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THE POSITIVE AND NEGATIVE IMPACT OF MM ON NATIONAL CULTURE: APPEARANCES AND MANIFESTATIONS

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ABSTRACT

This article discusses the positive and negative impact of MM on national culture: appearances and manifestations. It is important to note that this book includes the country in which the manuscript was written, under whose patronage, in which language, even the name of the copyist, the place of writing, and the registry numbers where the manuscript was kept. The presentation of such a collection of rare works, which can give spiritual nourishment to a person, was also shown to the general public through mass media.

KEYWORDS

Negative impact, Mass media, appearances, manifestations, patronage, language, spiritual nourishment.

INTRODUCTION

It is known that the President of the Republic of Uzbekistan Shavkat Mirziyoyev in the “Strategy of Actions on the Five Priority Areas of Development of the Republic of Uzbekistan” developed science and education, the issues of in-depth study and preservation of the rich ancient, cultural and historical heritage of the Uzbek people, and wide promotion of

the educational aspects of book publications among the population, especially among the youth, were clearly defined.

In addition, in the order of the head of our country dated January 12, 2017 “On the establishment of a commission for the development and promotion of the

system of printing and distribution of book products” [1], the culture of book reading and reading among the population, especially among the youth, publishing literature aimed at increasing their artistic, educational, scientific-popular, educational, intellectual potential, it was shown that it is necessary to pay special attention to providing educational institutions with them, sorting and translating mature works of representatives of national and world literature.

THE MAIN FINDINGS AND RESULTS

Most of the amazing architectural masterpieces created by our great ancestors in the Middle Ages have been preserved to us by the grace of the creator. Even today, they continue to charm millions of people, including tourists visiting our hospitable land from all over the world, with the decorative decorations on the facades of historical buildings, beautiful inscriptions, their architectural solutions, and elegance.

The books-albums published in the series “Inscriptions on Monuments of Uzbekistan” provide an opportunity to understand the meaning of the writings, which are still a mystery. In the course of scientific research, more than 1,500 inscriptions on architectural monuments (many of them for the first time) were read and translated. Among them, there are more than 200 poems and advices, wise sayings, more than 150 names of masters and hattots, 300 religious and 150

devotional texts, 150 chronograms, 100 historical dates, 100 decrees of rulers, etc.

On October 17, 2016, the presentation of 12 books-albums covering the first results of the project “Inscriptions in Monuments of Uzbekistan” in Tashkent is proof of our opinion. The scientific and research work carried out within the project covered almost all regions of the republic and architectural monuments where inscriptions have been preserved.

Recently, on the initiative and decisions of the President, the center “Research of cultural assets of Uzbekistan abroad” was established in our country. This center published a book entitled “Cultural treasures of Uzbekistan abroad - an integral part of our culture” [2]. The book is significant for its scientific description of 1001 manuscripts of our ancestors kept in 97 organizations of 52 cities in 30 countries. For example, 30% of the book is the legacy of the Timurids, and another 30% is the manuscripts of our scholars such as Ibn Sina, Imam al-Bukhari, Zahiriddin Muhammad Babur. For information, it can be said that Ibn Sina’s manuscripts were copied the most during Mehmet Fatih’s time in Ottoman Turkey. It is important to note that this book includes the country in which the manuscript was written, under whose patronage, in which language, even the name of the copyist, the place of writing, and the registry numbers where the manuscript was kept. The presentation of such a collection of rare works, which can give spiritual

nourishment to a person, was also shown to the general public through mass media.

In recent years, fundamental changes have taken place in the sphere of culture, as in all spheres of social life. For example, the Law of the Republic of Uzbekistan “On Cultural Activities and Cultural Organizations” [3] was developed. Treating with respect to the spiritual values of our people, preserving and developing them, restoring the history of our holy religion, traditions, scientific and cultural heritage is the reason for the world recognition. Just one example, previously there was no unified legal document covering all its directions in the field of culture and art. Activities in the field of culture have been regulated by legal documents for 30 years. This decision was temporary.

In his speech at the 75th session of the United Nations General Assembly on September 23, 2020, the President of Uzbekistan Shavkat Mirmonovich Mirziyoyev put forward the initiative to hold an international forum on “Central Asia at the Crossroads of World Civilizations” in 2021 in cooperation with UNESCO in the ancient city of Khiva. Director of UNESCO, Audrey Azoulay, wrote on her Twitter page that “I welcome President Mirziyoyev’s initiative to hold an international cultural forum on Central Asia in Khiva in 2021” [4].

