



 Research Article

## THE ARRIVAL OF PRODUCTION IN UZBEKISTAN AND ITS FORMATION AS A SEPARATE INDUSTRY

**Submission Date:** November 11, 2024, **Accepted Date:** November 16, 2024,

**Published Date:** November 27, 2024

**Crossref doi:** <https://doi.org/10.37547/ijasr-04-11-07>

**Journal Website:**  
<http://sciencebring.com/index.php/ijasr>

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### ABSTRACT

We cannot imagine the life of society without the system of art and culture. In particular, pop and mass performances are types of art that can actively influence the culture and spirituality of our society and have powerful means of influence. Cinema, music, songs, etc. provide the viewer with spiritual nourishment. In the current era of developed technology and technology, the formal formation of a production profession that can fully use all the means and opportunities is an urgent issue. Accordingly, while reforms in the field of culture and art are developing rapidly in our republic, there is a great need to study the terms related to this field. In addition, the great changes taking place in Uzbekistan, the fundamental reforms being carried out, the development of science and technology, and close socio-economic ties with other countries are finding their linguistic expression in our language.

### KEYWORDS

Art and culture in Uzbekistan, production, terminology.

### INTRODUCTION

The demand of the time is that the development of the culture and art spheres, the training of qualified personnel based on world-class best practices, and the raising of the cultural level of

young people are becoming more urgent than ever. Also, radical changes, reforms, and innovations observed in all aspects of social life are expressed in the language, which is the mirror

of the nation. Updates in the language raise a number of questions for modern linguistics. In the course of its development and progress, the sectoral subsystem of the language is absorbed into the universal language system and becomes an integral part of it. Scientific concepts tend to find their expression in words, phrases, syntactic constructions, resulting in terms. The formation of terms depends on interlinguistic communication, that is, the interaction of languages belonging to different families. The influence of linguistic factors is especially evident in the terminological system of art. The attention to this terminological field is determined by its importance in scientific and practical activities and the level of consumption. In the study of production terminology, undoubtedly, the historical facts of the emergence of art and culture, as well as production, which are its integral part, also play an important role.

President Sh. Mirziyoyev's "His Historical, The development of a person who is comprehensively developed, independent-thinking, has his own view and approach, and a civic position, who does not pay enough attention to the preservation, enrichment and expansion of cultural and intellectual heritage, as well as to the upbringing of the growing younger generation in the spirit of national and universal values. "We have always understood and continue to understand that any state and society that does not set itself a goal is doomed to be left behind on the path of history and development," it becomes clear that further expanding the scope of scientific and creative work is an urgent issue.

In Uzbekistan, production as a professional activity, like in Russia, emerged in the theater environment. During this period, theater became extremely important. Because its language was understandable to a wide range of people. The audience was sharply democratized. The emergence of a need for works of art became one of the new phenomena of artistic life. The passage of time As a result, there was a need for mediation between art and the public. The theater entrepreneur fulfilled the role of mediator. He formed the demand for theater in the cities. His task was to unite the interests of the city, the audience, and the creators. If the entrepreneur could understand the needs of the audience and give the actors the opportunity to show themselves, the theater season would be a success. would earn.

Production activity in Uzbekistan began to emerge in connection with the development of the cinema and pop industries. By the 1930s, producers who created quality products came to the fore. In particular, the establishment of the Russian-Bukhara company "Bukhkino" in 1924 and the "Sharq Yulduz" film factory (since 1936 "Uzbekfilm") in Tashkent in 1925 marked the beginning of the development of Uzbek cinema. In the 1950s, a group of film directors and screenwriters working in the film industry began their activities Expanding their scope, they began to engage in improving the national screen art, not only managing the creative processes, but also coordinating all organizational issues in the field of cinema, forming a creative and organizational team, and attracting financial

resources . For example, film directors Yuldosh Azamov also acted as a producer in his film "Maftuningman" (1958), Shukhrat Abbasov in the filming of the comedy "Mahallada duv-duv gap" (1960), and Yodgor Sa'dnev, in collaboration with director Jahongir Kasimov, during the staging of the film "Shaitanat". . Shukhrat Abbasov also produced Latii Faiziev's film "Ali Baba and the Forty Thieves", shot in collaboration with Indian filmmakers.

