

Development Problems Of Art-Magazines In Uzbekistan

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Abstract

This article examines the stages of development, activities, content, and genre characteristics, as well as the peculiarities in the authors' collective of journals specializing in art. In it, the activities of Uzbek journals dedicated to specific types of art are analyzed separately. Also, the current crisis of print publications and the problems encountered in the activities of specialized publications were comprehensively investigated.

Keywords: art journalism, newsreel, issue, specialized journals, theater, fine arts, critical article.

Although topics related to culture and art have regularly featured in periodicals since the early days of the press, art journalism in the true sense did not form until the 20th century. Although the first roots of the traditional press go back to the beginning of the 17th century, national newspapers began to be published in Turkestan in the first decade of the 20th century, and the first magazines in the second decade. By the 1920s and 1930s, various types of press had emerged, distinguished as general political, sectoral, and industry-specific. At this time, the emergence of specialized publications for almost all spheres of public life and various segments of the population testifies to the expanding capabilities of the press.

Magazines determine their direction based on reader interest and demand, and according to their target audience. Although the first journal in the local language in Turkestan, "Oyina" (August 1913), laid the foundation for journalism, the themes in it were as broad as in newspapers. This trend is observed not only in the press of Turkestan, but also in Western countries. That is, in the second half of the 17th century, journals had not yet been strictly separated from newspapers; in some

countries, newspapers were even called magazines (like "Journal de Paris").

Nevertheless, the publication of journals, another new type of press, became an important socio-political event in the life of Turkestan. In this regard, Professor M. Khudoykulov writes: "Journals are very similar in nature to newspapers, because they, like newspapers, operate based on printed word multiplication. But the magazine does not repeat the newspaper, but complements it. That is, if a newspaper reflects the current state of socio-political, economic, cultural, and spiritual life of society, then a magazine reflects the deep layers of social life"¹. Doctor of Historical Sciences N. Abdurazizova, who has conducted scientific research on the history of journalism in Uzbekistan, its formation and development, classifies journals and studies them in three types: 1. According to the interests of the individual; 2. According to the classification of journals; 3. By linguistic characteristics. When classifying journals related to literature and art according to individual interests, he initially noted the journals "Sharq Yulduzi," "Zvezda Vostoka," "Yoshlik," "Kino," "Guliston," and "Saodat"². M. Khudoykulov classifies journals related to art as follows: "Journals of this type include those dedicated to

¹ Худойкулов М. Журналистика ва публицистика. – Тошкент: Университет, 2008. – 76-б.

² Абдуазизова Н. Ўзбекистон журналистикаси тарихи. – Тошкент: Академия, 2002. – 5-б.

theater, cinema, and fine arts. For example, , "Teatr", "O'zbekiston kinosi", "Films" and others. To work in literary, artistic, and art journals, a journalist is required to have a deep knowledge of literary and artistic creativity, art, and the ability to reflect³. At the same time, the magazines "Otkliki" and "Iskusstvo i Jizn," devoted to issues of literature and art, were published in Russian at this time.

Analyzing the above-mentioned journals, scholar N.Abduezizova focuses on the landscape of the period, the reflection of socio-political processes in literary works, and literary processes in the published materials. In the journals "Sharq yulduzi" and "Fan va turmush," relating to literature and art, the analysis of literary works, the mood of the period in writers, and the approach to heroic images were studied. It must be acknowledged that before fully specialized art journals emerged, art topics were covered in literary-artistic, scientific, and educational periodicals (a trend that continues today). Later, separate journals devoted exclusively to art began to appear in the national press.

The magazine "*Kino*", founded in 1965 by the State Film Company of the Republic of Uzbekistan together with the Cinematographers' Union, documented innovations, emerging trends, and challenges in its field for nearly forty years. Beginning as an advertising and information magazine, it was initially published monthly in Uzbek and Russian, in A4 format with 16 pages (two printing sheets), and from 1990 onward every two months. The magazine's cover was colorful, with the inside pages appearing black and white until 1990, and then in color. Sixty percent of its pages were photographs; the remaining 30 to 40 percent consisted of text. This aspect ensured the possibility of free design in it. The magazine's design was enriched by live

footage of film processes and rare photographs of world cinema stars. Large-format portraits of movie stars served to further increase readers' interest in the magazine. From the first issues of the magazine "*Kino*," even in the publications of the 90s, the diversity of topics and the breadth of genres strengthened its readability. The journal published numerous articles analyzing processes, news, and films in the cinematography of various countries, as well as interviews with prominent figures and renowned actors of foreign cinema.

