

THE ROLE OF CINEMATOGRAPHY IN YOUTH PUBLIC POLICY (ON THE EXAMPLE OF YOUNG PEOPLE/YOUTH LIVING IN UZBEKISTAN)

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DOI:10.5958/2278-4853.2023.00021.6

ABSTRACT

This article explores the role and role of cinema in youth policy in the Republic of Uzbekistan. The article was written according to the results of surveys conducted in a total of 10 regions among 600 young people under the age of 30, and each response of the respondents was analyzed. According to the results of the analysis, the attitude of Uzbek youth to cinema, the level of watching Uzbek and foreign films, the possibilities of using social networks, their will, and their interests are indicated. Also, based on the opinion and worldview of the young respondents, clear conclusions are given on the work that needs to be done to develop the film industry in Uzbekistan.

KEYWORDS: *Cinematography, youth policy, ideology, national and foreign films, Internet platforms, mental state, culture, upbringing.*

INTRODUCTION

The main users of modern cinema or movie portals are young people. For this reason, the film industry is an important factor in the development of national culture and values, as well as in upbringing the young generation in the spirit of courage and fortitude, and in forming strong immunity against modern threats.

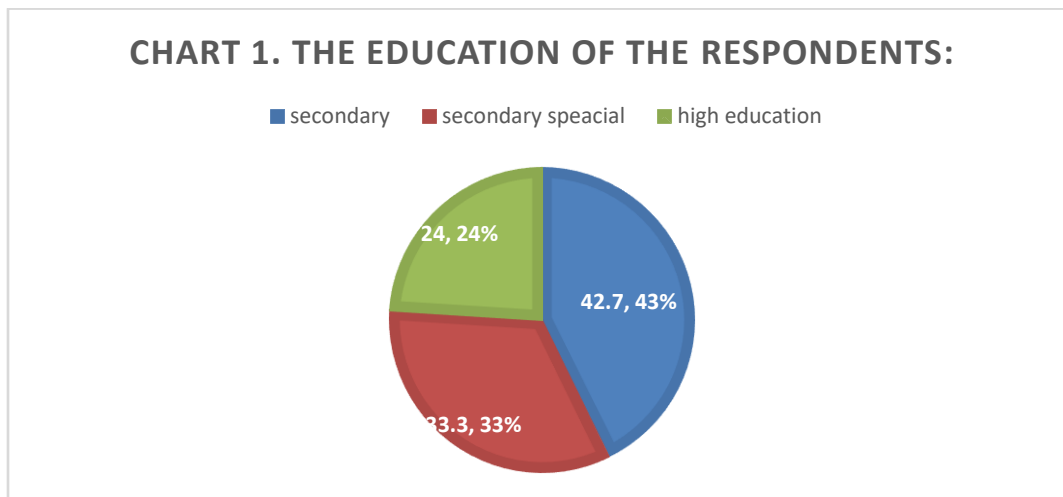
Cinema has different effects depending on mental state of a person. Young people have a little difficulty in achieving mental stability and have not yet found their place in life. For this reason, it is important to take into account the psyche of the youth in the reception of cinema, as in other forms of art. Even if we take into account the fact that documentary films have a cinematic nature, the viewer sees life events through the eyes of a filmmaker, saturated with artistry, processed and expressive.

Taking into account the above elements, a number of foreign experts say that the importance of art in the treatment of the psyche is high. [1], [2], [3], [4].

In order to determine the level of psychological and cultural impact on youth through cinema in the political processes conducted by the government in Uzbekistan, and to come to appropriate conclusions in this regard, a sociological survey was conducted to study the opinion of young people regarding the development of the national film industry in Uzbekistan.

The research was carried out in 10 regions of the country (Andijan, Fergana, Namangan, Khorezm, Samarkand, Syrdarya, Surkhandarya, Tashkent region, Tashkent city and the Republic of Karakalpakstan). Citizens aged 14 to 30 (46.4% - men, 53.6% - women), a total of about 600 young people working in various fields and directions were covered.

