

# On Uzbek Television Interpretation Of The Neighborhood Theme: Approach, Format And Style Issues

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## **Annotation:**

In this article, we cannot deny that in today's era of globalization, the media, like all spheres, are developing with new views and trends, and while the rating of modernity and nonconformity is one of the main features for loud, popular programs, elements of nationalism and tradition are certainly present in any media product. In this respect, the article explores the neighborhood's coverage on television, their own traditional and national characteristics.

**Key words:** cultural-Marian quotes, nationalism, neighborhood, pineapple, beginner, conversation.

In the process of globalization, the younger generation is greatly influenced by the fierce technological development of all spheres in the new century, changes in society. Nowadays, it is difficult to impress a schoolchild with the internet, the latest Russian cell phone and other technological advances. This greatly affects the way of life of young people, their mental, spiritual maturation. Today's young people demand that everyone communicate with himself or herself on an equal footing. Therefore, the constant cultivation of their knowledge and worldview, the creation of decent conditions on the way to adulthood as a healthy, harmonious generation in all respects, is an important condition of the globalization process.

The culture, enlightenment, and Mahalla TV channel of the National Broadcasting Corporation of Uzbekistan prepare TV shows in the following four directions for the implementation of these priorities: 1.Ma ' educational programs 2.Cultural and artistic programs 3.Scientific and educational programs 4.About the neighborhood. 5.Cinema, video Videos and instant dubbing. The TV channel's one-day broadcast volume is twenty-four hours. On this TV channel, many level shows see the surface of the air, including the academic hour, circle of friends, World Literature, life book "truths I know", "Jadids", "status lessons", "nightlife", "letter", "secret-poetry and music club".

Let us dwell on the summary of the shows listed above. On the show "academic hour", famous academics, doctors of Science and professors take classes on various topics for students of higher education institutions. These lessons differ from those in higher education institutions. That is, in this, students are informed on the chosen topic in a simple, folk-friendly way, which is also understandable to an audience between the ages of seven and seventy. Each lesson is conducted in an interactive way, with students as a heated question and answer. In the show, our people will not only get acquainted with the secrets of science, history, various inventions, but will also be aware of today's stage of the development of Science, the latest innovations, various discoveries, and through this will help young people gain interest in science, enlightenment. And in the show "circle of friends" is organized with the participation of outstanding scientists who have made worthy contributions to the field of im-science, culture, art, bright manifestations of Uzbek literature, dargahs of our Art, Friends of famous personalities. The importance and influence of friends on the life paths of the chosen hero, their instructive aspects are illuminated to many. The role of the concept of friendship in the fate of a person, the importance of loving bonds of consequence in the activities of creators is highlighted using specific examples. The project is depicted as an artistic musical, literary meeting. At the same time, it should be noted that the presenter of this show, Nozima Vohidova, is a well-known journalist with a high level of journalistic abilities. The journalist's especially rapid transition from frame to frame is manifested in the fact that the guests ask new and connected questions without their thoughts being scattered.

And the program "world literature" tells about the life and the path of creativity of adib and poets, whose artistic works are worthy of the Golden Treasury of world literature, whose name is famous for the world. On February 23, 2021, An American writer public figure, noted journalist John Griffith Cheyney-

Jack London, and for March 9 of this year, a program is broadcast about American science fiction writer, darmaturge, film screenwriter, TV presenter Ray Bradbury. It is noteworthy that the texts were skillfully performed by talented dubbing actors Fakhridin Shamsimatov, Shomahmud Shorasulov. The author of the show, Gulmira Musajonova, paid special attention to the artistically crisp and clear writing of the text. In addition, Gulmira Musajonova's "life book" show, under another authorship, looks at the noble deeds of people in society, their deeds that served the interests of many, as well as their conquered life paths in order to make such people an example to the people. The sharpness of the journalist's questions, his sense of the camera, and most importantly, his listening to the visiting hero, will be the focus of the attention of teletomoshabins.

Culture and enlightenment TV show "truths I know" is broadcast twice a month. The show chronicles the realities of our republic as a result of the scientific and life experiences of people who have achieved certain achievements in the fields of science, culture and art. The show is set in a studio, in a face-to-face conversation with the presenter on subject objects. The show "jadids" was shown on the screen twice a month for fifty minutes, and the topic is about the life, the way of activity, spiritual heritage, the consequences of repression of the people of the jadidism movement, which woke up in the socio-political life of our country in the Thirties of the 20th century, the science created by this movement today. The summary of the show "lessons of status" is as follows: it is filmed in the National Musical Arts with the aim of continuing the teacher-disciple tradition, further popularizing the art of status, and the oynai is presented in the world. The program is prepared together with the staff of the Uzbek National Institute of musical arts named after Yunus Rajabiy. The show teaches teletomashabins, in particular our young people, in an analytical way the style and history of the performance of one of the status songs. The TV program "tundalar" organizes a heart-to-heart conversation with people in the eyes of el, who make a worthy contribution to the development of the directions of science, literature and art in our country. During the Conversation, special attention is paid to his indulgences. The show's author and host, Zebo Mirzo, encourages teletomoshabins and the show's protagonist to observe, using phrases and folk Proverbs, popular aphorisms, in preparing the show.