As mentioned above, America is considered the homeland of production. American producers were the first in history to demonstrate their work skills by contributing to the development of cinema. American cinema still maintains its position as a major media industry in the world, so familiarization with the eras, discoveries, and principles of the business sector, including Hollywood studios, can be of great benefit in developing the entrepreneurial mindset of future and current mass media professionals. Throughout its history, the American film business has been a place of trial and error, with unexpected By effectively working with inventions and techniques, he shaped and refined technology, which has now become a universal business strategy, which is today the main condition for leadership in the modern global media space. One of such tasks is to properly organize the production activity in the arts and culture. Because the producer in these areas He is a businessman, he sells and buys them .

From the time of the Soviet Union to the present day, the film director has been responsible for the money allocated by the state for the production of

a film. It is this person who deals with the expenses of the film budget. The film director draws up an estimate and is responsible for each expense. However, he mainly works according to the instructions of the director. The appearance of a producer in the film industry in several CIS countries has radically changed the cost of film production. The global film industry is developing precisely due to the activities of producers. It is these people who find money for the film and are responsible for the expenses incurred before sponsors and investors . Taking into account the fact that this industry is just forming in our republic, it is a young industry, one of the main tasks is to educate producers who can think in this field, have strong imagination, organization, and financial capabilities, and to organize a field with its own terminological system.

In December 1973, the state committee on cinematography approved as follows:

1. Comprehensive development of cinematography, raising the ideological artistic level of film production, strengthening the role of cinema in state building and the spiritual life of society.
2. Creating films that are diverse in terms of themes and genres, that shape the worldview of highly artistic people, educate high civic responsibility, and fight against foreign ideas.
3. Creating scientific-popular, educational and other film works that spread scientific knowledge and best practice, as well as perform other scientific and technical tasks.

4. Ideological-creative and production-economic management of film studios, film enterprises, cinematography and film distribution, determining the repertoire policy, organizing the production of films and other film works, and improving the economy.

5. The future development of film studios, film networks, film dubbing factories and other enterprises and organizations.

6. Comprehensive improvement of film services to the population, implementation of the state plan for funds from cinema.

7. Coordination of scientific and research work in the fields of film studies, film economics and technology, publication of scientific, educational and methodological literature on film issues, as well as advertising materials.

8. Coordination of international relations in the field of cinema, implementation of monopoly trade in films with foreign countries, control over filming activities carried out by foreign organizations and firms in the country in accordance with the established procedure.

9. Coordination of international relations in the field of film equipment, film equipment and film production, development of proposals for the development of the main directions of film technology, implementation of practical measures based on the latest achievements of science and technology and advanced experience, ensuring high technical and economic indicators of the work of film enterprises and organizations.

In the pop industry, the tasks inherent in production activities were mainly carried out by artistic directors. It was Botir Zokirov who laid the foundation for the development of pop art in the republic. In collaboration with Mark Zakharov and Alexander Shirvindt, Botir Zokirov staged his first musical, "The Voyage of the Sailor Sinbad." Although Botir Zokirov did not declare himself a producer, his professional lines are clearly visible in this activity. Taking into account national characteristics in filmmaking is an important condition for attracting an audience. In addition, the technology used can serve as an example of strengthening efforts in filmmaking that will bring greater profits to foreign film distributors, as well as the first work experience in creating large-scale films and adapting them for foreign audiences. Until independence, almost all soloists and creative groups were part of state enterprises and associations in the field of art and culture and became famous. After all, the industry is completely state-owned, and privatization of film studios or music organizations is not allowed. After independence, serious reforms were carried out in the field of art in Uzbekistan, and as a result, a number of changes occurred. The fact that art, culture, and show business in general are developing year after year, and new voices and faces are increasing, has demanded the implementation of a number of new steps, ideas, and projects in the film, music, and singing directions of art. As the biggest innovation in these directions, it is appropriate to cite the creation of private film studios, recording studios, and production centers. At first, production activities were carried out individually, but later