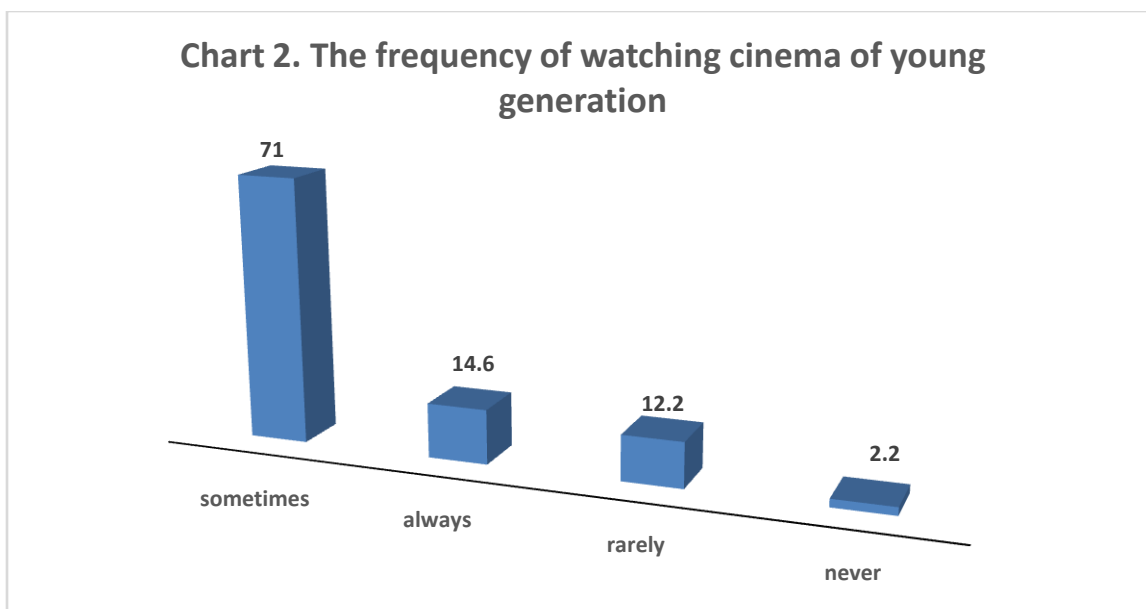
Analyzing the education of the research participants, it was found that 43% of them have secondary, 33% secondary special education¹ and 24% high education (Chart 1).



According to the results of the survey, the majority of young people (79.5%) stated that they are interested in watching movies, and 1/5 of them (20.5%) said that they are not interested in movies due to lack of time.

Almost 80% of Uzbek youth are interested in watching movies is a very big social reality, and it is a proof that today young people get the main ideological information and national ideology from movies, and movies have a great influence on them.

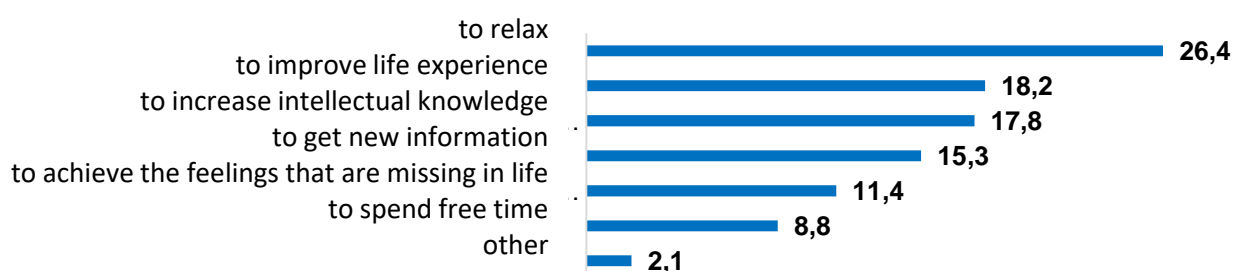
71% of the respondents said that they watch movies when they have time, 14.6% of young people watch movies regularly, and 12.2% say that they hardly ever watch them. 2.2 percent of young people admitted that they do not watch movies at all due to lack of time (Chart 2).



These figures show the wide possibility of ideological influence of psychological centers on 85.6% of young people who watch movies occasionally or regularly.

