

THE ROLE OF MUSIC VIDEOS IN UZBEK CULTURE

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ABSTRACT

In this scientific article, in the process of analyzing young people working in Uzbek show business today, and in the process of analyzing the music videos they create, their achievements and problems are studied, and the necessary suggestions and comments are provided. At the same time, the work of young music video directors and currently working cameramen will be examined. The article objectively highlights the role and significance of clips created in our country, based on the principles, skills, scientific and technical possibilities of interaction between the work of the operator in Uzbek video clips and artistic creativity. After analyzing on a scientific basis the causes of these shortcomings and the current state of youth creativity in Uzbek show business, proposals and comments are made to eliminate the existing problems of creative cooperation.

Keywords: art, cinema, music, directing, artistry, imagery, skill, artist, cameraman, effect, perspective, color, composition.

INTRODUCTION

Today, when our country has entered the stage of development, it is very important to educate our youth with high culture and high potential, and the role of all types of art in this is incomparable. Consistent continuation of the practice of related reforms, its further improvement, enrichment, taking into account the experience and achievements of the peoples of the world is one of the urgent tasks of our time. Art is of utmost importance for every country to take its place on the world stage. It is not for nothing that the descriptions say that nothing can quickly introduce a country to the world of sports and art. In fact, both concepts are directly related to the inner world and soul of a person. The formation of new spiritual and ideological trends in our country, in turn, has effectively influenced all areas of contemporary art, expanded the scope of creative research, and further improved the development of artistic thinking. As we all know, the art of music is rapidly evolving in both content and form. The term "clip" entered the Uzbek musical stage. The music video has become a powerful, leading tool for a more attractive, rich and quick presentation of the work of pop singers to the public.

METHODS

To cover the topic of the study, descriptive, classificatory, historical-comparative, contextual and complex methods of analysis were used. In his work, he uses the methodological tools of the humanities: art history, psychology, sociology, communication theory, and cultural studies. This scientific article uses the methods of modern art criticism aimed at theoretical and historical-artistic comprehension of the problems under consideration. By the method of

comparative analysis, the importance of the visual image in music videos at different stages of the development of screen art is studied.

RESULTS AND DISCUSSION

The word clip came to us through a small video clip with a music video. This word comes from the English language and means "fragment", "part". Fragments of the film can be interpreted creatively, but the relationship should not be overlooked, that is, virtual and real life must be taken into account. The material removed in the process of editing serves to enrich or destroy the plot, this process is known in editing. The effect and color of the clip are inextricably linked. Clips of the XX and XXI centuries reach the human mind and heart earlier and more firmly than pure music alone. Today, with the rapid pace of technology development, music videos have a strong impact on human consciousness. But meaningless, superficial, imperfectly created, low-art clips poison the human mind. It is these ridiculous, low-level clips that create the basis for new meaningless clips. A music video is built around a song or musical composition. A video clip is mainly filmed for broadcast on television or on the Internet. Stills in the video clip can also be taken from songs from the concert. Clips can be used primarily in TV and video albums.

Synchronous video with music appeared in the second half of the 20th century and is mainly associated with the development of television. New music videos began to appear on the air. They were filmed in studios, professional cameramen participated in their creation. MTV, which appeared on the air in 1981, forced musicians to pay more attention to obtaining videos for their music. Speaking about the history of video clips, it is impossible not to mention Michael Jackson's music videos, which became discoveries of their time.

Clips have become one of the powerful tools for presenting and popularizing the work of Uzbek pop singers. Because the harmony of a song's performance with the changing motion of the image plays an important role in the listener's memorization of the song from the first time they see it. After all, the main goal of video producers in the system of show business is to increase the listener's desire to copy the visual image of the song and create the ability to watch it again and again through magnetic tape recording or SD-R. (digital) disks. In most cases, music videos recorded in the style of pop music bring thousands of artistically superficial songs to the level of hits. Nowadays, it is difficult to imagine songs without clips.

