
REFLECTION OF HUMOR IN MEDIA ACTIVITY IN UZBEKISTAN AND THE PROBLEMS OF DEVELOPING YOUTH ARTISTIC AND AESTHETIC CULTURE

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Annotation:

The article aims to reflect the ridiculousness of the mass media in Uzbekistan and the problems of developing the artistic and aesthetic culture of young people, as well as to further improve the media activity of Uzbekistan, which is taking a bold step towards national revival and national growth, and to implement the necessary reforms in its field. . Art, which is the result of human cognitive activity, essentially reflects a certain ideology.

Keywords: media activity, ZOR TV, Sevimli TV, MY5, National TV Akula comic shows, Shapaloq show, various QVZ contests Shordanak, Kalpoq, Kahkhaha, Kozgu, Kalpoqcha, Zumrasha, Smile, Ulfatlar, Zakir Ochildiyev's Sketch show, Shapaloq.

In order to improve and develop the activities of media on the path of national independent development of Uzbekistan, more than a dozen laws and resolutions were passed in 1997, 2003, and 2007, which played an important role in the launch of media in its time. In February 2019, a new revision of the Media Act and the compliance of free speech with international standards were analyzed. These amendments and updates state that "the analysis of the current situation in the field shows that calls to the media space are not being quickly answered appropriately, and the needs of society for timely presentation of comprehensive information about the large-scale reforms carried out in the country necessitate a significant increase in Information work, bringing information services of public bodies and organizations,¹ the fact that he is doing this is highlighted. Uzbekistan, which is taking a bold step towards national recovery – national rise, aims to further improve media activities and implement the necessary reforms in its field.

While the number of press releases in the early period of the national revival was more than 300, today it is "1,461 (as of 01.06.2016). These are 686 newspapers, 300 magazines, and 96 TVs and radios, etc. Today, non-state media is developing rapidly in the Republic. In addition to TV channels, radio channels, and websites are also registered as media. As of June 1, 2016, 359 websites have been registered as media. 85% of TV and radio channels and websites are non-governmental media"².

Indeed, by improving media activities, the preparation and display of various shows with art samples in them, arming the population with socio-political information, has greatly improved. Current state and non-state media organizations are making references to the people in order to gather their audience, and attract the population through their "entertainment" shows, preparing shows, and funny, cheerful programs. This is also a social reality that arose as a result of the current culture of consumerism. Researcher S.N.Akinfiyev believes that the entertainment program should satisfy at least

¹ Ўзбекистон Республикаси Президентининг "Оммавий ахборот воситалари мустақиллигини таъминлаш ҳамда давлат органлари ва ташкилотлари ахборот хизматлари фаолиятини ривожлантириш бўйича қўшимча чора-тадбирлар тўғрисида" қарори, 27.06.2019 йилдаги ПҚ-4366-сон // <https://lex.uz/docs/4390513>

² <https://azkurs.org/uzbekiston-respublikasida-ommaviy-axborot-vositalarining-faoli.html>

some of the following needs of the viewer: 1) pleasure, positive emotions; 2) stress relief, anxiety reduction; 3) Escape from reality, escapism; 4) excitement; 5) emotional understanding of pilgrimage (humor)³. Hence, Entertainment is not a secondary show but is prepared to make people spend their time more productively, to delight the audience, and to enjoy life. In societies with the increased current competition, the number of daily stresses is increasing, and in order to alleviate it, the number of relaxation services in large cities is increased, and in television, the number of just such shows is slightly increased. In the conditions of Uzbekistan, the number of entertainment shows is slightly higher, such as “excellent tv”, “favorite tv”, “MY5”, and “national tv”, which are considered private TV channels.

The typology of current-day television entertainment shows in Uzbekistan can be cited as follows. That is, they can be divided into four groups using the method of dividing them into groups. The first group can include the genre of a sketch show, which is mainly common on television: comedies played by two or three actors, usually 5-6 minutes long. This is followed by shows on Zokir Ochildiyev's project-based channel “excellent tv” and similar. Among the second group are shows where humorous scenes are set in the morning,” Shark “comic shows that are put on” national tv,” Hat " show, and various QVZ contests. The third group can include the performances of Avaz Okhun, the host of the now popular solo interest programs, the performances of Mirzabek Kholmetov, the women's show “Gap”, and the girls ' collective reality show “virgins”. The essence of their performance is characterized by the fact that on stage they can easily communicate with the audience, the accuracy of the performance, on various household topics, and make interesting jokes. The fourth group includes various shows, and comic concerts conducted by the collective “Million”, and “design” groups, which usually cover stage performances of a musical character and are enriched by performances of pop stars.

