

## THE ROLE OF TELEVISION IN THE UZBEK CULTURE

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### ABSTRACT:

Television is an excellent means of communication between people. The article provides scientific and theoretical views on the role and importance of television in society. The topic is analyzed on the basis of the achievements of modern art theory and covers in detail the specific functions of television. It is emphasized that television is a multifunctional system, and the features of its informative, spirituality and enlightenment, recreation, productive functions are discussed.

**KEYWORDS:** Television, Play, Film Director, Image, Spirituality, People, Television Programs, Technological Progress.

### INTRODUCTION:

After gaining independence, it has become possible to free people's minds from the influence of various ideological norms, return self-awareness, and fully realize their potentiality. Literature, art, media, and television have a substantial role not only in the dissemination of information but also in the development of self-awareness, people's consciousness, maintaining spirituality.

A number of decrees and resolutions have been announced and radically have been improved the content of TV and radio programs, also there have been expanded the spectrum and range of genres in order to satisfy the information needs of the population [1].

After independence reforms and innovations have positively impacted the quality of the content of television

programs. Television journalists decided to abandon outmoded programs and to produce completely innovative types of programs based on new directions that are in line with the people's hearts, culture, spirituality, and faith. "Strengthening and developing people's spirituality is the most important task of the state and society in Uzbekistan" [2. 60].

### MAIN PART:

Television, as well as cinema, which is considered one of the most important achievements of humankind, is largely due to technological progress. Television is the result of social needs. With the development of various television technologies, visual aids for television have also begun to appear. Today television has become an integral part of our life. Developing, television owned aspects and perform techniques from literature, theater, cinema, and radio. A number of advantages have a television in terms of public attention.

Over time, television left the communication and reproduction framework of the broadcasting and began to develop its specific projects, absorbing the elements of the arts. This contributed to the replenishment of airtime, as it became the basis for the creation of various types of television programs.

It is well-known that television is a unique multifunctional system that promotes cultural values and influences the formation of human spirituality, which performs various functions as:

1) Informative, that considered as broadcasting the information which carries social, political

and spiritual value;

2) Spirituality and enlightenment (an acquaintance of the audience with literary areas, promotion of news of arts and culture, creation of works based on new national values);

3) Recreation, which means gaining the spiritual level of a person with special, cultural-entertaining programs;

4) Integrative function of TV is aimed at consolidation of all segments of society which have social, national, professional, religious and other differences;

5) Productive function maintains the recreational, aesthetic, spiritual, and cultural activities of the TV with clarification of reproductive and creative properties.

Television has proven that it is possible to create artistic creations that meet the aesthetic requirements of reality. Television provided the broadcasts along with the formation and popularization of new types of programs. In 1950, more than half a century ago, the famous art critic V. Sappak – the author of the book “Televidenie I mi” (“The television and we” author’s translation) described the television as “X-ray of character”. This issue also displayed in V. Vilchek’s article “Pod znakom televideniye” (“Under the brand of TV” author’s translation) as in many other theoretical and analytical articles, researches, books about TV. A new approach to this issue revealed in the article of professor V. I. Mikhalkovich “Oblik vidimogo cheloveka” (“Appearance of visible person” author’s translation). He attempted to reveal the inner voice of the speaker on the television screen, his distinction between the actor in the movie and theater [3.12]. Television plays has an important role in forming the artistic taste of the audience.

By relating other objects of arts, television not only shows their appearance by a

technical method but also reveals new thoughts, clarifies their essential content. Many film and theater directors now collaborate with television because of their interest in this type of artistic activity. TV dramaturgy is enriching by the works of national and world literature. This explains why television practice has attracted the attention of many theorists and researchers.

The genre of Television Theater has won the audience's attention. But can all the works under this section be called televisual art? What are the typical aspects of mass communication? These questions studied with real examples by E.S. Sababashkova’s article “Struktura telespektaklya” (“The structure of the teleplays” translated by author) [4.78]. Bulgarian researcher S. Nikolova in her articles as “Televidenie I drugie form socialnix svyazey” (“Television and other ways of socialization” authors translation) and “Iskusstvo videt mir” (“The art of seeing the world” author’s translation) published in 1971, discussed a number of actual issues about the artistic opportunities, capabilities of TV, its role and importance in society.

Changes in the emergence of color television reflected in A. Ispravnikova’s article. In that article, the author analyzes artistic and educational programs in reflecting on the rational use of the various aspects of the color image on television in Poland, Hungary, and the US [3]. Although television operates in many areas and only artistic endeavors can be the subject of research in the arts. That is, the artistic direction of television is a new art.

Studying the features of art television is a topical scientific issue in art science. When we talk about television, we mean complex, a regular process that affects millions of people.

E. Bagirov discussed television in several aspects, such as television and development, television and politics, television and art,

television and spirituality; he explains the impact of television on the subject: "The five senses of the human are the five representatives of the human mind. Of these, it is part of a clear vision [5.67]. Another power of television is the ability to see and hear what is important to human beings. The difference between television and cinema is that it can make the audience witness the process of rapidly transmitting the event. The objective and subjective approach reality issue to attract the attention of the audience, the impact of the mounting image on the human mood is very important in television, however only in conditions when aesthetic, philosophical, intellectual and technical capabilities of the creative team (director, cinematographer, artist, etc.) make harmony in the TV product and thus it becomes the piece of art. It was said to be a gift of physicists to lyricists in the middle of the 20th century.

