

CULTURAL EVENTS PROJECT AND SHOW BUSINESS

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Abstract: This article examines the organization of cultural events in our country, its projects and concepts of show business, the negative impact of “mass culture” entering our national culture from the west, the attention paid to the issues of culture and art in the conditions of New Uzbekistan.

Keywords: cultural event, project, show business, creative process, holidays, cooperation.

Show business has a significant impact on the lives of today's individuals and society as a whole. This field of activity is one of the important components of human life that can influence the cultural consciousness of people to one degree or another. Let's try to figure out what show business is in the cultural system. According to scientists, culture is universal (world) and national; to social group culture (class, property, professional, youth); territorial (urban and rural culture); small group culture (formal or informal), subculture and individual culture are divided.

Today, large-scale reforms are being carried out in our country, along with all other sectors, in terms of development, legal improvement and strengthening of its place in the life of the society. Therefore, in the last 5 years, more than 50 Presidential Decrees and Decisions, Government decisions and various legal regulations have been adopted in the field. This is definitely the result of high attention paid to our culture and art.

The decision of the President of the Republic of Uzbekistan “On additional measures for the further development of the sphere of culture and art” was also recognized as an excellent program that defines great opportunities in the sphere of culture.

Because in the decision, along with the solution of many problems related to the field, the necessary promising tasks that should be implemented in the future in the direction of culture and art are also defined. Also, in these documents, in addition to the development of the field, great attention is paid to the development of knowledgeable young people and the theoretical research of the directions of the field. We can see this in the efforts being made to improve the activities of children's music and art schools, colleges and universities in the system. After all, only knowledgeable, professional personnel can serve to keep the original traditions of culture and art in line with the times. In addition, knowledgeable, knowledgeable personnel appear as experts who prevent misinterpretation or complete distortion of various artistic trends. There are many holidays in our country. According to the specifications, holidays are divided into several types. Social political holidays, National holidays, Work holidays, religious holidays, calendar professional profession holidays and other various forms appear. The services of the responsible representatives of the cultural sphere and specialists of the field are great in organizing holiday events at a high level. A new creative approach is definitely necessary for the content and essence of the holiday events held from year to year to be different from each other.

The organization of cultural events naturally begins with the development of its project. The nature of the event, its legal basis, venue, and scenarios should be artistically elaborated.

Above, we said that the project of a cultural event is first of all its basis. Therefore, the full implementation of the clauses specified in the project creates the ground for the cultural event to be held at a high level.

It is known that recently many effective reforms and wide-ranging creative projects have been implemented to promote Uzbek art in the international arena and thereby strengthen the country's image. As a result, not only our singing art was recognized by the world, but also various directions related to the art of different nations entered our country.

In this process, music trends that are popular among the youth of some countries and are not typical of our mentality, i.e., promote the elements of "mass culture", have also appeared, and in some sense this has not failed to show its influence on the youth of our country. As a result, pop art, which is considered typical of academic genres, has become more interpreted by the term "Show business" that specializes in the pursuit of material gain through spectacle. To put it more simply, pop art became known as "show business" in everyone's language.

So, in fact, it is possible to interpret pop music in this way?

What show business really means

In English, show business comes from the meanings of show, spectacle, and means a lavish public spectacle. The concept of show business originally represented a pop concert in the United States. In the lavish organization of these concerts, programs on certain topics can be mentioned, for example, the "Oscar" award of the US Film Academy, the presentation ceremonies of the "Ofarin", "Ona zamin yulduzlari", "Nihol" awards in Uzbekistan, and the "Recognition award ceremonies.

In addition, show programs are also organized with the participation of commercial shows, sports stars, famous actors, politicians, etc. in order to make a certain person famous or promote an event. That's why it is called show business, making money by organizing a show. Therefore, the term "show business" includes not only pop art, but also any entertainment shows, film presentations, as well as sports competitions and opening ceremonies of the Olympic Games. Making money from public cultural events is the main goal of show business producers.

However, organizing shows that are incompatible with our national culture, values and traditions, inappropriate to our spirituality, and influencing the thinking of the future generation through these shows will lead to the decline of our culture and the development of our nation.

That's why it is important to approach the pop genre in mass-cultural events not lightly, but creatively, to form organizational skills in the field, and theoretically and practically, professionalism. It is only through these cultural programs that skilled artists of a high level will be discovered, and through them the taste and level of the audience will increase and a large audience will be formed.

It should be said that the practical aspects of any held cultural events, its functions as a means of education should serve to strengthen the positive influence of national pop music on the minds of young people. Since the role of music in the education of a perfect person and a perfect generation is high, the general concepts of national music, its performance, staging in concerts, approaching it from a creative or pedagogical point of view, its role in human education and other issues are attracting the attention of many researchers.

Taking into account the negative impact of "Popular culture" coming from the West on the minds of young people, its ideological orientation, as well as its very important importance in the educational aspect, pop art is not just a meaningful way to spend people's free time. accepting it as a means of transmission or looking at it as a genre that exhibits light-hearted, low-level, small examples of creativity is a completely wrong concept. Therefore, professional approach to this genre and creation

of high-level works in this direction that are compatible with our national mentality is considered as one of today's demands.

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