In his opinion, the international forum creates an opportunity to immerse oneself in the common culture of Central Asia.

According to Umid Shodiyev, the permanent representative of Uzbekistan in UNESCO, there are several reasons for the organization’s interest in this proposal.

First, the forum is aimed at promoting the main areas of UNESCO’s mandate - science and culture.

Secondly, the initiative is fully compatible with the activities of the organization. UNESCO has been conducting extensive research on the culture and history of Central Asia for several decades. The special online platform “The Great Silk Road” of the organization collects copies of many cultural and scientific artifacts of the region.

Thirdly, it is a product of strengthening relations between UNESCO and Uzbekistan. The leadership of UNESCO has always appreciated the efforts of the Government of Uzbekistan to expand mutual relations.

Fourthly, UNESCO in cooperation with Uzbekistan has extensive experience in holding large-scale international cultural, educational and scientific events at a high level. International forums such as “Sharq Taronalari”, “Bakhshi”, “Maqom” held in the country in recent years were held under the auspices of this organization [5]. This is an example of attention to our

national cultural heritage. Our partners are also not indifferent to the fact that the events are broadcast live in several languages by the mass media.

Recently, I saw an article on the Internet of Euronews entitled “Cultural heritage congress of Uzbekistan in the eyes of Euronews”. About 300 visiting scientists from 40 countries participated in the study, preservation and popularization of the cultural heritage of Uzbekistan held in Tashkent, and this congress attracted the attention of the international media.

At first, countries such as Turkey and Russia [6] presented a special report on this scientific event, and later a large article on it was published on the Euronews website. The article published under the title “Uzbekistan is paving the way for the future in line with its enlightened past” [7] noted the diversity and importance of the cultural heritage of our country, and highly valued its contribution to world civilization. It was also said that cultural heritage can be a foundation for development, and it was emphasized that cultural heritage collections are distributed to schools free of charge.

In addition, a special video dedicated to the congress was shown on Euronews television, and such attention at the international level is pleasing. The cultural heritage of Uzbekistan has great educational and spiritual value. Sometimes we seem to forget that. “It

is the duty of all of us to study, preserve and popularize it, not only of the world community engaged in this matter” [8]. This is also a sign of the increasing interest of other countries in Uzbekistan. Of course, the decrees and decisions issued by our President in recent years are attracting the attention of the countries of the world. It can be seen that Uzbekistan is taking new steps.

It should be said that in recent years a new page has been opened in the relations between Uzbekistan and Turkey. The political will and determination of Presidents Shavkat Mirziyoyev and Recep Tayyip Erdogan became an important basis for this. That is, the friendly relations between the leaders of the two countries, regular meetings and sincere dialogues give a great impetus to the development of mutual cooperation.

In particular, the visit of Recep Tayyip Erdogan to Samarkand in November 2016, the forum “One place, one road” held in Beijing in May 2017, we can mention the summit of the Organization of Islamic Cooperation on “Science and Technologies” hosted by the city of Astana in September, and the meetings of the leaders of Uzbekistan and Turkey on the prospects of bilateral relations on September 20 within the framework of the 72nd session of the UN General Assembly.

The state visit of our President Shavkat Mirziyoyev to Turkey in October 2017 was a logical continuation of

these dialogues. During the talks held during the visit, issues of development of cooperation between Uzbekistan and Turkey in political, trade-economic, investment, transport-communication, agriculture, transport, tourism, science and other fields were discussed in detail.

An article entitled “Uzbekistan-Turkey: two great nations that created a great history” was published in the Khalq Sozi newspaper. During the creative trip to Turkey at the initiative of the editors of “Khalk sozi” and “Narodnoye slovo” (People’s words) newspapers, the residents of this country got to know Uzbekistan well through the unique monuments of our cities of Tashkent, Samarkand, Bukhara, Khiva, or had enough information about them. we were sure that he had information. They say Uzbekistan is “our motherland”. In Ankara, there is Amir Temur Park, “Tashkent” street, Tashkent district in Konya, Uzbek neighborhood in Istanbul, Samarkand cultural center, in addition, there is a TV and radio channel named after this beautiful city, and Uzbek kitchens are operating in many areas, special feelings arise in the heart. In fact, these two peoples are close to each other in every way, that's why they respect each other as “my friend, my brother” [9] - says journalist Shavkat Ortikov. It can be seen that the friendly cultural relations between the two countries are well established.

