It examines aspects such as leadership ethics, communication culture, teamwork, conflict resolution, decision-making, and social responsibility. The paper also highlights effective methods for developing communication skills and improving interpersonal relationships in the modern education system.

Key words: management culture, communication skills, leadership personality, interaction, competence.

Introduction. Modern education in the system leadership activity increasingly becoming complicated going from processes is one. School director not only management process organization maybe whole of the team spiritual, moral and cultural development guide - guide indicator leader is a person. This because, school director of the person management culture and communicative skills develop education institution effective activity in the conduct of solution doer factor is considered.

Management culture is leader's own activity purposeful, systematic and boot to the principles based without take to go is the ability. He leader's internal world, professional experience, social responsibility, etiquette and human values how much deep understanding with is determined. High management to culture has director own in the team positive psychological environment creates, employees in the middle each other respect, trust and solidarity It also provides education in the process innovative approaches, modern management technologies and information communication from the means effective uses.

Communicative skills and leadership of activity inseparable is part of the school. director for correct communication to do, to think clear to express, to listen to culture has to be, to criticize and suggestions correct acceptance to do, to dispute in situations compromise solution find very important. Effective communication school team solidarity reinforces, teacher and students in the middle positive psychological environment creates and parents with cooperation strengthens.¹

The leader's communicative competence not only speech culture, but emotional intelligence, empathy, leadership qualities also own inside takes. Today on the day leader of the person emotional stability, stress management ability, self catch to know culture education institution to the efficiency directly effect shows. This because of school directors preparation and their qualification increase in the process soft skills — that is communication,

¹ Ganieva M., Turayev B. *Education in institutions leadership culture and management Psychology* . – Tashkent: Publishing House of the Tashkent State University of Political Science , 2021.

team work, leadership, problem solution to be critical thinking such as skills to develop separately attention to give necessary.

Management culture in formation leader's personal values, morals principles and social responsibility important place holds. School director own behavior, communication and decisions with to the team sample to be It is necessary. teacher and students in the middle positive social connections developing, every one human his/her opinion appreciative, their need and their interests in consideration recipient person to be necessary.

Modern in management communication openness, transparency, information exchange and cooperation principles important importance profession School director this principles based on own activity organization if so, team members himself / herself appreciated, heard and supported feeling does. This and own in turn education quality increases, the teachers motivation strengthens and of the students to the success positive effect shows.

Management culture and communicative skills each other closely related are concepts. Management culture leader's strategic thinking, management decisions correct acceptance to do, human resources effective redirect and organization internal environment stable to keep service does. Communicative skills and this the process done increase the most important School director team with effective communication installed just by chance education quality improvement, innovation initiatives done increase and of the students intellectual development to provide as much as possible has It will be.

Education in the process leader of the person communicative culture many in terms of education institution social - psychological to the environment effect does. If leader in communication open, sincere and constructive to the approach has if so, the team members himself / herself appreciated, considered worthy person as feeling does. Such under the circumstances teachers initiative from showing Fear not, creativity with works and own from the activity satisfied It will be.

Management culture main structural into parts the following includes : leadership ethics, social responsibility, information culture, decision acceptance to do culture, communication culture and conflictological competence. Especially conflictological competence is leader's problematic in situations compromise way find, team inside disagreements constructive in a way solution to grow is the ability. Such habit school in the team positive relationships in storage important importance profession will reach.

Modern education from the leader only administrative and organizational abilities not, maybe human virtues – sincerity, patience, honesty, justice, empathy and responsibility also demand Because current globalization during leaders many social, technological and moral to problems face They are coming. They are coming. overcome in transit high level communicative and management culture solution doer role plays.²

² Goleman D. *Emotional Intelligence: Why It Can Matter More Than IQ*. – New York: Bantam Books, 1995.

School directors for organization being done qualification increase in courses soft skills — that is flexibility, teamwork work, efficient communication, time management, problem solution to be critical and creative thinking skills to develop separately attention to be given necessary. Because exactly this skills leadership of activity stable and humanitarianism based on to develop ground creates.

Also, management culture in formation leader's own on work, self analysis to do, modern scientific approaches learning, advanced foreign experiments analysis so that they local to the conditions adapt to take ability big importance profession The leader himself / herself to develop was aspiration whole of the team to grow motivation gives.³

Education in the system reforms, digitization processes and to competence based approaches from the leaders new kind of thinking – that is, communicative, creative and innovative approach demand is doing. That's why for leader's management culture only theoretical knowledge not, maybe practical in activity regular manifestation to be It is necessary. own to the team example to be, every one the employee encourage to receive and himself / herself permanent student person as to show necessary.

Conclusion. The management culture and communication skills of the school principal are one of the most important factors of successful leadership in the modern education system. Management culture is the main strength of the leader in creating a healthy psychological environment in the organization, uniting the team towards a common goal and promoting innovative ideas. Communicative skills, as a means of implementing this culture, ensure mutual trust, cooperation and openness between the leader and employees.

Therefore, school leaders should pay special attention to the culture of communication, the art of listening, sincerity and empathy in their work. Because it is human relationships that determine the internal stability of the school community. A leader with a highly developed management culture leads the community not only through orders, but also through trust, respect and motivation.

In the modern era of digital technologies, globalization, and competition in education, the management culture of a leader is taking on a new meaning. Now the leader must be not just a manager, but also a coach, communicator, and a person who enhances the spirit of the team. For a modern school leader, management culture and communication skills are not just professional skills, but an integral part of the leadership philosophy. Every leader should strive to awaken the inner potential of the team, putting the human factor at the center of their activities. Because of the team success — the leader's communication culture and management to the style directly depends. School director modern communication from the means use open, open information exchange, mutual analysis and opinion exchange environment create necessary. Such under the circumstances every one pedagogue own the idea to express, to take the initiative to show and professional to grow This is what professional development of the entire school community positive motivation gives. Management culture high level is oneself and others manage to take It is his art. inside leader's himself analysis can to receive, positive to changes openness, fairness

³ Boltayev A. *Education in the process leader's communicative competence develop methods* . – “ Education and Innovation ” magazine , No. 2, 2022.

decision acceptance to do and social to feel responsible such as adjectives takes. That's it. qualities sum education in the institution healthy environment, mutual confidence and creativity provides.⁴

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⁴ Mintzberg H. *The Nature of Managerial Work*. – New York: Harper & Row, 1973.