From the early days of the establishment of Uzbek television, comic shows have entered, the history of which is closely intertwined with the history of television. The same industry during its many years of existence has been characterized as a certain creative experience, a separate direction. Since then, it is now possible to show its place and importance in the system when the television is studied as a “digital art”. There are currently two different views on television. While one views it as art (computerized art), on the other hand, it is said that it is a media outlet.

Funny shows formed in televised originally created in order to entertain, and delight the population of him, theater of television miniatures”

were named. "At the bottom of the laughter that sounds on the TV screen, it is always necessary to have an elegant mind and awake pain, otherwise it is better to let the laughter go to the clown in the circus," said one of the founders of television laughter E.Karimov⁴. This show, despite its size being small, and compact, is a sharp satire, rich in humor, performed by actors. The art of creating artistic images on the TV channel was one of the first in Uzbekistan. There is an experience in performing short comic plates in World theater art. For example, in Europe, in ancient times, funny performances were made between or at the end of the curtains of performances. “These included divertissement, extremes, saynet, Intermedia, leve de rido, geg, sketch”⁵.

³ Акинфиев С.Н. Жанровая структура российского развлекательного телевидения: автореф. дис. канд. филол. наук: – М., 2008. – С-6.

⁴ Султонов О. “Ўзбекистон телевидениесида кулги санъати” Гафур Фулом. Т.2005. 7-бет.

⁵ Султонов О. “Ўзбекистон телевидениесида кулги санъати” Гафур Фулом. Т.2005. 13-бет

The Uzbek people are considered artistic people, which is reflected in their ethnographic history, and history of culture. They put in place the enjoyment of life, the sincerity in human communication, and the enrichment of the aesthetic sense. Therefore, young people are developing the art of laughter in order to instill a spirit of struggle in their hearts. As a result of such a development of the art of laughter, people have an increased incentive for entertainment, recreation, and the need for it increases. Now it is felt that modern pilgrimage and laughter need new screen art, virtual demonstrativeness, and scientific aesthetic analysis.

The penetration of laughter and pilgrimage into television, its formation as a genre, aesthetic principles, and artistic and aesthetic characteristics are a complex and step-by-step process in which a thorough consideration of it is an important issue.

On Uzbek television, we observe that shows in a humorous direction are used on most of the comic pages, in the plot of funny events, humorous proverbs, that is, "wise words" that have been formed for centuries, sometimes humorous proverbs are developed as the basis of an entire page. For example, in the comic program "no talk advice", the Uzbek folk proverb forms the main core of a whole page. We know that in the current era, a number of comic shows or special events that develop ridiculousness were held on Uzbek television.

In particular, it is no exaggeration to say that Artik Sultanov's show "Kulgi" is a scientific demonstration of comedy. "Shordanak", "Kalpaq", "Kahqaha", "Ko'zgu", "Kalpoqcha", "Zumrasha", "Tabassum", "Ulfatlar", "Sketch show" by Zakir Ochildiyev, which periodically shows the art of comedy., "Shapaloq", "Akula training program" are among them. There are also groups like the Satire Theater, which include O. Asamov's "Obit.A Theater", M. Kholmedov's "Mirza Theater", O. Sul-tonov and Z. Ochildiyev's "Handalak" shows. The comic shows shown above created some evils in the society by laughing at crooked people.

Comedy works entered the television of Uzbekistan in the first years of its appearance, its history is closely connected with the history of television. A person who shows humor on TV screens and performs is popularly known as an entertainer. "People smile when they see an artist. Maybe he will remember some of his past, maybe he will laugh at what he saw alive....Har Nechuk laughs and expects something funny from him"⁶. Fun is not a pre-prepared special person who reads a finished product or creates a funny situation. He takes the topic of laughter from the people and conveys it to the people through various funny situations. Uzbek national television during the Soviet era was a show of miniature works, and there were almost no comedy programs. "Teleminiature works, which are a small form of comedy, are characterized by extraordinary and quick expression of situations, and the directness of their composition to a specific goal.⁷ In this composition, many comic genres, askia, anecdote, lof, tagdor fikr, synet, sketch and interludes are widely used. Ergash Karimov, Roza Karimova and Hasan Yoldoshev are the first creators of this television miniature. A number of works of the writer Said Ahmed have been used. The show was the most popular show of its time, with millions of people, young and old, looking forward to Saturday. They would gather in front of the television at the appointed time and watch the attractive miniatures with great interest and satisfaction. Even in

⁶ Султонов О. Кулги ҳақида.... кулишиб. Т.: Янги аср авлоди, 2002, 29-бет

⁷ Султонов О. Ўзбекистон телевидениесида кулги санъати. Фафур Фулом. Т.2005. 17-бет

teahouses, clubs, hospitality and other places, people used to gather to see him."⁸ At first, the announcer would read the funny text and the listener would laugh if he understood the meaning. E. Karimov and other creators changed the principle of conditionality in the traditional Uzbek theater, and the sounds in the text began to become more funny by moving to the characters of the actors. Gol and Kuv were reflected in the image of the people.

