

**THE ROLE OF TELEVISION IN PROMOTING NATIONAL VALUES (ON THE  
EXAMPLE OF NAVOIY REGION)**

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**Annotation:** In this article, the concept and essence of national values, and the means of promoting national values are covered on the example of the history of Navoiy regional television. The history of broadcasting television programs and radio broadcasts that highlight national values in the region's history is analyzed.

**Keywords:** National values, television, broadcasting, program, television journalist, technique, technology, radio broadcasting.

Since humanity appeared, information has played a great role in its life. Especially, in promoting values formed alongside people, the issue of information exchange is considered primary. In today's era of globalization, the greatest and most effective force in promoting information is — television. As the most effective method of preserving and promoting national values, attention was paid to radio and television from the first days of independence. Likewise, large attention was paid to broadcasts and programs that reveal national character and the essence of national values in the activities of television in Navoiy region.

Navoiy regional television was established on February 1, 2000. After that, the process of improving the structure of the Navoiy Regional TV and Radio Company began [1]. Initial broadcasts were 2 hours per week. By 2010, weekly airtime reached 6 hours. From 2011 the regional television started offering 10 hours of products to the population. In this very year, a two-storey building constructed for the regional TV and radio company was equipped with modern television equipment and put into operation. As a result, broadcasting directly from the TV and radio company building was established. After installing fiber-optic transmitters, broadcast quality improved and the ability to receive video signals in digital and analog formats was created. Studios and other rooms were provided with modern computerized equipment and technologies. This created opportunities for camera operators, directors and television journalists to freely create [2].

Special emphasis was placed on increasing the number of programs promoting national values and revealing them in the activities of the regional television.

On October 30, 2006, a Meeting of the Creative Council of the Navoiy Regional TV and Radio Company was held. At that time, among programs submitted to the Creative Council as the best programs of the month — A. Nosirov's "Dolzarb mavzu", A. Buriev's "TV – tahlil", and S. Temirov's "Panjara ostida" — S. Temirov's "Panjara ostida" was chosen. In the nomination for the best radio broadcast of the month, among G. Yunusova's "Nafosat" radio journal, R. Qaymoqova's "Oila" radio journal and K. Tuxtayev's "Iqtisod va hayot" broadcasts, G. Yunusova's "Nafosat" radio journal was chosen as the best broadcast of the month [3].

Creators of the Navoiy regional TV and Radio Company think in harmony with national interests and convey to the public via television and radio important events occurring in the socio-economic and political life of the region after deep analysis. For example, through program broadcasts via 57 TVK and 6 TVK — such as "Obodlik ko'ngildan boshlanadi", "Bank va biznes xabarlarini", "Qaror va ijro", "TV-intervyu", "Mahallam – faxrim", "Mening dehqon elim", "Qishloqdagi shinam uy", "Yosh

oilalar – davlat himoyasida”, “Ochiq muloqot”, “Ayol qalbi” — broad coverage is provided of large-scale construction works carried out in the region and of dedicated people contributing to them. In broadcasts such as “Inson va qonun”, “Musaffo hayot og‘ushida”, “Huquqiy me‘zon”, important information is given on fighting human trafficking, AIDS, drug addiction and their prevention, and on the activities of commissions working with minors — which are the most urgent problems of the day. Also, programs and broadcasts aimed at further strengthening attention to spirituality and mother tongue — such as “Milliy g‘oya – mening g‘oyam”, “Til millat ko‘zgusi”, “Ma’naviyat sarchashmalarida” — also found a place in the schedules.

The work of creative individuals — Laylo Karimova, Sayidali Temirov, Xolbibbi Safarova, Nodira Samandarova, Lobar Rizaeva, O‘raloy Turdiyeva, O‘tkir Usarov — each with their own style — is worthy of praise [4:1].

Sometimes it takes two or three days of work to broadcast every piece of information, report, or program. The creator’s new approach to each material, the skills of the cameraman, editor, and director — all together appear on screen. In this regard, the services of cameramen Ozod Eshnazarov, Sobir Xoliqulov, Bahodir Shodiev; editors Azim Ibodullayev, Aziz Suyarov, Farhod Bahromov, Salim Xangilov; director Jo‘raqul Eshov — deserve special mention [4:2].

