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## Research Article

# ON THE FORMATION OF THE PRODUCTION SECTOR IN UZBEKISTAN

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## ABSTRACT

We cannot imagine the life of society without the system of art and culture. In particular, pop and public performances are art forms that can actively influence the culture and spirituality of our society and have powerful tools. Movies, music, songs, etc. Provide spiritual nourishment to the viewer. In the era of advanced techniques and technologies, it is an urgent issue to officially form a production profession that can fully use effective tools and all opportunities.

## KEYWORDS

Produce, production, market economy.

## INTRODUCTION

The demand of the time is that the development of the culture and art spheres, training of qualified personnel based on world-class best practices, and raising the cultural level of young people are becoming more urgent than ever. President Sh.Mirziyoev's "comprehensive, harmoniously developed, independent thinking, own vision and approach, which does not pay enough attention to preserving, enriching and increasing its historical, cultural and intellectual heritage, as well as educating the growing young generation in the spirit of national

and universal values", based on his opinion that any state and society that does not set the goal of perfecting a person with a civil status is doomed to be left out of the path of history and development. It is made clear that expansion is an urgent issue.

In Uzbekistan, production as a professional activity, like in Russia, was created in the theater environment. During this period, the theater became extremely important. Because his language was understandable to the masses. The audience has become dramatically democratized. The emergence of the need for works of

art has become one of the new phenomena of artistic life. Because of passing time, there was a need for mediation between art and the public. The theater entrepreneur acted as a mediator. It created a demand for theater in the cities. It was his duty to unite the interests of the city, viewers, and artists. If the entrepreneur could understand the needs of the audience and allow the actors to express themselves, the theater season would be a success.

In Uzbekistan, production activities began to appear in connection with the development of the cinema and pop industries. By the 30s of the 20th century, producers creating quality products came to the fore. In particular, the establishment of the Russian-Bukhara company "Bukhkino" in 1924 and the "Eastern Star" film factory in Tashkent in 1925 (since 1936 "Uzbekfilm") started the development of Uzbek cinema. In the 1950s, a group of film directors and screenwriters working in the field of film industry expanded their scope of activities, improving national screen art, not only managing creative processes but also coordinating all organizational issues in the field of cinema, forming a creative and organizational group, attracting financial resources. they started to work . For example, film directors Yuldosh A'zamov in his film "Maftunningman" (1958), Shuhrat Abbasov in filming the comedy "Mahallada du-duv gap" (1960), Yodgor Sa'diev also performed production duties during the staging of the film "The Devil" in collaboration with director Jakhongir Kasimov. Shuhrat Abbasov also produced Latiy Fayziev's film "Ali bobo va qiriq qaroqchi", which was shot in cooperation with Indian filmmakers.

I told that America is the homeland of production. For the first time in history, American producers showed their work skills by adding their share to the development of cinema. American cinema still

maintains a huge position in the world's media industry, so getting to know the times, discoveries and principles of the business sector, including Hollywood studios, can be very useful for the development of the entrepreneurial mindset of future and current mass media professionals. Throughout its history, the American film business has shaped and refined what is now a universal business strategy through trial and error, unexpected discoveries, and effective use of technology, which is a prerequisite for leadership in today's global media space. One of these tasks is to set production activities in art and culture in the right direction. Because the producer is the owner of these fields, he sells and buys them .

From the time of the Soviet Union until today, the director of the picture handled the money allocated by the state for the production of films. It is this person who deals with the costs of the film budget. The director of the picture prepares an estimate and handles each used. But he works mainly according to the instructions of the director. Introducing producers in the film industry in several Commonwealth countries has radically changed the cost of film production. The world film industry is developing precisely because of the activities of producers. It is these people who earn money for the film and handle the costs incurred in front of sponsors and investors .

Considering the fact that this field is still forming in our republic, it is one of the main tasks to educate producers who can think in this field, have a strong imagination, organization, and financial ability, and in this way, to organize an industry with its own terminological system.