As a result of my cultural contacts, on the order of the Ministry of Culture of the Republic of Uzbekistan, a

series was filmed in cooperation with Turkish filmmakers about the life of the historical hero, our great-grandfather Jaloliddin Manguberdi, and the film was shown on the website of the Ministry of Culture and the TV channel “MilliyTV”. Producer Mehmet Bozdog about the TV series “Mendirman Jaloliddin”: “When I read the works of Uzbek writer Odil Yaqubov, “Treasure of Ulugbek” and “Old World”, the idea of making a film about the history of Uzbekistan was born. Therefore, I accepted the offer of a series about Jalaluddin Manguberdi with great pleasure and interest. After all, this is a film about our common history, the heroes of our motherland. In the process of preparing for it, I spent several months in historical cities such as Samarkand, Bukhara, Tashkent, Khiva, studied sources from 1,200 years ago, and tried to revive historical events in my imagination and their way of life before my eyes.

According to the data, today the series “Mendirman Jaloliddin” has aroused great interest in many countries of the world. There are reports that not only the Turkic world from Altai to the Adriatic Sea, but also Pakistan, India, Iran, Afghanistan, Arab countries, and even some European countries are watching this series with pleasure. In our opinion, the series will go down in history as a film that can educate the young generation, respect historical figures, and form the spirit of patriotism in them.

It is worth noting that despite the increase in the number of theaters in Uzbekistan from 42 to 50 in 2010-2019, the number of viewers who visited them decreased on the @uzanalytics website. For comparison, in 2010, 2 mln. 709,000 spectators visited the theater, and 9 years later, this figure reached 2 million. There were 647 thousand people. These facts are presented in the report on the main indicators of cultural institutions of the republic, recently published by the State Statistics Committee. During this period, the population of the republic was almost 6 million. taking into account the increase in the number of people (from 28 million in 2010 to 33.9 million by the end of 2019), the dynamics of the number of spectators visiting the theater becomes more “dramatic”. This means that in 2010, 9.7% of the population visited the theater, and in 2019, this figure was 7.8% [10]. It is no exaggeration to say that this is our tragedy.

TASS news agency reports that 12 Uzbek-language TV channels have been launched in Russia. The SPB TV company signed an agreement with the National Broadcasting Company of Uzbekistan on the broadcasting of Uzbek-language television products throughout the CIS. According to the agreement, the broadcasting of 12 Uzbek-language TV channels began in March.

According to information, the audience is at least 2.5 million viewers across Russia and the CIS countries. General Director of SPB TV Kirill Filippov said that more

than 2 million citizens of Uzbekistan live in Russia alone. Today, our compatriots living abroad can now easily watch our national TV programs on the Internet and mass media. It can be said that now the number of national TV channels is increasing year by year. This will lead to the emergence of healthy competition between national TV channels, the diversity and quality of programs and information.

Today, it has become a tradition for the news programs of private channels to take the information that has caused a stir on the Internet, go to the scene and study it, and prepare a video. This allows people to know how accurate the information on the Internet is, and to find out the reason for the incident based on the facts provided by the expert reporter. It should be said here that people are convinced of the accuracy of the information on the Internet, how the incident took shape, and the impartial coverage of the reporter through the world glass. This is a reflection of the public's confidence in the world. For example, in 2020, the information program “Zamon” of “Sevimli” TV channel broadcasted the information that the bride from Samarkand gave birth to twins with one head and two bodies. It requires reporters and journalists to pay attention to human interests when transmitting such information. In order not to repeat such situations in our country, it would be appropriate to prepare legally established analytical programs based on the recommendations and opinions of experts.

No matter how interesting the negative side of the event is, do you agree with the cause of the event? This requires a great responsibility from the journalist. Therefore, the extent to which events and incidents are studied and analyzed by the reporter should be studied separately.