The tele - program "letter" is considered a creative work that has won the love of a large number of teletomoshabins, is able to give the pleasure of reading, is prepared with strong skill. It should be noted that Ilmira Rahmatullayeva, the author and presenter of the show, is an accomplished journalist, through her unique style of preparation of the program, as well as a high level of application of her journalistic skills. This TV channel is distinguished from other media in our country by its high-level shows. Alas, by the present time it can be seen that the shows created by the national TV channels and non-state TV channels of Uzbekistan are constantly subordinated to domestic topics. In our country, the necessary conditions and opportunities have been created to educate a healthy and harmonious generation, to realize the creative and intellectual potential of young people, to bring young people and girls of our country to adulthood, comprehensively developed individuals who fully meet the requirements of the 21st century. In it, the following was established as the main task. improving the normative and legal framework aimed at protecting the rights and interests of children and young people, strengthening the legal framework for their harmonious development, making changes and additions in accordance with current legislation and regulatory documents, requirements of the time; development of comprehensive measures for the further development of Science, the wide involvement of talented and talented young people in scientific activities, the creation of conditions for the realization of their creative and intellectual potential; to create the necessary conditions for the formation of a healthy and strong family, which is an important link in society in terms of raising a physically and differently developed harmonious generation in the spirit of national and universal values and love for the motherland; to decide on a healthy lifestyle among young people is to carry out complex measures to protect them from the vices of alcoholism and drug addiction, the influence of various other deadly threats, as well as from religious and extremist influences that are foreign to us, from the attacks of a complete "mass culture". Teran razmiz, today in shows dedicated to adolescents and young people, it is possible to feel the unity of the centuries-old dreams and goals of our people, the high confidence and support for a harmonious generation capable of solving the complex tasks that the era sets for us. Raising a single young generation physically healthy, attracting young people, especially rural young people and girls, to regularly engage in physical education in the field of sports development, i.e. building

sports complexes, stadiums and facilities, various sheds and training halls, providing them with equipment in a modern state, consistently strengthening the work carried out to attract highly qualified teachers and coaches. In these works, these thoughts of the head of our state are extremely attentive: “of course, natural resources make economic relations the basis of a great future, achievements towards the construction of the state and society. At the same time, there is a factor in the great future that the health of the younger generation, physically and spiritually mature and mature”.

It is worth noting that this aspect came to the fore in the footage broadcast by the creators of informational programs” messages “on the TV channel” Sport”. The program, which is broadcast several times during the day, covers such topics as expanding the ranks of athletes, the level of use of sports facilities that have been established in remote areas of our country, the effectiveness of their activities, especially the further popularization of physical education among women. In the following years, it has become a common case, a tradition to see the youth of Uzbekistan among the winners in the most progressive countries of the Earth, at Olympiads, competitions, art competitions, international competitions organized in folk applied art, at the international level of Science Olympiads. We have no way to be proud of it. Who is not envious of young men and women who are enthusiastic, ambitious, skillful, independent – minded, finding their place in life, benefiting elu yurt. Today, the care provided by our government to young people is being strengthened in our country. Their intellectual potential, spiritually – spiritually exalted, provided great opportunities for adulthood. In the minds of our guys and girls, a spirit of reverence is instilled in our traditions. And the activities of aspiring and aspiring young people are shown as an example to their peers. In this regard, the TV channel “youth” also has a worthy role. This can also be known from interesting shows that illuminate the activities of young people who are boldly striving for the realization of their dreams in their hearts. Not only young people, but also children's shows are gaining momentum. The programs of the TV channel” bolajan " were distributed to our country as part of the social package of current digital TV shows. The main tasks and areas of activity of the TV channel, aimed at children from 3 to 10 years old, were established: the perception of the surrounding world in children, the formation of concepts of goodness and justice on the example of the characters of the epics, EPOS, fairy tales of national heroes, Uzbek people and other peoples, as well as the preparation and presentation of cognitive and mentally developing television programs aimed at finding decisions; the formation of the initial skills and culture of mental and physical labor in children through the development of their curiosity, mental and creative activity, entertainment and educational television shows, intellectual games and quizzes designed for preschool and junior school – aged children; taking into account the age characteristics of jajji teletomoshabins, using modern interactive forms and methods, the capabilities of digital and multimedia technologies, support children's aspirations to know the surrounding world, discover interesting and new things in it; preparation of special educational TV shows aimed at developing children's interests in learning foreign languages and presentation of artistic, multiplicative and educational films aimed at children with conversations in foreign languages, Uzbek; to increase children's interest in nature, to form a meek attitude towards Mother Nature and a careful attitude towards the environment, to teach pets, poultry, aquarium creatures, as well as room plants to properly care for; instill in children the basics of Physical Education, interest them in sports, strengthen the spirit of competition between children, teach them to preserve their health and sanitary and hygienic rules.

