



THE ROLE OF SOCIAL MEDIA IN LIGHTING UP THE HISTORY OF UZBEKISTAN.

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Abstract: This article discusses in detail the role of the National Television and Radio Company of Uzbekistan in covering the history of Uzbekistan, the programs, documentaries, and projects that currently provide our people with sound information about our history and past, teach lessons from the life and work of our ancestors, and also discuss the cultural heritage of our people. The author covers the content and essence of social media marketing in today's marketing system, its unique aspects, as well as the advantages and disadvantages of social media marketing, and the issues of development through social media marketing platforms.

Keywords: Television, history, heritage, ancestors, future generation, shows, films, projects, marketing, management, social media marketing, digital platforms, media literacy, media education, social immunity, media space.

Аннотация: В этой статье подробно рассматривается роль Национальной телерадиокомпании Узбекистана в освещении истории Узбекистана, программы, документальные фильмы и проекты, которые в настоящее время предоставляют нашему народу достоверную информацию о нашей истории и прошлом, извлекают уроки из жизни и деятельности наших предков, а также обсуждают культурное наследие нашего народа. Автор освещает содержание и суть маркетинга в социальных сетях в сегодняшней системе маркетинга, его уникальные аспекты, а также преимущества и недостатки маркетинга в социальных сетях и вопросы развития посредством платформ маркетинга в социальных сетях.

Ключевые слова: Телевидение, история, наследие, предки, будущее поколение, шоу, фильмы, проекты, маркетинг, менеджмент, маркетинг в социальных сетях, цифровые платформы, медиаграмотность, медиаобразование, социальный иммунитет, медиaprостранство.

ENTRANCE

The rapid development of social networks has created a great opportunity to do business and develop a business through these networks. SMM is the effective use of networks that people use, such as Facebook, Instagram, YouTube, Telegram, to create and develop a brand in a business, increase the number of sales of products and services in it, and increase the number of customers who go to the website. The formation of an information society, the growth of consumer needs and demands, the acceleration of scientific and technological progress characterized by information overload, the increase in consumer awareness, the proliferation of communication tools and media; etc., lead to problems in forming a balanced communication system that would be as effective as possible with minimal costs. In addition to providing business owners with ways to communicate with customers and attract new



customers, it helps them track the success of their efforts and identify even more ways to attract them, and analyzes the data based on this.

LITERATURE ANALYSIS AND METHODOLOGY

The concept of "media literacy", which refers to the set of knowledge, skills, and competencies needed to find, analyze, evaluate, and create media products, is multifaceted and includes information literacy, expression and information literacy, library literacy, news literacy, social media literacy, critical thinking, visual literacy, print media literacy, computer literacy, internet literacy, digital literacy, film literacy, gaming literacy, television literacy, advertising literacy, civic literacy, social and emotional literacy, network literacy, and so on. Also, words such as media culture, information culture, and info ethics are used as synonyms. In order to understand the full meaning of the term "media literacy", let us clarify it according to the scientific literature. D. Adams and M. Hamm define media literacy as "...the ability of an individual to understand the meaning of the visual and verbal symbols that he receives daily through television, advertising, film, and digital media... This is more than just decoding the information received: media literacy is also the ability to receive the information received, the ability to clearly determine the direction in the media industry that surrounds a person, and, if necessary, to create a news message." According to J.A. Anderson, media literacy is "...the skillful collection, interpretation, verification and reception of information, regardless of the type of media". D. Barton and M. Hamilton define it: "...an activity that usually occurs in the space between thought and text. It is not simply a set of skills that an individual has, but is connected with many other types of human activity, and media literacy is a social phenomenon, arising in the process of human interaction". C. Firestone and P. Aufderheide: "Media literacy is ... a motivating movement to help people understand, create and evaluate the cultural significance and content of audiovisual and printed texts. Anyone can be media literate".