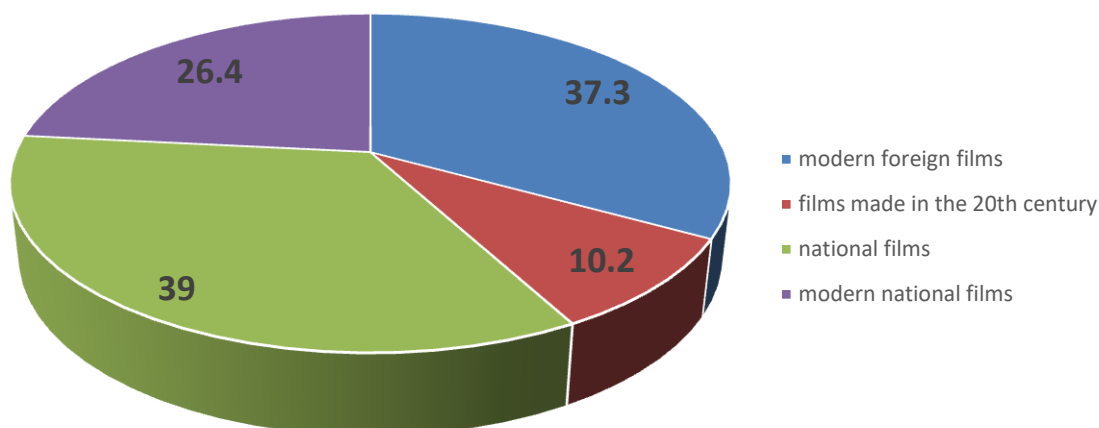
Today, 1/4 of young people (26.4%) want to relax and have fun, 18.2% - to improve life experience, 17.8% - to increase intellectual knowledge, 15.3% - to get new information, 11.4 percent - to achieve the feelings that are missing in life, 8.8% - to spend free time, and 2% - answering "other", said that they watch movies in order to distract themselves from the worries of life. (Diagram 3).

Diagram 3. The purpose of young people from watching movies:



Almost half of young people (47.5%) stated that they prefer to watch foreign films, 37.3% of them watch modern foreign films and 10.2% - films made in the 20th century, and 39% of young people participating in the survey watch national films. 26.4 percent of them are viewers of modern national films. (Chart 4).

Chart 4. What kind of movies young people prefer to watch:



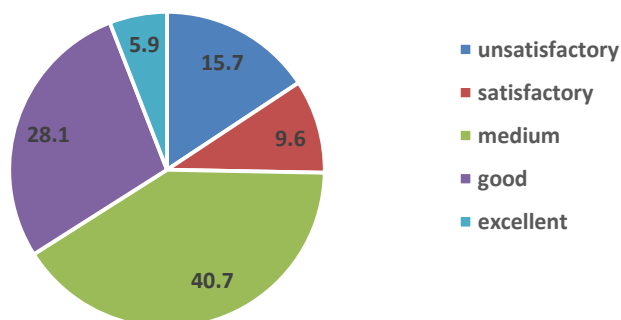
It is clear from the results of the survey that young generation of Uzbekistan watch more foreign films when they have a choice. In particular, 23% of respondents watch Hollywood, 21% - Uzbekistan, 18.1% - Turkish, 12.3% - Bollywood, 9.9% - Russian, 8.4% - Korean films. Only 4.3 percent of respondents had trouble answering.

Therefore, most of the young people of Uzbekistan are watching movies saturated with the political ideology of a foreign country.

The reason why young people prefer Hollywood movies is that they consider national movies to be of poor quality.