We know that the more colorful the reality, the higher the news value of the message. As an example, we can take the informative program “Akhborot” and the weekly program “Tahlilnoma” of the Uzbek television and radio company. In this, the essence of information is conveyed to the viewer in a deep, simple, understandable language by journalists, world news, news in all regions of our republic, achievements and shortcomings in the field are covered in detail. In particular, the impeccability of the speech of the TV host Jamshid Umrzakov, the way he speaks fluently about the event in front of the camera, impresses the TV viewer in a second. Because the success of every propaganda work that has taken place is evidence of the high taste and culture of conversation on the part of the TV host.

At this point, it is worth saying that today, campaigning activities under the slogan “New Uzbekistan - a new worldview” and a foundation for new ideas are being widely promoted throughout our republic. In it, the interests of the people are proven at the heart of the good work done for the well-being of neighborhoods and the country’s prosperity in all parts

of our country. The videos showing the huge reforms, creative work, and big projects that are being carried out show that the future of New Uzbekistan will be completely different, and for this, first of all, it is necessary for citizens to approach the changes with a new outlook. In this case, we are witnessing that media workers are trying to quickly and impartially convey information to the public in order to fulfill the tasks assigned to them. In this regard, the informational program “Zamon” of “Sevimli” TV channel carefully selects the latest news and conveys it to the people on time, which is a proof of the free creativity of the creative team. In particular, the meticulous work of journalists and correspondents has a positive impact on the timely delivery of many problematic issues that are awaiting resolution to their officials. This is an example of the fact that the “fourth power” of the population of our country has a significant role, and that the discussed issues are resolved objectively, reasonably, and positively.

To date, a number of good works are being carried out in the field of culture. For example, by the Ministry of Culture of the Republic of Uzbekistan, “Promoting reading among young people, taking a deep look at the works of great scholars, in order to memorize their ghazals, the Minister of Culture of the Republic of Uzbekistan Ozodbek Nazarbekov announced a #baitchallenge [11] dedicated to the 580th anniversary of the birth of the statesman Mir Alisher Navoi, the

Sultan of the ghazal property. This challenge did not leave indifferent not only the leaders of the organization, but also artists and young people.

Ne bahra topqamen andinki, mendin istagay bahra,

Chu ulkim, bahrayi andin tilarmen bahramand etmas.

Netay huru pari bazminki qatlim, yo hayotimg'a

Ayon ul zahri chashm aylab, nihon bu no'shxand etmas.

"We will wait for the continuation of the ghazal from the head of the Youth Affairs Agency, Alisher Sadullayev," they continued the challenge. This was widely distributed in the media and other Internet networks. The most interesting thing is that this challenge aroused the interest of young people who are interested in literature, but also of the general public and caused a number of other challenges.

For example, leaders of the Mirzo Ulugbek district pre-school education department held the "My Doppi" challenge. "Doppi is our pride," said a group of educators. They even came to the office in a hat. This awakened the young student's love for national values. It would be appropriate to increase and promote such patriotism, challenges that serve to increase respect for national values, or other similar projects.

It can be said that the Internet, in turn, has eased the work of journalists, who are directly engaged in the preparation and processing of information. With this,

the information structure that made it possible to receive billions of bytes of information at one time embodied world science in one discovery. This, in turn, imposed a number of requirements related to the quantity and quality of information in the mass media. The new system of information delivery, in its turn, created an opportunity for rebirth of all mass media.

Now a word in the press, a voice on the radio, an image on the television are brought to attention on the Internet pages in a completely new way, at lightning speed and, most importantly, on the basis of the reader's choice. At the same time, he assigned a great responsibility to the employees of the sector. The production of quality products has led to the formation of a real competitive environment in the information market. The demand for information has increased. In journalism, informational genres have begun to be studied more deeply, both theoretically and practically. Different aspects of the concepts of news and information began to appear. World scientists agreed that novelty is the most expensive and fastest-wearing product. Indeed, today the world is ruled by information.

CONCLUSION

In conclusion, it should be said that we have studied the historical formation and development trends of the mass media based on the historical basis of the emergence and formation of our national journalism,

connecting the journalism of the new era with the era. Different aspects of today's mass media from yesterday's mass media were considered. Currently, the positive and negative effects of the mass media on national culture can be observed in the rapid changes in the appearance, speed and quality of the information young people receive from the mass media. Today, social networks are increasing in mass media.

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