For the National Broadcasting team of Uzbekistan, high level of art will continue to improve its activities in the supply of high-quality television products on the basis of modern requirements. The childhood of our people is unique. Thanks to our independence, the realization of the child's hopes and desires, the upbringing of him as a perfect person became the duty of not only every parent, but also of our society. On this day, it is gaining recognition that our country is full of the slogan” all the good things in the world to children”, that they are being treated for their upbringing, knowledge, even mastering several languages from their murghak. The establishment of a digital children's TV channel “Bolajan” gave a life-giving spirit to the public in this regard, the preparation and broadcast of children's shows. The task of this TV channel, aimed at young and middle-aged children, is to prepare and demonstrate in children cognitive programs aimed at understanding the universe, forming concepts of goodness and justice in them on the example of heroes, epics, fairy tales of national and other peoples, characters, and finding decisions. Importantly, in the process of preparing the shows, the relevant items set out in the state program are not

ignored. In particular, on the basis of the consistent implementation of the program "Healthy Mother – healthy child", tasks aimed at further strengthening the measures for the upbringing of healthy offspring, strengthening the material technical base of medical services, carrying out explanatory work among the population on issues related to the birth and upbringing of healthy children are given through special programs. The work on improving the quality of teaching in schools, professional colleges, academic lyceums, strengthening the educational laboratory base of educational institutions with modern equipment, computer equipment, is reflected in the programs through the extensive introduction of new information communication and technologies, electronic textbooks and multimedia tools in the educational process. In particular, the conditions created for the further promotion of Science, the wide involvement of talented young people in their scientific activities to realize their creative and intellectual potential form the main theme of the shows. In a word, the TV channel "baby" is providing an opportunity to raise the educational level of children, to educate them competently in every possible way, to freely express the opinion of young viewers, to receive the information they need. This aspect of the issue is also highlighted in Articles 13 and 17 of the Republican law of Uzbekistan "on guarantees of the rights of the child". In particular, Article 13 "the child has the right to freely express his opinion, these rights include the freedom to seek, receive and transmit in oral, written or printed form, in the form of a work of art or in the child's choice using other means "[law of the Republic of Uzbekistan] on guarantees of the rights of the child". Participating states take note of the important position of the media and ensure that the child enjoys information and materials from various national and international sources, especially those aimed at promoting social, spiritual and moral well-being, as well as the health, physical and mental development of the child. For this purpose, the participating states<sup>1</sup>:

(A) seek to encourage the media to disseminate information and materials of social and cultural orientation and useful to the child in the spirit of Article 29 [same source. P. 11.]. B) encourage the publication and distribution of children's literature [same source. P. 12.]. Similar considerations are reflected in the above articles. "Raising a perfect generation" has been the brightest dream of mankind. However, not all peoples of the world thought about it. People of such a dream are sages of lands belonging to a long – standing Enlightenment, culture-the most moderate intellectuals, those considered rulers. Among them, the so-called Muazzam of Uzbekistan has its place and respect for our children who lived on our land. This is a fact accepted by the world community. We can bring a lot of evidence from our own history to the dream of raising a harmonious generation. Recall the idea in Al-Farabi's "the city of the faithful". According to him, every citizen of society is a person with a career, a role, that is, a faithful person, no matter who he is. From the very beginning of independence in our country, special attention began to be paid to young people. All this, of course, is to improve the life of the youth of our country, make developments in their way of life, create all the conditions for their education. According to the UN organization for Educational, Scientific and Cultural Affairs (UNESCO): "133 million young people are illiterate in the world; most of them live in Asia South of the sub-Saharan Africa. 100 million of the children admitted to the school will not attend classes until they learn to read and write, or rather, they will be forced to do so. How many children do not attend primary school, a large part of which is made up of girls". And in our country, the fate of young people has risen to the level of Public Policy. The media also work hard to develop youth spirituality. If we pay attention to "Navoi grandchildren", "followers of Zulfiyakhanim" and similar shows broadcast on our central channels, young people who are talented, talented, conquering high marks with their knowledge and strength are taken as heroes, their achievements and successes are shown to the public<sup>2</sup>. The main goal of this is to be proud of their peers in the hearts of the youth of our country, to cultivate feelings of love for the motherland. Together with this, it is to inform every one of the conditions and opportunities created for young people in our country. In conclusion, the performances of this content, the material shows its positive influence on the spiritual maturation of younger generation. The owners of the future look at the prospect of the country with great confidence. He builds, creates his own life, and realizes his dreams, goals. So, today it is more relevant than ever to bring up the personality of a harmonious generation. Because for the further

<sup>1</sup> The above-mentioned legal guarantees " are provided for by the Law of the Republic of Uzbekistan, vol.: 2008. 11-p.

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prosperity of the development of Uzbekistan, their place is incomparable. For this reason, the spiritual and spiritual shows given through our TV channels are also mainly focused on the upbringing of young people, the level of knowledge, the abundance of opportunities created for them. The formation of the personality of the younger generation is directly related to the process of upbringing. Because knowledge, education and upbringing is the most basic condition and pledge of human perfection, prosperity of the nation. Also, upbringing as a product of consciousness is an important factor that enriches the development of personality.

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