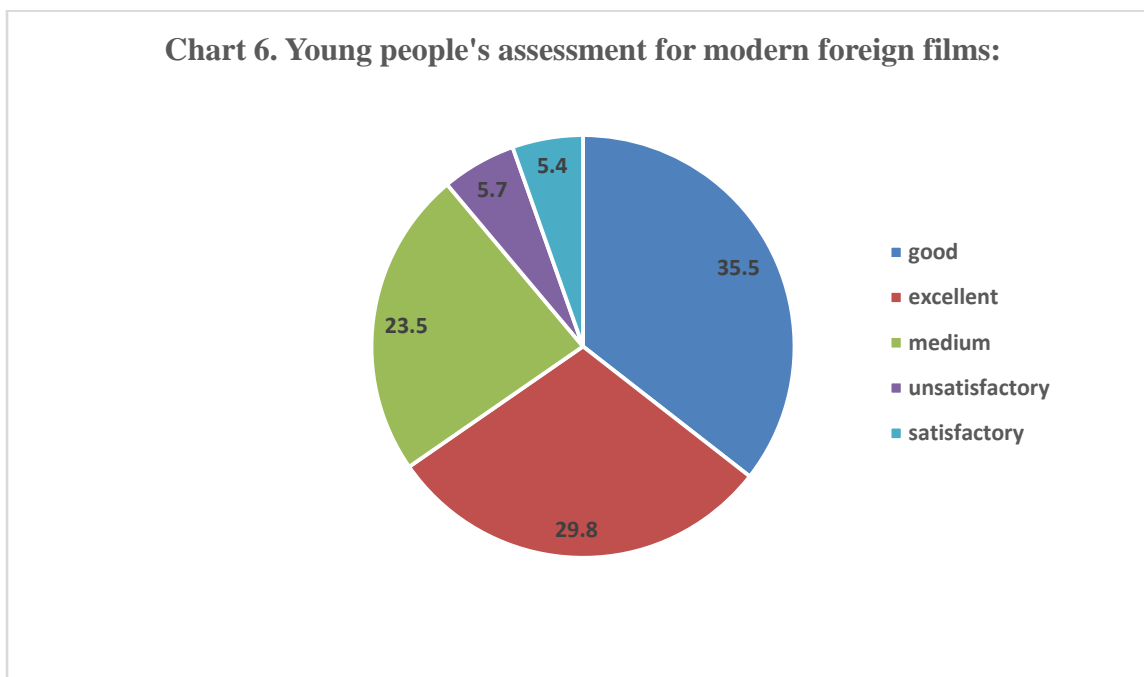
More than 40% of the respondents rated the quality of modern national cinema as medium, 28.1% rated it as good, 9.6% as satisfactory, 15.7% as unsatisfactory, and only 5.9% as excellent.(Chart 5).

Chart 5. Young people's assessment for modern national films:



It can be seen that the national films being shot in Uzbekistan are not equal to the quality of foreign films in artistic, ideological and technical terms. It is unable to attract the Uzbek audience, especially young generation.

At the same time, 30% of young people participating in the research rated the quality of modern foreign films as excellent, 3/1 (35.5%) - good, 5.4% - satisfactory, and only 5.7% - their quality was unsatisfactory.(Chart 6).



At this point, a question arises, what kind of films are the young generation interested in, and what genre should the Uzbek cinematographer work on more? 37% of young people said that they watch comedy movies, 15.5% of them are fiction, 14.9% are historical, 11% are militant, 9.2% are horror, 6.1% are drama, 4.2% are said that they watch melodramas, the rest of the youth expressed interest in documentaries.

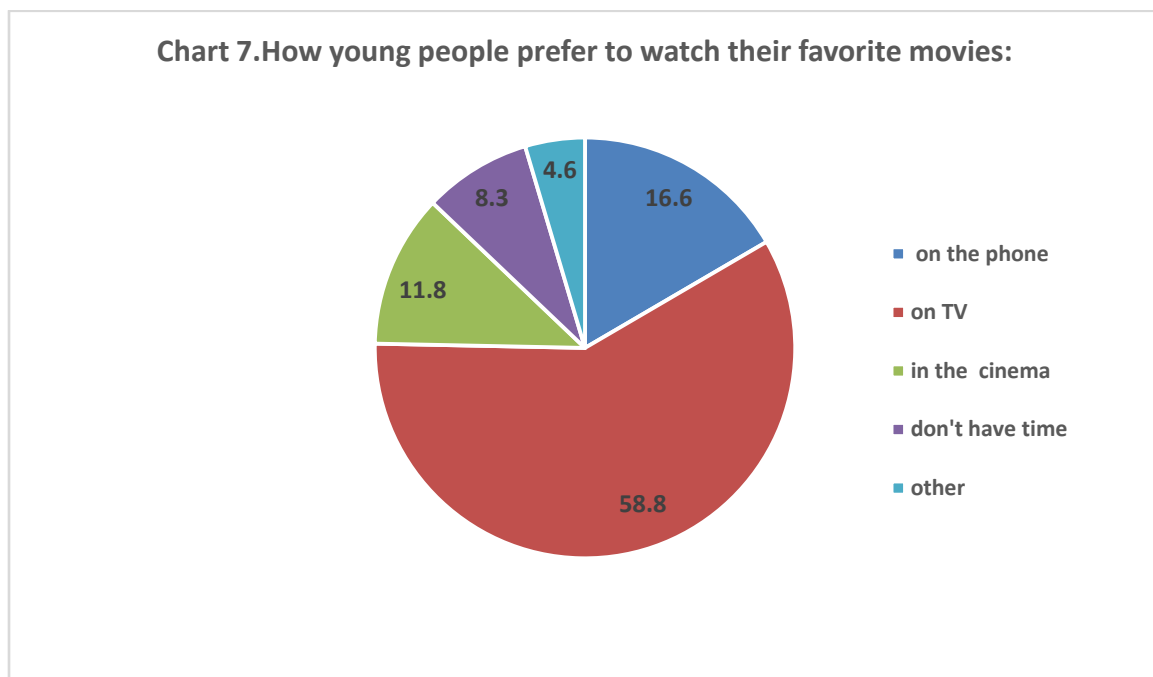
If we pay attention to the opinion of young people, most of them want to watch comedy, fiction, historical and action movies. However, nowadays most of the films in Uzbek cinematography are in the genre of drama and melodrama, and naturally these films cannot attract the attention of young people.