DISCUSSION AND RESULTS

In recent years, the ideas of the President of our country dedicated to our national cultural heritage and values have been widely promoted, series of shows and films about the rich history of our people, ancient sites, cultural monuments, and great ancestors have been produced, programs that demonstrate, reveal and promote our oral folklore, folklore samples, various customs and traditions, customs, record and broadcast old melodies and songs related to our golden heritage, prepare programs dedicated to the work of national and world literature, painting, sculpture, and music artists, and programs about developments in the literary and artistic process, various artistic styles, and new works have been effectively launched.

Also, the scope of television and radio programs aimed at promoting universal human values, educating young men and women in a spirit of patriotism, making them spiritually and morally mature, enlightened, and knowledgeable based on the historical traditions, spiritual values, national culture, and advanced achievements of world civilization, and revealing the inner spiritual world of our youth has been further expanded.

For example, the "Imam Bukhariy Sabaqlari" (religious-educational) program, which is regularly broadcast on the "Uzbekistan" TV channel, provides commentary on authentic hadiths (based on the collections of Imam Bukhari). The importance of hadiths in our lives today, the lessons and teachings they draw, are explained by religious scholars and scientists.

The "Bolajon" TV channel is also contributing to the understanding and instilling in our children the history of our people. The TV program "Ertakchi bolajonlar" on the channel is



aimed at educating children in virtue, striving for perfection, explaining our history to children in a simple way, and instilling qualities such as love and loyalty to the Motherland through Uzbek national fairy tales, legends and parables.

The program "About Film" broadcast on the "Tashkent" TV channel provides interesting information about the history of the creation of films shot by national filmmakers, the filming process. Also, the literary and educational publicistic program "Khiyobon" discusses the history of literature, art, its present, and the lives of people who left a bright mark on it.

The project "The Heart of the World" of the "Culture and Enlightenment" TV channel is broadcast regularly throughout the week. This project discusses rare masterpieces of world literature, the most incomparable works of the world, books that provide humanity with endless knowledge and experiences, historical truths, the importance of books in the childhood memories of famous writers and poets, the reading processes that have become their way of life, and the place of books in the lives of great figures of the world. The program "Saykal" of the same TV channel also tells about the unique aspects of Uzbek national culture, a certain type of applied art, its development in the past and today, and those who have been creating in this field. It also talks about the specific aspects of national crafts, dynasties of craftsmen. The program "Bashariyat siymolari" tells about the scientific heritage and life path of past scholars who made a great contribution to the development of science, literature, culture, and art of the world and our country, and is prepared to enrich the knowledge and thoughts of our people about our cultural and educational wealth.

The program "Bobo so'z" is based on the book "Bobo so'z" by the famous poet and Honored Worker of Culture of Uzbekistan Eshqobil Shukur. It tells about the etymology, meaning, history of appearance of each word in our language, and its equivalent in other Turkic languages.

As a result of historical and modern achievements, world scientists have today launched a new era of human development. The "Research" project of the Culture TV channel discusses the news taking place in the world of science in our country, scientific discoveries, and their significance for people. At the same time, it is prepared to enrich the thinking of young people and familiarize viewers with scientific news. Also, a new project called "Ildiz" has begun its work on this channel. It broadcasts a series of programs dedicated to the history of the emergence of Uzbek folklore, its initial examples, periodicity, themes, ideas raised in it, the history of epics, and the analysis of ritual and labor songs.

It is noteworthy that in order to convey our history to our people in more depth, the "History of Uzbekistan" TV channel was established by the Resolution of the President of the Republic of Uzbekistan No. PQ-4390 dated July 11, 2019 "On measures to establish the "History of Uzbekistan" TV channel."

The main task of the "History of Uzbekistan" 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, rooted in thousands of years, the enormous scientific, cultural and spiritual contribution of our people to the development of world civilization, to organize the preparation of information-analytical and thematic television programs, talk shows, "round tables" at a high professional and ideological-artistic level, which show all periods of our great history based on the objective results of in-depth scientific research by consistently and systematically revealing



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the essence of each event, and to widely study and popularize the invaluable heritage of our great compatriots - scientists, thinkers and saints, poets and writers, commanders, statesmen, their life path and heroism, as well as the extraordinary events of the newest history of Uzbekistan, which are of world importance. It consists of creating a series of popular science programs and documentaries that tell about the bright and unforgettable pages of the past.

