

## TRADITIONAL AND INNOVATIVE METHODS IN CULTURAL EVENTS OF THE NEW ERA

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**Yusupaliyeva Dilafroz Kahramonovna**

*Acting Professor at the Uzbekistan State Institute of Arts and Culture,  
Doctor of Political Sciences (DSc)*

### **Annotation**

This article analyzes the state policy, the practical significance of the adopted laws and decrees on the development of the sphere of culture and art in Uzbekistan. At the same time, it highlights the issues of preserving and promoting national heritage on a global scale using the example of international festivals. The article also describes in detail the scientific and practical foundations of using innovative media technologies, multimedia tools, sound and light effects, and pyrotechnics in the direction of modern cultural events.

### **Keywords**

cultural events, international festivals, multimedia, sound direction, artistic lighting, direction, modern technologies.

In recent years, special attention has been paid to the development of culture in our country, along with all other areas. In particular, comprehensive measures are being implemented to further develop the national culture of Uzbekistan, create a new history of Uzbekistan, increase the spiritual and educational level and knowledge of our people, preserve and popularize objects of tangible and intangible cultural heritage, actively integrate into the world cultural arena, strengthen the material and technical base of cultural and art institutions, and support representatives of the cultural sphere.

The resolutions of President Sh. Mirziyoyev “On approval of the Concept for the further development of national culture in the Republic of Uzbekistan”, “On measures to radically improve activities in the field of protection of tangible cultural heritage objects”, and the Decree “On measures to further increase the role and influence of the sphere of culture and art in the life of society” undoubtedly became an impetus for new achievements, changes and reforms in the field of culture. The main task of this Concept is to improve the regulatory framework, preserve historical and cultural heritage, instill national and universal values in the minds of young people, preserve ethnic cultural traditions, widely introduce

modern information and communication technologies into the sphere of culture, establish and develop mutually beneficial international relations in the sphere of culture, view national culture as a structural and integral part of world culture, ensure the full functioning of cultural and art institutions, further strengthen their material and technical base, and establish public control over the preservation of cultural heritage objects.

Also, in order to increase the effectiveness of legal regulation in the field of culture, the Law of the Republic of Uzbekistan “On Cultural Activities and Cultural Organizations” was adopted. The purpose of this law is to regulate relations in the field of cultural activities, as well as the activities of cultural organizations. It is also worth noting that before the adoption of this law, legal relations in the field of cultural activities were regulated by several regulatory legal acts, including the laws “On the Export and Import of Cultural Property”, “On Museums” and “On the Protection and Use of Cultural Heritage Objects” and numerous subordinate legal acts.

It should be noted that as part of the reform of the sector, the Museums Renovation Program was approved, which provides for the innovative reorganization of museums, and the Khorezm “Lazgi”, an example of the ancient and unique art of the Uzbek people, was included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity under the name “Khorezm Dance - Lazgi”.

In turn, the holding of the first International Crafts Festival under the auspices of UNESCO in the city of Kokand on September 10-15, 2019, the granting of the status of “City of World Craftsmen” to Kokand by the international crafts organization, and the high international recognition of Uzbek folk applied arts. It is worth noting that the International Bakhshi Art Festival held in Termez, Nukus, and Gulistan, the International Maqom Art Festival held in Shahrisabz, as well as forums such as “Silk and Spices” in Bukhara and “Atlas Bayrami” in Margilan were attended by cultural and artistic figures from many countries of the world, in particular, famous scientists and specialists who have become famous for their scientific and practical work in the field of crafts.

Importantly, these events created platforms for the exchange of experience for local representatives of the industry, and most importantly, they attracted the attention of creators and the world community to our country. In accordance with the Decree of the President of the Republic of Uzbekistan “On measures to further increase the role and influence of the culture and art sector in the life of society”, the preservation and use of intangible cultural heritage objects (dorboz, askiya and lapar) was included in the list of activities (services, work) for which temporary

work permits are issued to self-employed citizens. This document abolished fees for issuing a one-time permit for a concert-performance event and for obtaining permission to hold mass entertainment events by traveling circuses. Starting in September 2020, the first Sunday of each month was declared an “open day” in state museums. On that day, citizens will be admitted to state museums free of charge to view museum exhibits and museum collections.

The “History of Uzbekistan” TV channel was established in order to deeply study the ancient and rich history of our homeland, to activate scientific research in this area, to educate the younger generation on the basis of national values and the invaluable heritage of our ancestors, to strengthen the sense of national identity based on the formation of a sense of patriotism and pride in our people in society, and to broaden the worldview of our compatriots.