In the early 1990s, the magazine had a circulation of over 150,000 copies and was distributed nationwide. The magazine "*Kino*," published before 2005, became the main means of communication between audiences and artists, art critics, and not only news and analysis of national cinema art, but also world cinema and behind-the-scenes processes were not overlooked. The magazine featured interviews, essays, reportages, reviews, and critiques about upcoming films from the era's film stars, along with many interesting photo clips and materials in a recreational format. The magazine was edited by Mumtaz Mukhamedov in the 1970s, Jamila Asadova in 1980, and Feruza Nodirova in 2000.

In the journal, M. Muhamedov, F. Nodirova, J. Asadova, Sh. A team of art journalists specializing in the art of cinema, such as Hidoyatov, M. Davron, O. Veysal oglu, T. Yakubova, V. Kosheleva, V. Vilchik, F. Fakhrutdinova, S. Shodieva, S. Gabay, M. Karimova, and D. Nishonova, was formed. However, in the last five years' issues of the magazine, the materials of authors other than Feruza Nodirova and Jamila Asadova are almost invisible. Also, by this time, the pages of the magazine were not analytical, critical articles, extraordinarily exclusive materials, as before, but mainly interviews

³ Худойкулов М. Журналистика ва публицистика. – Тошкент: Университет, 2008. – 81-б.

with screen stars, translations based on foreign sources. The diversity of genres and authors in the magazine disappeared.

By 1999, the magazine's circulation reached 13,789 copies in issue 6, and fell to 3,843 copies in 2001 (issue 2). In the 2000 issues, the magazine's circulation is not indicated at all. These factors: a decrease in the circulation of the publication, a sharp reduction in the team of authors, indicate that the economic crisis caused the cessation of the journal's activities.

Over the past decade, readers have learned to search for the content they want on internet pages, to satisfy their need for information with messages and news published on social networks. In the eyes of many, especially young people, printed publications create the impression that they have become "expensive" expenditures. In fact, while not denying that newspapers and magazines have lost the function of awareness and efficiency, it is impossible not to acknowledge that their analytical, critical materials cover problematic topics aimed at topical issues of the industry. It should be noted that journals play a special role in this matter.

At the beginning of the 21st century, due to changes in the national press, this magazine, along with periodicals, faced a crisis. After the journal ceased operations, the lack of industry-oriented publications began to interest media entrepreneurs. At that time, the press business was just beginning to develop. Thus, in 2008, under the founding of "Cinema Market" LLC, another magazine specializing in cinema, "Cinema magazine," began its activities. The establishment of a private magazine was a cultural event for both film enthusiasts and the press. Because the magazine was presented in a modern format, with a new design, shiny pages, with discs of classical films (such as "Maftuningman," "Shum bola," "Suyunchi," "Abdullajon," "Mahallada duv-duv gap,"

"O'tkan kunlar") attached. Printed in 1000 copies, "Cinema magazine" was published as a monthly informational and entertainment publication on 48 pages, and since 2010, on 96 pages. Although the founder intended to distribute the magazine throughout the republic, in practice it was limited to the territory of the capital.

It was literally the logical successor of the magazine "Kino". The magazine has formed a team of young film journalists such as Iqbol Qoshshayeva, Sevdo Niyozova, Rano Mullaxojayeva, Bobur Elmurodov, Akmal Jumamurodov, Farhod Umarov, Umida Uzoqova, and Shohsanam Xidirova. In a certain sense, a new breath, creative approaches began to be felt in the press. Naturally, the film industry is of interest to the audience because it combines several art forms and can cover a large scale at the same time. However, another aspect that caught the reader's attention was the modern design of the magazine, which could compete with any foreign publication, and its absence of traditional approaches. It was designed by Jamshid Sa'dinov (under the pseudonym Moniy Gringoff).

"Cinema magazine" was published in Uzbek under the editorship of Ilkhom Avazov (2008-2009), and in three languages - Uzbek, Russian, and English - under the editorship of Makhliyo Mirsoatova. As mentioned above, the magazine implemented an innovation not encountered in periodicals' activities - adding a licensed disc of one of the classical films in each issue. In each issue of the magazine, the film, recorded on disc, was chosen as supplementary material for the leading article of the publication. For example, in the issue accompanying the film "O'tkan kunlar" extensive materials were published, such as an essay dedicated to the memory of director Yuldash Agzamov and an interview with the cast.

Also in the magazine "Cinema magazine", one can see the cooperation of art critics: popular materials of art critics such as Hanjara Abulkasimova, Sabohat Khojimetova, Jura Teshaboev, and Shohida Eshonboboeva are regularly published.

Although the journal was registered as a monthly publication, there were a number of problems with ensuring periodicity. First, every two months, then every three months. As a result, the activity of this publication did not last long. In 2010, the magazine ceased publication.

In 2018, the next attempt was launched - the **"Kino san'ati"** magazine (target number) was founded by the National Agency "Uzbekkino". Although not privately owned, the magazine gained the attention and recognition of specialists with its unconventional format, lithographic materials, and high-quality design.