Also, young people admitted that they prefer to watch more films about adventure, friendship, heroes coming out of difficult life situations or young people, mysteries and puzzles, and the fight for justice with a motivational character.

7 percent of the respondents said that they prefer to watch movies about the life and love of famous people. At the same time, 2.1 percent of young people prefer to watch movies depicting a full life. It turned out that young people do not like films with social themes, only 6.3% of them like to come to help in difficult situations, life, social problems (4.5%)and preferred movies depicting loneliness (3.1%).

Today, the majority of young people (58.8%) watch movies. They prefer to watch at home on TV.

Also, 16.6% of the respondents - on the phone, 11.8% - in the cinema, 8.3% - said that they don't have time, and 4.6% chose the "other" answer and noted that they watch movies using tablets and computers. (Chart7).



So, only 11.8% of young people go to the cinema and watch movies. Most of the young people today watch movies on their phones or TVs (mostly Smart TVs). In this case, it is almost impossible to filter the films that our young people are watching, to identify foreign ideas and process them.

Today, hundreds of major streaming services such as Netflix, HBO Max, Disney, Hulu, Prime Video, Starz, ESPN Plus, MeGoGo, Amediateka have developed to such an extent that now the audience can watch the most sensational, bestseller and large films without going to the cinema and without leaving home.

23.3% of the respondents believe that the national film industry has changed for the worse in the last five years, while 27% have remained unchanged.

In turn, 42.3 percent of young people noted that positive changes have taken place in the field, and 7.4 percent indicated "other" answer.

Therefore, a wide range of young people is not aware of the reforms implemented in the field of cinematography in Uzbekistan in recent years, and young people do not feel the effect of practical efforts to develop the field.

According to young people, in order to increase efficiency in the management system of the film industry, it is necessary to be firmly under the control of the state or to be transferred to the control of the non-state sector.

42.3% of the respondents believe that it is important for the management system to be controlled by the state in the field of cinematography, and 37.7% believe that strict state control over free creativity is necessary. Only 3.5 percent of young people stated that cinematography is managed by a competitive independent non-governmental sector, and 7.4 percent admitted that management in the field should be developed freely.

9.2 percent of research participants indicated that they had no idea what to do in the cinematography management system, marking the answer “other”.

To the question “Should cinematography remain an art direction in the market economy?”, 42.3% of the respondents answered that it is an art form, 4.8% - an industry, and 12.9% - cinematography should be in harmony with art and industry, 1/ 3 percent (31.8%) had difficulty answering. 8 percent of young people - marked the answer “other” and emphasized the lack of qualified specialists and actors in the field.