The main goal of the creation of the TV channel is to widely inform the population of our country, as well as the foreign public, about the ancient and rich history of Uzbekistan, which has its roots in thousands of years, and the enormous scientific, cultural and spiritual contribution of our people to the development of world civilization. The Tashkent International Film Festival of Asia, Africa and Latin America, which was held in Uzbekistan from 1968 to 1997, has been revived, and now, starting from 2021, the film festival will be held annually in Tashkent from September 28 to October 3 under the name of the Tashkent International Film Festival “The Silk Road”.

Famous American actor Steven Seagal, Russian filmmakers Nikita Mikhalkov, Timur Bekmambetov, Janik Fayziyev, Italian actor and film director Franco Nero, Indian film star Mithun Chakraborty, Turkish film stars Melis Pamuk, Filiz Ahmet, Ozcan Deniz and other famous actors became guests of honor of the film festival. In the last 5 years, special attention has been paid to financing the cultural sector, for example, in 2016, 22.8 billion soums were allocated from the budget for the repair, restoration and conservation of cultural heritage sites, while in 2021 this figure amounted to 73.5 billion soums (an increase of 3.2 times). Also, while in 2016, 10.3 billion soums were allocated for the production of films under state orders, in 2021 their amount increased almost 8 times and amounted to 81.4 billion soums. Serious attention is also being paid to the construction and renovation of cultural facilities, for these purposes alone in 2020-2021 more than 160 billion soums were allocated from the state budget, which, in turn, made it possible to improve and strengthen the appearance and material and technical base of 34 cultural centers, 6 theaters and 20 museums. It is worth noting that the conditions created in the field of culture and art have created ample opportunities for increasing the activity of the population, as evidenced by the increase in the number of visitors to museums

from 5,371.2 thousand to 7,777.8 thousand in 2016. In 2019, the number of visitors to concerts and theaters increased from 4,194.5 thousand to 5,467.6 thousand (in 2020, due to quarantine restrictions imposed in the country in connection with the pandemic, visits amounted to 1,515.8 thousand). Speaking of the preservation of cultural objects, over the past five years we have witnessed a significant increase in the civic position of society in matters related to the preservation of historical and cultural heritage. The population began to react sharply against the demolition of historical buildings, especially the construction of high-rise buildings in the historical part of the city. Public control, which is a general indicator of the formation of civil society in the country, has increased.

In the cultural events of the new era, innovative methods are also used along with traditional methods. The widespread use of modern innovative technologies in the cultural life of the renewing Uzbekistan is a guarantee of the widespread implementation of the five important initiatives put forward by our President and the spiritual development of young people. In particular, the International Conference on Maqom Art, the International Festival of Bakhshi Art, the International Music Festival "Sharq Taronalari", the International Folk Art Festival "Buyuk Ipak Yo'li" and the International Festival "Raqs Sehri" are regularly held in our country, and an effective system has been established to further develop unique examples and traditions of Uzbek classical and folk art, as well as cultural dialogue. The widespread use of media technologies as an innovative method in modern cultural events has borne fruit in world experience and is becoming popular in our country. In the spiritual education of young people, in carrying out propaganda and agitation work with the help of modern media and various forms of technical means, first of all, beautifully decorated and requiring special attention, electronic exhibitions, electronic billboards, signboards, tastefully decorated and professionally installed electronic billboards at the entrance to the streets and parks, at the entrance to the doors of enterprises or institutions, national heroes, impressively installed monuments of our ancestors, electronic billboards organized using various electronic lights on topics such as labor and military valor, banners and stands installed in various forms and shapes, electronic diagrams depicting the location of buildings, etc., are of great help in decorating with the help of various forms and types of modern technical means.

Also, among several types of art, works decorated with technical means help a growing person to strengthen his secular knowledge, instill in his young heart a love for the homeland, accustom him to broad and diverse thinking, bring him closer to the spiritual culture of the people, and most importantly, teach him to

approach work creatively and have the power to influence faster than other means of propaganda and agitation.

Modern media and technical means, used in many recreational activities, form spiritual, moral and civic activity, and a sense of patriotism in young people. Multimedia is the creation, storage, processing and production of various information: texts, images, schemes, tables, diagrams, photographs, video and audio recordings, etc. in digital form. The improvement of the sphere of cultural events in Uzbekistan, the quality and effectiveness of events held on the ground, first of all, depend on the extent to which modern technical means are used. After all, the use of scientific and technological progress in the work of cultural and art institutions, the application of its latest achievements in the direction of cultural events is the most urgent task of the transition to market economy relations.