Laziz Tangriyev was appointed editor-in-chief of the 3,000-volume literary-journalistic and popular science magazine. Initially, the publication, which attempted to gather film specialists and enthusiasts, the elite segment of society, and served as a "sieve" for the film industry, published professional materials, constructive analysis, and criticism. It should be noted that not only the creative materials, but also the design of the magazine were approached with a special creative taste, and a special creative team worked for each frame, photo materials. For example, on the cover of the 2nd issue of the magazine "Kino san'ati" for 2019, actress Dilnoza Kubayeva was portrayed as Princess Ann. In this case, a special costume, hairstyle, and film atmosphere decorations were prepared for the material "Tashkent Holiday" as a reference to the film "Roman Holiday" and an exclusive photographic material was prepared. It's easy to see that considerable funds were invested in

revealing the actress's character and inner world for the chosen character. Such an original approach to drawing a creative portrait will certainly attract the reader's attention.

The creative team included young journalists Farrukh Jabborov, Javlon Jovliyev, Khurshid Abdurashid, Orzu Azam, Iqbol Qoshshayeva, Shohira Hamro, Shohsanam Xidirova, Zabarjad Bobojonova, Lobar Qobilova, Parvina Omon, and journalists Ahmadjon Meliboyev, Shuhrat Rizayev and Akbar Nurmatov. The first issue of "Kino san'ati" (2018) was printed in 128 pages, 60x84, the next two issues (2019) in 68 pages, 70x100. The journal, which was promised to be published four times a year, ended with these three issues.

Regarding the suspension of "Kino san'ati" one of the team's authors, Parvina Omon, wrote on her Facebook page: "The magazine was like a springboard for our emerging professional film criticism. Will we then have the right to ask, "Why don't we have good film critics?" It was necessary not to close it, but to add it to the list of scientific journals on the HAC list and work on it further. Firstly, to develop the specialization, and secondly, our national cinema now needs sound analysis and appropriate criticism. Apparently, "Uzbekkino" doesn't need such a thing..."⁴.

Another member of the journal's editorial board, journalist Khurshid Abdurashid, said: "Although the paper age is passing, every field should have its own printed publication. Because even mass media with a large audience cannot create an analytical and informational atmosphere about all spheres in the republic... A JOURNAL IS CREATING HISTORY. Professional analytical and information platform of the industry. Almost every field has its own printed publications. The newspaper

⁴ Омонова Р. "Кино санъати" журнали ёпилганини эълон қилди. – URL: <https://www.facebook.com/share/p/15z6xsUvi3/>.

"Madaniyat" is published for the cultural sphere, and the magazine "Teatr" for the theater. Recently, even JSC "Uzbekkumir" began publishing its own newspaper "Uzbekkumir" (!). In the film industry, there is neither a newspaper nor a magazine. The newly published magazine didn't last long either.

When film critics, especially young film critics, write an analytical article or film review about a film, that material remains in a Word file on the computer. It doesn't pass through the eyes of an experienced film critic or the fingers of a strict editor. They have no literary platform"⁵, - he objected.

The publication's closure did not leave indifferent not only art journalists specializing in cinema, but also film professionals. Film director Sarvar Karimov said: "In Uzbekistan, film criticism has almost died. There are two main reasons for this: firstly, there is no decent platform where film critics publish their articles. We have neither a website nor a magazine about cinema. The unfortunate "Kino san'ati" magazine started publication, but two issues were printed and closed. Since we live in the era of digitalization, the print media is facing inevitable death. In a country with 33 million people, we don't know if there's even one place for a professional magazine about movies... The tongue is weak!"⁶ - he says.

You can see that in any country competing in the field of cinema art and industry, there is a publication that regularly analyzes and reviews its work in the field. The magazine "Kino san'ati," which was determined to be among them, ceased its activities like its "fellow"s after the release of 3 issues. The magazine, to a certain extent, responded to the details of today's processes in the field

of cinematography, the summary of products, and reminded the creators that the activities of the industry are not being ignored⁷.

Indeed, all the cinema-specialist journals studied above include analytical materials; however, there are few properly critical articles. Now we believe that if the criticism that remains on social networks and "posts" "transfers" to print publications, perhaps their survival will be ensured as much as possible. Periodicals also need to be revitalized to be able to share, analyze, and criticize art at the level of art.

While there are disruptions and irregularities in the activities of film publications, it is possible to note stability in the activities of journals covering other types of art: fine arts (painting, architecture, sculpture).