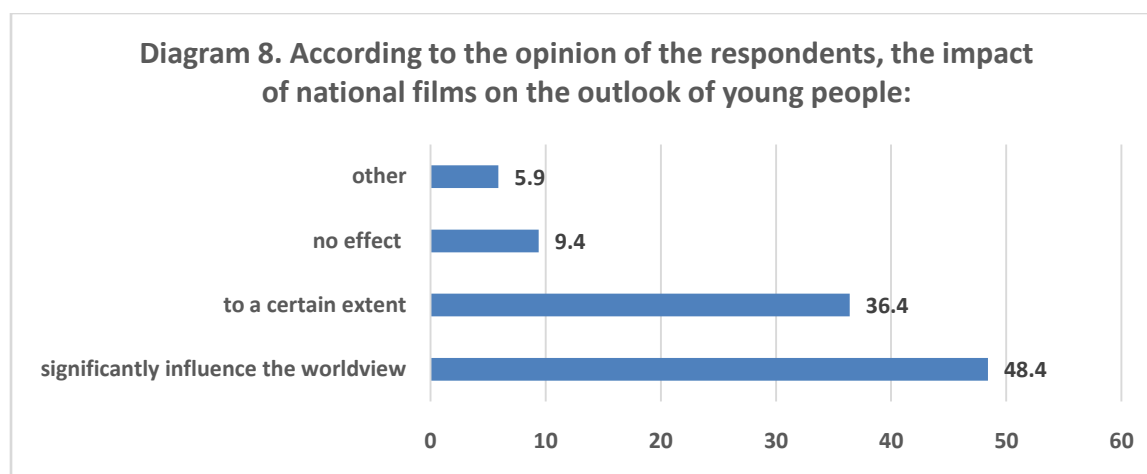
Unfortunately, the opinion of young people today does not reflect the development trends of the cinematographic industry, because world films already reflect the combination of art and industry. In the Uzbek national cinematography, the stereotypes that the cinema should be a work of art, even if the idea and ideology in the film do not reach the youth, have not been broken.

During the social questionnaire, the impact of movies on the culture, values and upbringing of young people was studied, and the opinions of young people were analyzed.

Movies for the development of a person, his worldview and is one of the factors affecting the moral condition, and today, apart from entertainment, cinema is effectively used by various initiators, marketers and political leaders to achieve certain goals, as a means of influencing the minds of people, especially young people.

Today, the film industry has become an effective mechanism for shaping the values, hobbies, and perfect world model of young people.

According to the results of the research, 84% of the respondents stated that the national cinematography influences the worldview of young people, including 48.4% of them that movies significantly influence the worldview, 36.4% - to a certain extent, and only 9.4% of them are considered to have no effect (Diagram 8).



The importance of cinematography is shown by the fact that 85% of young people believe that cinema is very important or somewhat influential.

The respondents stated that today the role of cinema in raising the morale and education of young people is incomparable (20.3%), according to 14.2%, movies have a negative impact on the education of young people. At the same time, 1/2 of young people (51.2%) are cinematographers believe that it can have a positive or negative effect on the spirituality and education of the young generation, 4.1 percent noted that it affects the behavior and lifestyle of young people.

Increasing patriotism and national pride in young people is important in the strategic development of every country. In this matter, the opinions of young people about the creation of films about the formation of national pride, patriotism and courage for today's reforms were studied.

1/2 of the respondents (46.4%) stated that it is important to create films that reflect the history of the Uzbek people, the lives of their heroes and ancestors.

Also, 26.6% of young people recognized the need to increase attention to national culture, 13.7% to the lifestyle of the Uzbek people, 6.1% to the biographical genre (life of athletes, artists and other famous people), and 7.2% to "in the "other" answer option, noted that the development of the national animation industry is urgent.

If you look at the history of the development of Uzbek society, you can see a number of exclusive historical events, figures and manifestations.

During interviews with young people on this issue, respondents expressed desire to see movies about Amir Temur, Alisher Navoi, Babur, Ibn Sina, etc. ives.

In addition, 27% of respondents are interested in the lives of medical and law enforcement officers, military personnel, and teachers.

10 percent of young people cited foreign actors as heroes - Jackie Chan, Arnold Schwarzenegger, Jean-Claude Van Damme, and others.

At the same time, the following national youth on a 10-point scale

and cited foreign films, in particular:

National films: 1. "Shaitanat"; 2. "That boy"; 3. "Ilhaq"/"Ibrat"; 4. "Elparvar"; 5. "Brides' Rebellion" (Kelinlarqo`zg`oloni)/"Talk in the Neighborhood" (Mahalladaduv-duv gap); 6. "Motherland"; 7. "Mother"; 8. "Baron"; 9. "Brave"; 10. "Suyunchi".

Foreign films: 1. "Sherlock Holmes"; 2. "Home Alone"; 3. "The Fast and the Furious"; 4. "Taxi"/"Harry Potter"; 5. "Titanic"/"Ertug`rul"; 6. "Avatar"; 7. "T-34"; 8. "Gardener"; 9. "The Avengers"; 10. "Dark Intention"/"Inside".

As part of the survey, young people's attitude towards modern internet platforms as the main source of video materials was also studied.

Social networks and blogs have become a part of most young people's lives, and nowadays it is rare to find a person who does not use YouTube, TikTok, Instagram and other Internet platforms.