Television is an excellent means of communication between people. The important thing is that it is a means by which a person's new word becomes a part of the original process of thought, song, art, creation of events. A television broadcast is the best way to keep the audience informed of the current process. Sometimes there is no need for an explanation, a word, to explain what is happening on screen. During the broadcast nature of such a pattern, the mood of the viewer, the changes reflected on the "live" broadcast show. The most talented artist or actor could not create a clear manifestation of the movement. It is impossible to achieve such an effect artificially or through improvisation. There is no time for processes to think about the role and then to perform. The power of such genuine pictures is incomparable to anything else. The image created on television using pictures, sound, noise, and symbolic descriptions is a sophisticated, perfect,

and vivid example of creativity. Television has a unique x-ray, such as the human soul, the penetration of the psyche, the ability to reveal and demonstrate the inner world. Everyone who is on air should pay close attention to the tone of the talk. Former French President De Gaulle rehearsed facial expressions, hand gestures, eye, and lip movements for hours before giving interviews [3.92]. In his television interviews, expressing his thoughts, he won the sympathy of voters, and this factor ultimately played an important role. This indicates to the great value of television opportunities.

Television programs have specific ideas and goals. The television includes two major ones: informational (documentary) and artistic, that depends on the specific event, the manner in which the event implemented. In a series of informative TV shows, the reality conveyed to the viewer without any paint.

Fine television includes television works and shows that meet the artistic and aesthetic requirements of the art and convey the reality through exquisite artworks, images, the artistic potential of the artist, and the skill of the actor.

"Fiction is delivered to the audience using elements of art. It uses symbols, brilliant character, and artistic texture" [6.117].

One should admit that the evolution of the art television program depends primarily on the development of television aesthetics, which determined by the use of expressive means of art.

Programs on television include programs that embrace other elements of art (music, literary-drama, children's compositions, and reproduction of movies, television, and television dramas).

There are many forms of television dramas. One of them is the reproduction of theater performances. The second one is a TV show made specifically for television. In this

way, a literary or dramatic work transferred to the language of the screen, to the artistic image so that the event and action can continue in a unique form, single plotline. This is what makes television drama. "Teleplays is a solid form of creativity that differs from television to theatrical play, to the script, and to the specific specifications [7.27]. Although the dialogues in the television drama scenario are close to theatrical dialogues, television has a unique element — the cinematographer's ability to display the whole scene through television expressions. Short and varied scenes, narrative dialogues, and exposition that give more information than anything else does, all contribute to a dramatic production scenario.

Television play has many advantages over theater ones. This is because the previous has the technical means to cover the events on a large scale. It is impossible to make use of these means of television expressions and to write special work for television without considering the language of the television and the skill and artistic capabilities of the creators.

The literary work transformed from its original form into television and becomes a completely new work. There may be changes in its content. It depends on the interpretation of the work, its solutions for the TV screen, and the emphasis of the creators. At the same time, the director rewrites the work in a specific style for television. Then the artist begins to make sketches with a thorough study of time and circumstances. Dress and make-up artists are looking for a complete image of the hero depicted in the work. The cinematographer is looking for different positions to capture events in the pavilion and in the natural environment. As a generalization of their creations, a new television work emerges. The television work depends on the team's love for the issue, their attitude, their beliefs, and their

artistic capabilities.

In the television shows as "Elements of the Mind Eye" and "Television Miniature Theater", which has elements of Uzbek Television Theater, the focus is on the first person. This is exactly what the artistic features of the television show. At the same time, the director's composition, the creative ways of space and time, the characteristics of the television camera come to the forefront of the author's thoughts and intentions, not just the characters and heroes.

The television play has taken its compositional structure mainly from theater and cinema. However, the developments of events in one place, and greater usage of visual means of communication, are more television-specific than film. In addition, the feature of the television is the appearance of the actor in the first (major) outline, the interruption and duration (viewing) in the family environment. The distinctive feature of art television is that it shows the reality on the screen.

Dramatic works are mainly adapted according to the demands of television. The big stage is replaced by a small stage; the audience replaced by a television camera. Although the capabilities of the actor are limited compared to the big stage, the most important thing is that the conditions allow the actors to show their abilities. It is the duty of the television director to focus on the portrayal of reality in art television programs through the usage of fine art.

The main thing is to approach the essence of the work by means of television and make the screen work. Creating work requires that all film crew should work in cooperation. The director, cinematographer, actor, artist, illustrator, art department should strive for a solution and seek their own.

The main requirements in the teleplays

are the ability of the performer to adapt to the television climate, to change the appearance and mood of the actor, and also to convince the viewer.

Studio decorations are important in covering the social environment in which the event takes place. The events and images depicted are the responsibility of the director and the artist, be it historical or modern. This requires taking into account the environment, lifestyle, location, age of the hero and should be related to the main idea and the theme of the work.

TV is less cramped than the cinema and theater. Therefore, it is difficult for an actor to get into a mental or physical state. On television, the actor plays his role independent of the theater scene and the environment in the hall. Famous Uzbek actors such as Ergash Karimov, Khasan Yuldashev, Abdurahman Akhmedov, and Khairulla Sagdiev are the most prominent actors of teleplays. In addition, directors such as Armugon Mukhammedov, Makhkam Mukhammedov, Mirabbos Mirzaakhmedov, Meli Makhkamov, Sadulla Anorkulov, Ganja Yakubov, Eduard Davidov, Saidbotir Ahmedkhodjaev, Shukhrat Bizoatov, Jura Matmurodov have vastly contributed to the development of feature television.

#### **CONCLUSION:**

Nowadays television is trying to use new opportunities to foster a national spirit, to enhance culture and spirituality, to broaden outlook, and develop spiritual and intellectual development of the people. We should never forget that television is one of the main factors in the socio-political and spiritual life of our society.

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