The comic show of television miniatures was the first bud of this art, and "the breath of revival, new experience and experiments began to be felt in funny programs on television. First, as we noted, this is related to the reliance of laughter on the direction of folk creativity and national traditions."⁹

The work of solo amateurs Muhyiddin Derveshov, Rustam Hamrokulov and Hojiboy Tojiboyev opened a new way for the art of amateurs on television. Avaz Azizokhunov Avaz Okhun can be said to be a bright manifestation of the art of solo curiosity. Recently, a number of comic and humorous creative associations have increased. Mirza Theater used a number of genres of humor, such as anecdotal imitation, parody, clowning. For example, the "Million" team, which is popular among young people, sometimes gets bogged down in the process of showing a funny event and forgets the moral values of the people and the nation. "Today, it is difficult to comment on comedy performances based on interesting events. The events on the stage are not carefully scripted dramatically. Most enthusiasts make fun of gullible people. Among the youth, there are also those who imitate them and "askiya" by breaking the nerves of those around them. For example, "Million" actors laugh at representatives of their industry in one of every two sentences. Or the solution to the problems that the Bravo team is raising is not of a subtle humorous nature, the characters are not worth emulating. With this, we will destroy the folk art of several thousand years, is anyone thinking about this aspect of the matter?! If it is not possible to edit and analyze the "creation" of such art violators in time"¹⁰. The new concert program of the "Million" team, which is rapidly becoming popular among young people, has been viewed by 10 million people on You Tube. More than 392 thousand people saw it. Four members of the group announced that they left the group and formed a new group "National Art". "Below the waist" is a joke, but at least 10 million. A new team with 392,000 fans wanted to show "national art". During the presentation of the concert program, we saw that the new team was called "Bravo"¹¹. The well-known philosopher and scientist V. Alimasov says about this acute social problem: "Undoubtedly, making someone laugh is a wonderful art, but teaching him to live while laughing, to find meaning in life even a comedian can't do it"¹². The national traditions of the art of comedy, the sanctity of the theater stage, as a principle, are now losing their importance. Comic shows must be strictly monitored by art commissions and instructed by specialists with aesthetic knowledge.

The art of laughter is created on stage. Simple teasing or criticism based on satire also requires a lot of skill, resourcefulness, and wit. An entertainer has a great responsibility, he should not offend the people in any sense, he should reveal and expose social evils through ecological pure laughter. People smile when they see a funny person. Everyone laughs and waits for something funny! Is the fun's job just to make people laugh? From the point of view of the demand of art, it is the duty of the interested person

⁸ Зиёев Х. Ўзбек миниатюрасининг сардори мақоласидан. Алп Жамол ҳақида хотиралар тўпламидан, - Т.: Ғафур Ғулом, 2000, 67-бет.

⁹ Султонов О. Ўзбекистон телевидениесида кулги санъати. Ғафур Ғулом. Т.2005. 98-бет

¹⁰ Умирова А. Халқ сўзи газетаси // [https://xs.uz/uzkr/post/kulgi-oz-haddidin-oldi-jiroq мурожат санаси 02.12.2021](https://xs.uz/uzkr/post/kulgi-oz-haddidin-oldi-jiroq-muroжат-санаси-02.12.2021)

¹¹ <http://m.zamin.uz/42136-bravoning-koncertiga-munosabat-komediya-aylangan-fahsh.html>

¹² Алимасов В. Фалсафа ёхуд фикрлаш санъати. Т.: Фалсафа ва ҳуқуқ нашриёти, 2008, 274- бет

to speak intelligently, to raise the problems facing the nation, to find solutions through laughter, and to make jokes. "Laughing is art, laughter is wisdom," said one of the experts in the field. O. Sultanov says about this: "One of the great creators said: "Give me a kitchen recipe, I will create a show from it." So, the work, story or cookbook written by the author only serves to awaken the imagination of the interested person. It is a person, a worldview, a profession and the demands of the times, respect for society, the audience, and demands. In the eyes of our fans, the number written by the author is funny, ready to play. No! If the subject found by the author and the opinion expressed by him are acceptable, the work becomes a funny, performative number during the process of work and research. What happens during the work process? In order to increase the impact of what you want to say on stage: 1) it is enriched with sentences, proverbs, and funny sayings written by the author; 2) it is filled with books read differently, noises seen and heard in life; 3) the character of the hero is found among people; 4) repeated and used excessively funny words and actions are abandoned"¹³. As the author rightly noted, the formation of a complex image is the culminating situation for the interested person.