These platforms have become a marketing tool for young people to find their hero with the help of video, positively or negatively affecting their emotions. Also, it is important to take into account that today, through various video materials, the range of influence on the feelings and emotions of young people has expanded.

When respondents were asked about the above issue, 61% of them stated that they regularly use platforms such as YouTube, TikTok and Instagram.

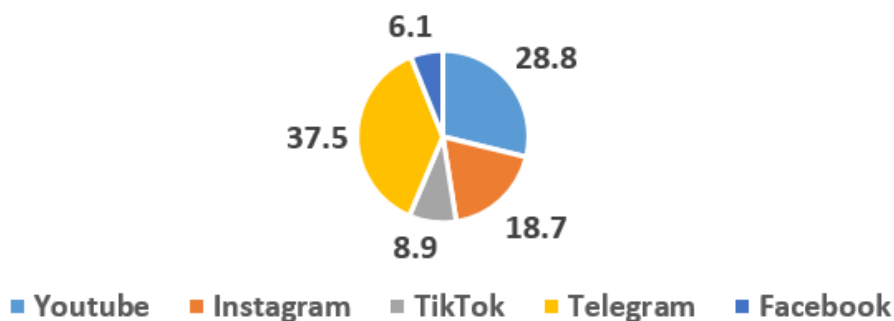
Respondents also participate as active observers (27%), active users (23.5%), amateurs (10.5%) from the platforms.

39 percent of young people chose the "other" option and said that they watch videos only through the Telegram network.

Video clips that are widely distributed through Internet platforms are also a product of the cinematography industry, and these video materials are in most cases intended for a specific audience, especially the youth group, and of course they are presented saturated with political ideology.

When analyzing which Internet platform the majority of young people use, 28.8% of them chose YouTube, 18.7% Instagram, 8.9% TikTok, 6.1% Facebook, and 37.5% Telegram (Chart 9).

Chart 9. Which Internet platform do young people use the most:



According to the majority of respondents, amateur films and videos posted on YouTube, TikTok, and other platforms are mainly aimed at highlighting negative situations among young people (37.3%) and gaining recognition among the population (29.4%).

Also, 17.4 percent of young people believe that the video materials posted on the platform should be processed by experts, 6.3 percent - that they have not heard of these platforms, and 9.6 percent - that they use the Telegram network and cannot comment on other networks, marking the answer “other”. reported.

Based on the above, it should be noted that today, young people use YouTube, TikTok, Instagram and others

Although they understand that the use of Internet platforms can have a negative impact on their behavior and lifestyle, they continue to actively use them.

The results of the social survey show that most of the youth of Uzbekistan are interested in watching movies and mainly watch foreign movies. As a result, films have a great influence on young people, and there is a great possibility of exposing them to certain ideological information and political ideology.

As long as Uzbek cinematography does not make national films artistically, ideologically and technically equal to the quality of foreign films, it cannot attract the audience, especially young people.

It should also be noted that today’s Uzbek cinematographers are in no hurry to produce quality historical films. As a result, other countries interpret films about famous people from Uzbekistan based on their own ideas and ideology and refer them to the Uzbek audience.

For example, in 2019, Kazakh filmmakers shot a film about Tomiris called “Tomiris” and portrayed Tomiris as a Kazakh hero. The film was a great success on the world cinema screens and was recognized at major film festivals. In fact, Tomiris is the ruler of a tribe located in the territory of today’s Republic of Karakalpakstan.

In 2013, German filmmakers shot a film about the great scholar Abu Ali Ibn Sina called “The Doctor: Avicenna’s Disciple”, and this film also became famous on world screens. In the film, Ibn Sina was shown as a Persian doctor. In fact, Ibn Sina was born in the region of Bukhara, which is located in the territory of Uzbekistan.

Based on the above, it can be said that Uzbek filmmakers are unable to create films that motivate the youth of our country, respond to foreign ideas with a national idea, and are worthy of world standards.

Therefore, today, in the country, there is a need to implement systematic innovations in the field of cinematography in order to protect the society from crime and violence, to increase the level of moral and legal culture of the population, including young people.

Also, when creating national films, authors should pay more attention to topics such as the life of great ancestors, history, work and justice, take a deep approach to the development of the script in order to increase its effectiveness, apply international experiences and use the services of foreign experts more widely.

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