In January 2010, 9.3 hours of television broadcasts and 49.6 hours of radio broadcasts were planned in the region, and these plans were fully fulfilled [5].

In the information given by Z. Mahmudov, deputy director of the Navoiy Regional TV and Radio Company, regarding works done in the second half of 2010, the following information is provided:

Special programs and radio broadcasts were prepared and submitted to the Artistic Council on various topics related to “2010 — Year of Harmonious Generation”, and he expressed his opinions regarding the content, quality, artistic-professional level of these TV and radio products and requirements for authors. Within 12 months of 2010, TV and radio products were prepared and broadcast for ensuring the implementation of the State program of The Year of Harmonious Generation. Weekly schedules were prepared on time and their electronic versions were sent to the planning and coordination department of broadcasting products of Uzbekistan National Television and Radio Company.

At the Meeting, the works of radio senior editor G. O‘ralova — winner of the “Eng faol jurnalist” nomination in the 2010 contest for “MTRK SOVRINI” of Uzbekistan National Television and Radio Company — were acknowledged. It was stated that Sh. Mahmudova received an incentive award in the Republican competition “Eng ulug‘, eng aziz” held on the occasion of the 19th Anniversary of Independence. Besides, the regional government awarded chief editor S. Temirov, senior television editor N. Samandarova, editor D. Kattaeva, senior radio editor Q. Tuxtayev. On the occasion of “Press and Mass Media Workers Day”, a number of employees were awarded.

It was noted that since September 2010, airtime increased from 6 to 10 hours, and from 2011 its increase to 12 hours was planned [6].

A Command No. 53 of the Chairman of Uzbekistan National Television and Radio Company dated March 15, 2010 was issued regarding organizing the traditional competition “MTRK SOVRINI”. The traditional competition was held among creative workers in television and radio for 2010 in nominations such as “Eng yaxshi teledastur”, “Eng yaxshi radiodastur”, “Eng yaxshi informatsion dastur”, “Yil dasturi yoritilgan eng yaxshi radiomahsulot”, “Eng yaxshi milliy serial”, “Eng yaxshi teleradiorolik” [7].

During this period, necessary conditions were created for the full-fledged activity of “Fazo” television. Employees of regional mass media worked actively in line with the times [8].

In October 2013, as one of the first

among regional TV and Radio Companies, a new broadcast server was installed and programs began to be transmitted in AVI format via the “Forward” software. From December of the same year, broadcasting switched to digital format with equipment newly installed at Langar RTS. Since 2014, Navoiy regional television has broadcast 18 hours daily. Broadcast territory of products delivered in digital format (TV DVB-T2) covered the whole Navoiy region and partly Samarkand, Kashkadarya, Jizzakh, and Bukhara regions [9].

In 2014, the broadcast time of Navoiy regional television increased from 10 hours to 16 hours. Broadcasting was automated. Among 12 digital television channels implemented by the State program, regional television programs began to be shown across the country. The “Diyor” channel covered regional news extensively through the information program “Diyor yangiliklari” three times a week. Here, implementation of the broadcast-server service played an important role. That is, the special broadcast server apparatus room includes software support. This new system was also very useful in improving broadcast quality. Alongside improving broadcast quality, special attention was paid to raising program quality. New requirements were placed on creators for genres and technical possibilities. Efficient use of created opportunities, searching and striving can be seen in the activities of creative staff.

Programs with social-political meaning such as “Huquqiy me’zon”, “Deputat minbari”, “500 soniya”, “TV muloqot” aimed to inform the public about laws being adopted, decrees and decisions of the President of Uzbekistan, normative-legal documents, and to raise political awareness. Series-type programs such as “Tashrif”, “Qismat yoxud armon”, “Illat” revealed life problems and negative factors that could affect society’s development through critical lines [10].

In conclusion, if we consider that the demands, suggestions, taste and level of today’s viewer are very high, it shows that keeping pace with the times and maintaining a worthy place in the media market is an important task for the sphere. Today’s system is sharply different from yesterday’s. It is impossible to compare the old broadcasting field with today’s quality. If we take into account that mass media is the means connecting the State and people and conveying reforms promptly — we are convinced that through media we can restore forgotten aspects of our national values, promote them among youth and achieve positive results.

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