Also, the "History of Uzbekistan" TV channel prepares special TV programs based on the results of creative trips abroad to study the tangible and intangible heritage of our people, rare manuscripts, books related to the history of Uzbekistan, objects of applied art and valuable finds stored in museum collections, scientific centers of foreign countries and funds studying world historical heritage. It regularly shows local and foreign feature films dedicated to events and personalities that have left a bright mark on the history of Uzbekistan and world history, and participates in the creation of feature films and TV series on this topic with the masters of our country's cinema.

The editorial staff of the "History of Uzbekistan" channel operates in different areas. The editorial staff of the "History of Uzbekistan" channel broadcasts several thought-provoking programs. For example, the "Historical Question" talk show is broadcast live, where the most pressing issues related to the history of Uzbekistan and the world are discussed with the participation of historians and experts.

In 1937-38, about 7 thousand of our compatriots were shot in Uzbekistan. They were the true leaders of our nation, progressive intellectuals, representatives of literature and culture, and the most distinguished representatives of our people. In order to shed light on this sad and painful page of our history, to remember that bitter history, to learn from it, and to convey the truth to today's and future generations, the artistic and publicistic program "Millat fidoylari" is broadcast several times a month. "Tilsim" is a popular science program based on scientific research on the history of the nation and the country, the way of life, thoughts, and values of our people in the ancient past, while "Ochiq dars" is a 45-minute lesson on the history of Uzbekistan, organized in collaboration with the Ministry of Higher and Secondary Specialized Education. This program provides new information about different periods of history that has not yet been included in textbooks. "Eureka+" and "Eureka" programs are organized in the form of an intellectual game among young people interested in history.

The program "Heritage and Responsibility" will feature discussions of various academicians, heads of institutions and organizations on the history of their fields, their development stages, and their views on history. The program "When Sources Speak" will reveal a certain reality, the lives of historical figures, and the truths of the past based on various rare and unique documents stored in the archives of Uzbekistan. "Event" is a special documentary film that tells about extremely important events in history, events that have influenced social and political processes. The program "Old Places" will feature a trip-expedition to the history of Uzbekistan's historical monuments and architectural monuments, old places where archaeological excavations are being carried out, and ancient cities. Also, the artifacts and antiquities of our country's distant past are studied in depth, and the results of the research of specialists conducting research in this area are revealed through their interviews. The program "Zamonlar osha" provides viewers with information about what the current generations of historical figures are doing, as well as about the purposes for which ancient monuments, structures, devices, and cultural parks that have been well preserved to this day



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were used in their time and for what purposes generations use them today, in the form of interesting stories and sincere conversations. The program "Muhoraba" covers the history of the battles of rulers who were famous for their justice and fairness in ancient times on the way to building a great state, and the activities of great commanders who have become famous in our country and the world.

The talk show "Ibtido", prepared by the editorial staff of the "Tezkor dublaj" TV channel, looks at the beginning of all topics of historical importance. It analyzes the history of the chosen topic, its path to the present day, and its significance for humanity in the future with the participation of historians and show experts. The "Qismat" program tells in detail about the lives of rulers, commanders, historical figures, statesmen, and great scholars who lived in our country, the paths of fate they took, the legacies they left behind, and their tragic fate. The purpose of the program is to provide viewers with extensive information about our ancestors. The "Kino tarixidan" program gives extensive space to the past of Uzbek national cinema, the history of the creation of films that have become a favorite of our people, and the memories of actors and actresses about films. Film critics and historians will also provide extensive information about the period depicted in the film. The "Travelogue" program will organize tours of the rich cultural heritage sites, ancient cities, and sacred sites in our country. The ongoing renewal, changes, and reforms in our country will be analyzed from a historical perspective. The purpose of the program is to encourage people to engage in domestic and foreign tourism.