companies began to be formed. Initially, production centers such as “Muvad Video”, “ProArt”, “Tagopa records”, “Akfa-media” became known for their projects, and then this line expanded to include many production centers such as “Ail Expo Servise”, “ART MODERN MUSIC”, “New star media”, “Art Uz Promotion Agency”, “OHANG MEDIA”, “Mo’jiza MEDIA”, “Intermedia”. “Fox Music & Cinema Records”, “GRANAT PRESS”, “IOSIS”. “LAST MEDIA”, “MUMTOZ UL-ABROR”, “CABARET”, “GGM RECORDS”.

However, at the same time, creative shortcomings were also observed during this period. The First President of the Republic of Uzbekistan, Islam Karimov, in his work “High Spirituality is an Invincible Force,” based on the creative products of that time, wrote that “the image of a modern hero that would have a profound impact on the upbringing of young people has not yet been created on our movie screens. In most of the films being shot, it is felt that our filmmakers are unable to deeply feel the real picture of today, its acute problems, and are far from the lives of ordinary people.” In particular, the process of a market economy in our country affected both cultural activity and art. Great changes took place in culture. In art, attention is increasingly paid to the economic side. Thus, in art projects, creativity and economics have become the main parts of the project. The combination of these two parts helped to maintain the competitiveness and originality of the project. It should be noted that today, along with a number of state film studios,

about a hundred private film studios operate in Uzbekistan.

Over the years, the foundation of Uzbek cinema, which has a history of more than a century and has gone through a unique path of development, has been laid, which has occupied an important place in the cultural and spiritual life of our people. As a result of the great attention paid by our state to the development of national cinematography during the years of independence, certain achievements have been achieved in the field. Films that are diverse in content and form have been created, which have won the attention of the audience. At the same time, the globalization processes taking place in the world today, the priority tasks of modernization and renewal of our country require the improvement of the activities of the film industry, along with all other sectors and industries, and the creation of new opportunities for the development of the industry. In particular, when implementing a project, the main function of the producer is to attract and effectively use financial resources. In a market economy, this work cannot be carried out without systematic protection against unpredictable (in nature) risks that negatively affect events. Therefore, the producer must be professionally prepared in organizing and implementing audiovisual production (AVP), attracting investment and ensuring the effectiveness of its activities.

Based on the tasks set out in the Strategy of Actions in Five Priority Areas of Development of the Republic of Uzbekistan for 2017–2021, an action plan has been developed to increase the

role of cinematography, which has a great influence on instilling in the minds of our people, primarily young people, loyalty to the ideas of national independence, respect for national and universal values, and love for the Motherland, and to improve the activities of the National Agency "Uzbekkino". In addition, in August 2017, the Resolution of the President of the Republic No. PP-3176 "On Measures for the Further Development of National Cinematography" was published.

Today, the fact that the main share of the repertoire of the republic's cinemas is made up of national films can be assessed as a positive situation. However, along with the work done and being done, it is clear that there are also shortcomings, and without eliminating them, it will not be easy to create films that can compete with world cinema. Production is considered the youngest industry in our country, and this profession is just starting to develop. The margin of error in the work of a producer is very high. The activity of a producer is a synthesis of many professions, and he works with people of different levels and fields. Therefore, a producer must have personal professional knowledge. In accordance with the Law of the Republic of Uzbekistan "On Copyright and Related Rights" dated March 23, 2006, the legal foundations of production activities in Uzbekistan have been strengthened.

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