

THE IMAGE OF A HOUSEWIFE IN THE UZBEK NATIONAL TV SERIES (ON THE EXAMPLE OF THE SITCOM "HOUSEWIFE")

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Abstract

The article explores the peculiarities of the creation of a female image through the TV series "Housewife", which was filmed on a private network during the emergence of the format of the national TV series. The role of women in society, including in the family, has become an object of research, and the role of the female image in the media landscape has been comparative analyzed.

Keywords: television, television series, drama, format, genre, character, sitcom.

Introduction

In the world television series industry, the transformation of the image of women is important, which is of great importance in the development of this format. Even due to the fact that the formation of the format of the TV series is associated precisely with women, it is important to emphasize the dynamics of the female image. Today, the role of women in society, including in the family, has become the object of research of various directions.

In the Uzbek TV series, the transformation of the image of women has acquired a special appearance, among which the image of a housewife is considered the most common character. It is the image of the housewife that leads in many TV series, due to the fact that the domestic theme leads in television series. "The image of a woman constructed by the mass media is one of the central ones"¹.

As a result of World War II radically changing society, the position of women in the family also went through a process of transformation. While women became the main labor force in many areas during the wartime and early post-war periods, the phenomenon of "back to home" or "back to family" began to be observed from the 70s and 80s of the last century. That is, women again began to take their place in the family as housewives. This situation in turn led to an increase in the number of housewives who make up the main audience of TV series. Naturally, as a result of the increased demand for TV series, their number began to rise sharply, and the main characters began to be women in them.

For a long time, the image of a woman has stood at the center of the arts of fiction, fine and Applied Arts, Theater and cinema. And from the second half of the last century, the image of a "super woman" began to embody, which has achieved great success both in personal life and in professional activities. "The image of the "superwoman" was not just accepted and consolidated in the public consciousness, which gravitated towards the traditional model and saw a woman primarily as a mother and keeper of the hearth"². But in society, the state of the increasing number of women who put a career at the forefront was also observed, which, as an image, penetrated into every type of art. "It is more difficult

¹ Т. А. Рассадина, А. А. Агеева., Динамика образа современной женщины: дискурсы глянцевого журнала и общественного мнения. *Общественные науки. Социология.* № 3 (23), 2012. 92 с.

² Т. А. Рассадина, А. А. Агеева., Динамика образа современной женщины: дискурсы глянцевого журнала и общественного мнения. *Общественные науки. Социология.* № 3 (23), 2012. 92 с.

for talented women to accept the role of housewives, they accept their position in society as the meaning of their lives, family values are secondary for them"³.

"In the 90s of the XX century, in the new socio-economic situation in the country, QMS is designed as an "ideal woman" or the image of a caring housewife providing comfort for a breadwinner husband; ... The image of a business woman appears on the pages of the press, rather, as an anti-ideal, where she is often depicted as having lost her truly feminine qualities. These opposing positions in the public consciousness set a vector that will lead to the emergence of new trends in the image of women in the first decade of the 21st century"⁴

Of particular importance in Uzbek multi-part TV films and television series is the image of a woman. In many Uzbek series, female characters are mainly covered in the image of housewives. It is definitely part of the image system formed due to the mentality of the population of the country, its view as a high value in relation to the family. The country has a large number of housewives, many of whom are used to raising and caring for their children until they reach adulthood, as well as domestic duties. In this, the person who provides for the family is a man, and the material needs of women are met precisely by her husband. This situation is sometimes seen as a consequence of giving men a great advantage-cases of mentally imposing pressure on women and attempting to maintain a position of dependence.

"Women living at home today have their own set of problems, and many of them, despite the fact that they have devoted their whole lives to home, feel unhappy and even suffer from severe depression. Of course, working women also spend part of their daily time on household chores, but meeting some of their needs will prevent the appearance of typical problems in the psyche of housewives"⁵. It is precisely such problems that are observed in housewives that attract many specialists. In particular, filmmakers also pay great attention to highlighting the spiritual world of housewives. The Uzbek TV series "Housewife" is aimed at covering the inner experiences of a housewife named Asrora, who has been disconnected from society for many years, is perceived by her spouse only as a cook and a servant who does household chores. Although the TV series was created in the genre of a sitcom, it covered a huge amount of psychological problems.