In order to use the achievements of modern science and technology in the direction of cultural events, to exchange information within the framework of countries of the world and to widely introduce technical means into production, the stage director, in addition to the skills of using simple audiovisual technical devices, must master the skills of using modern computer technology, photography, sound recording and directing cultural events.

After all, the level of the current viewer or participant in the spectacle is extremely high, they have extensive knowledge of various genres of art, diverse methods of cultural and educational enjoyment. Therefore, directors of cultural events must fully understand the scientific and practical aspects of using multimedia technologies in modern cultural events.

The technical means used in modern cultural events are all devices, communication and technical means used to implement the convenient process of collecting, storing and distributing various information to a limited audience. The technical means in modern cultural events have a local (local) nature, since they are used for a limited audience, unlike mass media intended for a multimillion audience of listeners, viewers, readers. In the artistic decoration of buildings and buildings through modern media and technical means, the installation of small LCDs (solid-state displays) and the preparation of information on them play a major role in the rapid and effective use of electronic devices in the front and back of buildings. Since electronic panels and screens can hold a lot of and various information, they are considered the most operational and convenient element in the decoration of buildings and their territory.

Like any methodological task, decoration work using technical means should be based on professional accuracy and a creative approach. If professional specialists in this field direct their fruitful research into the use of new types and

forms of modern technical means in a correct and constructive direction, if they approach creatively, then it is certainly possible to stage an artistically mature spectacle.

The use of modern technical means in all cultural events held in our country strengthens the aesthetic abilities of people, in addition to introducing them to the guidelines for using new types and forms of modern technical means in organizing and managing cultural events, it provides information about the structure of modern technical means and the principles of their various uses, forms an aesthetic taste in young people, teaches them to understand and appreciate works of art, cultivates a love for it along with respect for labor, and helps in acquiring labor skills. Based on the above-mentioned ideas and considerations, the possibilities of using modern technical means in public holidays and performances, the scientific-theoretical, scientific-methodological issues of using new technical means in modern cultural and art venues were examined in detail.

Currently, there is a great deal of attention paid to the use of technical means in cultural events, and modern technical means in general, as well as a great need for their newly discovered types.

New modern technical means entering cultural life are of particular importance in the absorption and assimilation of art in the human mind and heart. As noted above, there is no field of art whose current state, activity and achievements are difficult to imagine without scientific and technical means. It is clear to everyone that state and non-state art institutions operating in the cultural life of Uzbekistan, cultural and educational performances and concerts, whether indoors or outdoors, cannot demonstrate their skills and art without technical means. In particular, entertainers, singers and musicians who perform for thousands of spectators in stadiums and large concert halls have recently been using modern computer-adapted sound amplifiers, phonograms specially recorded for the event, laser device lighting, colored lights, generators and projector technologies.

The use of technical means in musical art, national pop art, performing arts, cinema and television, circus festive events, and the implementation of modern technological achievements in practice also confirm the importance of this area.

The use of modern technical means, along with the organization and management of high-level cultural recreation through the service of using modern technical means, is of great importance as an important factor in the ideological, spiritual-enlightenment and aesthetic education of the growing young generation in all areas of education using modern technical means and new information technologies.

Another function of technical means is to give the stage various colors, project images, beautify the event and artistically decorate it.

Sound plays a great role in the direction of cultural events, and all responsibility in this regard lies with the sound director. For this reason, the sound director must have knowledge in both the musical and directing fields.

Sound direction in cultural events is a specific type of artistic creativity aimed at creating the sound characteristics of the performance. It has its own important features, regardless of the task being solved, the material, the possibilities of expression and the specifics of the technology for producing an artistic performance. The sound director of cultural events, in collaboration with the producer-director and composer, creates the sound layer of an audiovisual work, implementing a rich spectrum of artistic and expressive means and the capabilities of modern technology. In accordance with the creative idea of the director, he creates sound contrasts, forming dramaturgically justified sound accents, image counterpoints and sound leitmotifs. The sound director, as it were, is located at the junction of art and technology, and using technical and acoustic means of sound recording and methods of expression, appears as a co-author or interpreter of the director's ideas in the ideological and artistic interpretation of dramatic images. The process of creating the sound layer of cultural events consists of two stages:

formation of the conceptual model of the sound performance image in the work based on the literary script of the performance, directorial development and visual material;

realization of this concept through sound directorial tools.

The sound director sets out his plans and goals in a sound explanation or score, which is an important production document that determines all subsequent practices of working on sound.