In December 1973, the state committee on cinematography approved:

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 cinema distribution, determining the repertoire policy, organizing the production of films and other film works, and improving the economy.
5. Prospective development of film studios, cinema networks, film duplicating factories and other enterprises and organizations.
6. Comprehensive improvement of the provision of cinema services to the population and implementation of the state plan for funds from the cinema.
7. Coordination of scientific research works in the fields of film studies, film economy and technology, publication of scientific, educational and methodical literature on film issues, as well as advertising materials.
8. Coordination of international relations in the field of cinema, implementation of monopoly trade of motion pictures with foreign countries, control of filming activities carried out by foreign organizations and firms in the territory of the country in the prescribed manner.
9. Coordination of international relations in the field of production of film equipment, film tools and films, development of proposals on the

development of the main directions of film technology, implementation of practical activities based on the latest achievements of science and technology and best practice, ensuring high technical and economic indicators of the work of organizations of cinematography enterprises .

In the variety show, the tasks specific to the production activity were mainly carried out by artistic directors. Botir Zakirov probably laid the foundation for the development of pop art in the republic. In collaboration with Mark Zakharov and Alexander Shirvindt, Botir Zakirov staged his first musical entitled "The Journey of Simbad the Sailor". Although Botir Zakirov did not declare himself a producer, his career lines are clearly visible in his work . Taking national identity into account when creating a film is an important condition for attracting the audience. In addition, the technology used can be an example of strengthening efforts in creating films that bring greater profits for foreign film distribution, the first work experience in creating voluminous films and adapting them for foreign audiences .

Before independence, almost all solo singers and creative groups became known as part of state enterprises and associations in the field of art and culture. Because the industry is completely under the control of the state, there is no way to privatize film studios or music organizations. After independence, significant reforms were implemented in the field of art in Uzbekistan, and as a result, several changes took place. Art, culture, and show business, in general, are developing year by year, and new voices and images are increasing, which has demanded the implementation of a number of new people, ideas, and projects in the fields of art, cinema, music, and singing. As the biggest innovation in these areas, it is appropriate to cite the establishment of private film



studios, recording studios and production centers. At first, production activities were carried out individually, and later companies began to be formed. At first, production centers such as “Muvad Video”, “ProArt”, “Tarona records”, “Akfa-media” became known with their projects, then “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” Expanded with many production centers such as “LAST MEDIA”, “MUMTOZ UL-ABROR”, “CABARET”, “GGM RECORDS”.

But at the same time, creative shortcomings were also observed during this period. The process of market economy in our country has affected cultural activities and art. There has been a great change in culture. In art, attention to the economic side has increased. Thus, economy with creativity in art projects became the main part of the project. The combination of these two pieces helped to maintain the competitiveness and originality of the project. It should be noted that today, along with a number of state film studios, there are about a hundred private film studios operating in Uzbekistan.

Over the years, film art has a history of more than a century, the foundation of Uzbek cinema, which has followed its own path of development, has been created, and it has taken 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 in the years of independence, certain achievements were made in the field. Various films have been created in terms of content and form, and they have won the attention of the audience. At the same time, the processes of

globalization taking place in the world today, the priority tasks of modernization and renewal of our country require the improvement of the activities of film art among all sectors and industries, and the creation of new opportunities for the development of the industry. In particular, in the implementation of the project, the ability to attract and effectively use financial resources is the main function of the producer. In the conditions of the market economy, the implementation of this work cannot be done without systematic protection against unpredictable (nature) risk. Therefore, the producer should be professionally prepared in the organization and implementation of the audiovisual product, attracting investment and ensuring the effectiveness of its activities.

Today, the fact that the majority of the repertoire of the republic's cinemas is made up of national films can be regarded as a positive situation. However, it can be seen that there are still shortcomings in the work done and being done, 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 emerging. The cost of error in the work of the producer is very high. The producer's activity is a synthesis of many professions, he works with people at different levels and in the field. Therefore, the producer should have personal and professional knowledge. In accordance with the Law of the Republic of Uzbekistan dated March 23, 2006 "On Copyright and Related Rights", the legal basis of production activities in Uzbekistan was strengthened.

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