"The housewife" was based on a private network television series and was filmed by R&n Production. Uzbekistan until 2017, the TV series was mainly filmed according to the state order, and is considered an artistically mature example of Uzbek television series in the genre of the sitcom "Housewife". "Situational comedy is one of the varieties of comedy series with a certain number of regular actors and a place of events"⁶.

The TV series begins with the housewife's feeling that she has become mentally estranged from her spouse, who has always been mistreated by mental work and kept up with the times, due to her long life in society and disconnection from intellectual activities. Asrora's spouse treats his wife as fiefs despite being a financially well-off modern entrepreneur and is always opposed to her going out into

³ Д.Б.Шарапова. Психологические особенности «синдрома домохозяйки». С. 240.

⁴ Т. А. Рассадина, А. А. Агеева., Динамика образа современной женщины: дискурсы глянцевого журнала и общественного мнения. *Общественные науки. Социология.* № 3 (23), 2012. 92 с.

⁵ Friedan B. *The feminine mystique.* – WW Norton & Company, 2010

⁶ Власов Л. В., Гершанова А. Ф., Дятко Д. В., Елизарова Г. С., Игнатьева С. Е. *Лексикографические штудии 2013.* - М.: Москва-Берлин, 2015. - 130

the street. She receives a sharp rebuttal when she expresses her intention to go to work saying that the children have grown up.

The reason "housewife" was warmly received by the local audience is that the stereotype that women's duty is to be a housewife is maintained by the vast majority of men in all of Central Asia, not just Uzbekistan. In addition, in recent years, the state of family breakdown has been increasing after an increase in negative aspects in the relationship between mother-in-law and daughter-in-law and the emergence of problems. While the relationship of the main character of the TV series with his mother-in-law does not form the main plot line, several scenes can be seen in which the mother-in-law's negative attitude towards the bride is illuminated. The sitcom was watched with interest because the problems in the life of the main character of the TV series were well known to many housewives.

In the world, "housewife syndrome" is observed in the characters of many films, TV series and web series, where the problems of housewives are covered as the main theme. "Tavris and Offer, who studied the disorders observed in housewives, first used the term "housewife syndrome" in science"⁷. As the term acquires a negative connotation, one can often see cases in which one is strongly depressed due to disconnection from society and mental tension, and even goes as far as suicide. But the creators of the TV series "housewife" have achieved the absence of a reflection of this syndrome in the main character, taking into account the fact that the television work belongs to the sitcom genre. In the character of Asror's character, one can observe the "desire to perform all tasks perfectly" "element of" housewife syndrome".

The creators of the TV series "housewife" tried to cover events in domestic life through comedic situations. Although the script of the series is not considered a high-level example of drama, it can be observed that there was an attempt by the playwright to understand the essence of the sitcom genre. "According to linguist Marszałek Agnes, the comic effect is achieved using the contrast effect when its boundaries are blurred, but this blurriness seems absurd and ridiculous, due to which the same humorous effect is achieved"⁸.

The performer of the lead role is the actress F., who has a place in Uzbek theater and cinema and makes a worthy contribution to the development of Uzbek art. Rejometova ensured the success of the TV series. The fact that the actress created an image with a good understanding of the character of her character, internal experiences and, moreover, the laws of the sitcom genre increased the artistic value of the TV series.

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⁷ Tavris C., Offer C., Wade C. *The longest war: Sex differences in perspective.* – Harcourt, 1984

⁸ Marszałek A. *Humorous worlds: A cognitive stylistic approach to the creation of humor in comic narratives.* - Glasgow: University of Glasgow, 2012. P. 45

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