CONCLUSION AND SUGGESTIONS

Our state has a history of many thousands of years. Its rich history was written in the past by our great ancestors, and our great scholars left behind a rich spiritual heritage. Until we gained independence, this past was studied in a one-sided manner. The program "History and a New Interpretation" aims to show our past as it was. Therefore, it intends to bring to a wide audience the books of historians and scholars who are writing the pages of history today, free from any ideology. The program "Memoir" provides information about the lives of great directors and actors who have left a name for themselves in the history of cinema and theater, films created by directors, and the lives of actors and actresses who played characters in films brilliantly and won the hearts of the people. They are also told about the oppression of the former Soviet regime.

"Great Scholars of the Country", prepared by the editorial office of "Scientific and Popular Television Films", is a series of documentary films that tell about the life and work of the great scholars of our country, the scientific heritage they left behind, and the study of this heritage today. The "Javohir" program talks about the history of the creation of the rarest historical works, their content, their scientific research, and their importance in studying ancient history. "Holy Places" is a program that tells about the objects of pilgrimage tourism in our country, in particular, the history of the construction of architectural monuments there, the names of which great people the complex is associated with, legends about this, and the current appearance of the pilgrimage site. The "Cradle of Values" program provides information about the national values, customs, and traditions of our people that have been passed down from century to century. "Sharq qo'lyozmarari" will tell about the value of various rare manuscripts and lithographs, decrees and letters belonging to the pen of our great ancestors, which are stored in the manuscript funds of our country or whose facsimile copies



have been brought from foreign funds, by expert scientists and researchers. In the television documentary series "Taqdirlar", a documentary film will be made about the lives of outstanding professors and academicians who have come from our country, their rich scientific heritage, their teachers and students. The program "Abadiyat oralab..." will study the history of districts in our country. In this, importance will be attached to the archaeological and architectural monuments, sacred shrines, and all events related to the history of the district.

To date, the following programs have been prepared by the "Archaeology and Museums" editorial team of the "History of Uzbekistan" channel.

The "Ethno..." program is broadcast live and describes 92 related tribes of the ancient Turkic peoples, their origin, dialect, customs, and rituals. It will be attended by scientists conducting scientific research on these topics.

Among the Uzbeks who contributed to the great victory in World War II, 301 officers and soldiers were awarded the title of war hero. The "Courage is not forgotten" TV series provides comprehensive information about the courage of war heroes based on photographs, archival materials, and information from the book "The Second World War and the People of Uzbekistan". Film footage is used in the preparation of the TV series.

Many examples of the heritage of our ancestors are currently stored in libraries in foreign countries or in the hands of private collectors. As a result of the efforts made in recent years, the cultural treasures of our people stored in libraries abroad have been scientifically studied, and their copies are being brought to our homeland. The main task and goal of the popular science program "People's Property", which is broadcast on the "History of Uzbekistan" TV channel, is to provide comprehensive information about manuscripts, lithographs, and antiquities under scientific research with the participation of experts in the field. The "Real Fact" program reveals information about great figures who lived and worked in distant and recent history, as well as important events in the life of Uzbekistan, which have been unknown to many until now, based on concrete facts.

The program "History of an Exhibit" analyzes the history of exhibits (archaeological masterpieces) stored in museums in harmony with the spirit of today. This includes not only the opinion of an archaeologist or historian, but also the opinions of specialists working in the field, depending on the type and field of the exhibit. The possibilities of history and today are compared. The documentary "The Sorrowful Years", which is regularly brought to the attention of our people through the TV channel, depicts the terrible years and paths that befell the people of Uzbekistan, the tragic events they witnessed, the activities of our great ancestors who fought and sacrificed for the freedom of the people, based on historical documents and the results of scientific research.

In conclusion, we can say that information about the history of Uzbekistan is being covered at a high level through our TV channels. This is a sign of attention, respect, and appreciation for our own history.

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