The magazine "Sanat," published since 1942, is published four times a year in Uzbek, Russian, and English. The scientific-practical, spiritual-educational journal, published under the auspices of the Academy of Arts of Uzbekistan, provides information about the ancient monuments, art, and traditional types of folk crafts, architecture, and painting of the peoples of Uzbekistan and Central Asia, about exhibitions and scientific conferences organized in the republic and abroad, and expresses views on aesthetic education. Editor-in-Chief - Dilfuza Kadyrova. The magazine operated under different names at different times: "O'zbekiston," "Mehnat va turmush," "Sovet O'zbekistoni san'ati," "San'at" and in 1992 (for two years in connection with the magazine's 50th anniversary) "Nafosat." For many years, the editor-in-chief of the magazine was Tilab Makhmudov.

⁵ Кино санъати" журнали керакми? – URL: <https://www.facebook.com/share/p/1WrguJujiG/>.

⁶ Нега Ўзбекистонда профессионал кинотанқидчилик ривожланмаган? – URL: <https://telegra.ph/NEGA-%D0%8EZBEKISTONDAKINOTAN%D2%9AIDCHILIKRIVOZHLANMAGAN0603?fbclid=IwY2xjawliVb5leHRuA2FibQlXMAABHe>

pfHH2snI0GVaZWIDoyTqAMBS_8UA4pyJlavXOyIHAb9b_E7uei Xu9Gbw_aem_bW4AJ4jnyztH2EVmzM7dg.

⁷ Бобожонова З. Кино журналининг соҳа тараққиётидаги аҳамияти // Янги Ўзбекистон ва миллий кинематография: тараққиёт йўлларида / Масъул муҳаррир: Б. Якубов. – Тошкент: Очун, 2021. – 123-б. – 121-128-б.

Currently, the magazine's content mainly covers materials in the field of fine arts and folk applied arts, while the archive issues extensively cover literature, dramaturgy, cinema, theater, environmental culture, and history. Magazine website: <https://sanatmagazine.uz> (pages are rarely updated, and information is not supplemented). The website is mainly in Russian, and some issues from 2000 to 2019 can be found on it.

Materials dedicated to the field of fine arts are also frequently published in other journals that comprehensively cover topics of cultural and spiritual life. Although they were not fully specialized in art, they allocated permanent sections for these topics. Among them are such magazines as "Echo from the Past" and "Spiritual Life."

The magazine "Teatr" specializing in theatrical art, began publication in 1999. This literary, artistic, informational, and advertising magazine, organized to widely promote the achievements of the national theater and mass performing arts, is published every two months. The journal widely covers the history of Uzbek theatrical art, the work of theatrical figures, problems of dramaturgy and directing, the life and work of beloved artists, the work of backstage workers, review articles, debates, and discussions on performances on regional stages. There are a few authors who regularly prepare pages for publication. In each issue, articles by researchers and art historians working in the field are published. The journalistic articles were prepared by such authors as Oybuvi Ochilova, Shokhrux Abdurasulov, Shavkat Dustmukhammad, Nodira Asadova, Anvar Ismailov, and Nigora Umarova. Editor-in-Chief: Shahribonu Imomova. Founder: Ministry of Culture of the Republic of Uzbekistan. The print run is 4,900 copies (issue 6, 2024) and consists of 48 pages. Also, among modern magazines, a significant portion of the content of "glossy"

magazines, such as "Elle Uzbekistan," "The Mag," "The developer," "Visit to Uzbekistan", is also occupied by materials related to art, more precisely, with representatives of show business. Typically, the covers of these magazines feature images of art stars. Nevertheless, we did not consider it necessary to include them among publications specializing in art. The reason is that in these publications, the main focus is on entrepreneurship, and "stars" are also used for business purposes. There is no professional analysis in the journals; there is no intention to enrich the knowledge of the general public about art, to popularize art.

When studying the activities of the art press of the independence period, we identified the following features as an obstacle to their "survival":

- small circulation;
- instability of financing;
- inability to maintain regular publication schedule;
- narrow distribution area;
- limited addressee - target audience.

Reasons for the underdevelopment of art publications:

- The activities of most publications were carried out at the initiative of creative intellectuals who did not have publishing experience.
- The initiative of the creators was not financially supported by either the state or the private sector. Media in this direction is difficult to attract advertisers.

Another factor is that over the past decade, readers have learned to search for the content they want on internet pages, to satisfy their need for information with messages and news published on social networks. The results of the survey conducted within the framework of the study also confirm this. (*Question: What type of media do you use to get news about art?*)



Questionnaire diagram representing sources of art news.

In conclusion, many periodicals feature columns dedicated to artistic themes and the activities of the arts. This reflects interest and demand from a broad audience, regardless of age, gender, or professional background. Especially show-business news, sometimes rumors, sensational materials also serve to effectively establish sales of publications. Although the number and types of professional journals specializing in the field are not large, journalistic materials related to art, its activities, and promotion can be found in publications of other directions.

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