The sound solution must always be inextricably linked with other components of the work, therefore, it is very important for the playwright and director to develop sound performance images in collaboration with the sound director, already at the stage of working on the play, script, and during the creation of directorial developments. The implementation of the creative idea and materialization of the sound structure of audiovisual works is closely related to the existing level of technological capabilities used in the artistic and technical methods of sound direction, as well as the acoustic conditions of sound recording. The sound director is responsible for the sound network of an audiovisual work. Participating in the implementation of the sound structure and the development of its sound performance concept, the sound director participates in the creation of the work and becomes one of the main members of the creative team. Artistic lighting

equipment plays a significant role in increasing the artistic value of the direction of cultural events. The lighting source is an important component that expresses the idea of the director of the performance. Lighting reveals, complements and develops the director's idea. Lighting is of great importance in cultural events. Stage lighting is just as important in a performance as in a theater, but its scope is somewhat wider. The lighting equipment supply system includes two interrelated areas: technical supply and creative supply. Technical supply conditionally consists of the following five groups:

- lighting fixtures;
- lighting control devices;
- color music equipment;
- high-voltage power supply;
- special devices.

Lighting plays a significant role in organizing cultural events. First, it actively affects the psycho-physiological state and emotional imagination of a person; secondly, it is one of the main components in conveying the main idea of the performance to the audience. When using lighting techniques to enhance the artistry of various public events, it is necessary to pay attention to the specific aspects of such events. To do this, first of all, it is necessary to increase their publicistic character and the activity of the event participants. In programs of this nature, the internal emotions and mental states of the participants are not sufficiently reflected.

To do this, it is necessary to separately show the external appearance of the movement of the lighting tool and give it a symbolic sound. At the same time, in theatrical events and some numbers, such moments are created with the help of lighting, the musical melodies of which affect the events taking place during the piece. When solving this type of lighting problem, it is important to show the situations in some pieces.

In such means, the transformation of light is one of the important means of showing the tension on the stage, the internal struggle, its causes and results. In the script-directing work of cultural events, especially in the concert numbers of amateur artistic groups, there are more episodes of a lyrical nature. Here, the issue of lighting must be resolved, put on the right track. However, in many cases, in these mass events, the issue of lighting suddenly stands out from the general line, emphasizing the importance of a particular moment with the help of strong rays.

These moments in some cases may not be related only to human life. The color image of these events is often associated with the resolution of the problem of the color of light, and in this case color comes to the fore. At cultural events, light and

lamps can replace the decor. This is done using a light-beam projection or laser. For example: At a music festival in the Netherlands, a projection and a laser dropped into the river created unique gammas. In addition, the possibilities of the laser are endless. With its help, it is possible to use effects such as the appearance of buildings, ghosts of people, etc. But, unfortunately, such a technique is not yet fully used in our country.

At cultural events, light and lighting help to create the desired mood and atmosphere, just like in traditional theater. With the help of light and lighting, it is possible to hide movement from one area to another, the change of participants' positions, focus the audience's attention on one object, etc. A luminous curtain is often used both in public performances and in theatrical performances. We can see such a curtain on the stage of the National Academic Theater, on the stages of the Independence Day. To create a luminous curtain, a large number of installed lighting equipment is required. In the current conditions, the director of mass holidays and cultural events must know how to program light and lamps via a computer. During the rehearsal process, the director and the lighting master determine what light and color will be given to each episode, where it should be dark and where it should be light, all of which is downloaded to the computer and programmed.

Having the capabilities of film and video technology at the director's disposal greatly helps to create the artistic image of the holiday spectacle and ensure a compositional integrity. The current development of computer technologies is penetrating all aspects of art and contributing to its development. The capabilities of monitors (screens) installed in the holiday venues are unparalleled. From monitors connected to the camera, we can watch not only recorded film and video materials, but also the action taking place on the stage directly in different plans. Now video technology can simultaneously show the performance of the participants, their skills both on stage and on the monitor in an enlarged plan, and the audience can evaluate their performance. Pyrotechnics are an integral part of cultural events. As we know, most holidays end with fireworks. But when we think of pyrotechnics only as fireworks, it would be a mistake. Pyrotechnics include various explosions, colored smoke, Bengal lights made from pyrotechnic fire, fountains, waterfalls, serpentines, etc. Pyrotechnic smoke can be used as a curtain for participants to exchange. This smoky curtain can be illuminated with different colored lights, which creates a unique effect. Pyrotechnic smoke is of two types. The first is heavy smoke (does not rise from under your feet). The second is light smoke (easily rises).

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