Laughter is a means of learning aesthetic pleasure from life, a sense of sincerity and fighting spirit in a person. A person has already appeared, and in the low heights of his life, he was always accompanied by laughter. Physiological and socially important laughter of ordinary people is a separate category in the science of aesthetics, humor is developing as an aesthetic phenomenon. "If beauty reflects evil, demonic actions, then it becomes an object of laughter, a breeding ground for disproportion. Laughter can be moral and it can be immoral. Laughter also involves seeing things for what they are. Laughter, like moral standards, relies on informal sanctions—primarily the reactions of others and public opinion. Laughter is limited to correcting morality, opposing injustice, and saying that it has something to do with it"¹⁴.

Indeed, the scene is a mirror of society, and the viewer is an individual. That is, the human-society-individual relationship is reflected in the images created by the artist on the stage. You know how powerful satire is. A real enthusiast looks for answers to existing problems in society through laughter. The free formation of humor is determined by the existence of freedom of thought in the structure of social consciousness. Freedom of thought leads to the development of the people's oral creativity and exposure of social problems through laughter and satire. Currently, the competition "Kuvnog va Zukkolar" (QVZ) has been formed among university students. In this, students bring out acute social problems through various genres and types of humor. The purpose of this is to create free thinking among students, to educate intelligent young people who can express their opinion.

In the present period, the activity of print media has been somewhat formed. In some daily newspapers and magazines, that is 10% consists of funny jokes. For example, in each issue of the newspaper "Zarafshon", a daily publication of Samarkand region, there are articles and jokes that raise the mood based on one or another genre of humor. According to the January 15, 2013 edition of the same newspaper, "Laughter strengthens facial muscles and improves blood circulation. Laughter is also beneficial in strengthening the abdominal, back, and leg muscles. During laughter, the work of the lungs becomes more active, the flow of oxygen to the blood increases, which makes it possible to clean the air. Laughter releases endorphins - hormones of happiness. And these hormones relieve sadness and

¹³ Султонов О. Кулги ҳақида.... кулишиб. Тошкент: Янги аср авлоди, 2002, 29-30-бетлар

¹⁴ Сычев А.А. Природа смеха или Философия комического – Саранск: Изд-во Мордов. ун-та, 2003. – С.78.

nervousness, emotional and physical stress, because when a person laughs, physical pressure increases in all parts of his body.”¹⁵.

"Mushtum" magazine, which was first published on February 18, 1923, is a magazine of laughter and humor, and is a leader in this field. In each issue of this magazine, humor is reflected in all genres and types. You will not see a single correct picture or image in all issues of this magazine. Because when you pick up a magazine, you can see a picture of a person with a crooked face, big ears, or a person with a big head but a small body. When analyzing each issue of "Mushtum" magazine, it consists of 30% comic articles, 30% poems, 10% prose parables or comic poems, 10% feuilletons, and 20% caricatures. ¹⁶ was found to be. This humor magazine was founded by the famous writer Abdulla Qadiri, who also worked as an editor. At the beginning of the 20th century, the magazine "Mushtum" in the genre of comics and caricatures was turned into a weapon of ideological struggle during the Soviet era. After independence, there was some progress in the art of comics. Currently, "Mushtum" magazine is enriched within the influence of colorful images and social and global issues.

To sum up, the genres and types of comedy (comedy) in the activities of mass media are expanding at an incomparable level. The reason for this is the humor, tolerance and enlightenment of our people. The above analyzes lead to the following conclusions:

firstly, the role of existing mass media in the broad development of comic art in Uzbekistan is great. The large amount of space allocated to entertainment shows has led to an increase in the number of comic shows.;

secondly, the genre aspects of the art of laughter developed on television need their own scientific analysis, and it is a problematic situation that the experts in the science of aesthetics do not tackle it; and thirdly, screen art - the peculiarities of laughter on television differ in a number of aspects from the art of laughter in fiction or printed publications. In this, the creative approach of actors and amateurs is observed and the planned comedy is further enlivened;

fourthly, the entry of laughter and humor into television, its formation as a genre, its aesthetic principles, artistic-aesthetic features is a complex and step-by-step process, the study of which is one of the most urgent issues. A person's health is related to his lifestyle, and the health of society is related to the development of humor;

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