The creative activity of Uzbek clip makers of recent years (according to the method of filming) can be conditionally divided into two types - "artistic" and "television". This is a wonderful film based on the performance of the author's music video, and such a video is based on the script, dramaturgy, the role of the hero (heroes), scenery, clothes, makeup. Television commercials, although there are recorded components, differ in that the recording medium is broadcast on television (i.e., visual sealing is carried out on a special camera or video camera). In turn, this type of clips can be classified according to the artistic solution as follows:

1. Image clips indirectly related to the lyrics of the song;
2. Clips with a plot on the theme of the song;
3. Videos based on animation (animation) and computer graphics;
4. Clips based on fragments of feature films related to the theme of the song;
5. The clips are made in the style of stylization in artistic traditions.

The clip tool uses the power of theatricality and visual techniques in the time signature of a song to carry out promotional work. Most of the music videos are presented to the general public through Uzbek state television, commercial TV channels and special videos. The artistic level of the clips presented to the public depends on the creators of the clips. That is, based on the lyrics of the song, visual images, for example, when Uzbekistan is glorified in the text of the poem, it is appropriate if it consists of shots of modern and old views of our country.

These days, fans don't just listen to music, they watch it. Private studios such as "Zamin STV", "Bayram", "BVS", "Ateks", "Beshogoch" on the basis of video shooting activities, several young cameramen and directors began to create in this new genre.

1. Visual videos indirectly related to the lyrics:

It is worth noting that several clips shot in the 90s of the last century, in many aspects do not meet the requirements for clips, but their shooting plays an important role in the formation, formation and development of this art in our country. An example of this is a video based on Tavakkal Kodirov's song "Sen Eding" in our classification. Because this very simple work from the point of view of editing (not in the studio, but consisting of four scenes in the nature of our country) does not meet the requirements of today's video. It is closer to the concert number of a song filmed in nature, but at the same time retains the structure of early TV clips.

2. Story videos on the theme of the song:

The video for the song "Yor-yor Aitmang" by Ozoda Nursaidova (cameraman - Bakhodir Yuldashev, director - Bakhodir Yuldashev) is an example of the second point of our classification. In the video, all the components are skillfully integrated by the director into a certain tempo. The reality of the girl's life in the video demonstrates a certain superiority of the visual image over the sound performance.

3. Videos based on animation (animation) and computer graphics:

The video for the song "Zor Yigladim" by singer Anvar Sanaev (cameraman and director - Temur Kadyrov) was recorded based on an image based on animation (animation) and computer technology. In this clip solution, there are also cases of overlap with the first item of our classification. Because in it, the performers of the group are both the performers of the song and at the same time the heroes of a wonderful story that takes place between a burnt lover and a fiancé who has reached his heart. The difference is that it was filmed using multimedia based on computer graphics without scenery. The video made a good impression on the audience due to the moderate use of music, visual effects, animation plot and other components.

4. Clips based on fragments of feature films related to the theme of the song:

The video for the song "Begim" by singer Dilsoz (directed by Rustam Murodov, directed by Mirmaksud Okhunov) corresponds to our above classification. In this work, the skill of the clip maker should be especially noted. The song and video based on the novel "Bygone Days" by Abdulla Kadiri (words by the poetess and actress Rano Yarasheva), which became a classic of

Uzbek literature of the twentieth century, became an example of the "national video" of Uzbek clip makers. through the use of quotes from the film based on this work.

As K. Stanislavsky said, "love your art, not yourself within the framework of art", that is, explore your artistic style, live a miracle and always continue your creative search. Clip makers who created a number of clips with such creative research are still working.

Leonardo da Vinci, the world-famous great artist, writes in the artist's "Sacred Duty": "Painting is associated with all ten signs of the gaze, namely: darkness and light, color and texture, form and stimulus, distance and proximity." Based on these considerations, it would be advisable for clip creators to follow these rules as well.

Yodgor Nosirov, the winner of the M&TV 2010 festival, who occupies an important place in the art of clip making in Uzbekistan, entered this art with simple interest. For the first time he shot a video for the song of the group "Setora". He comments: "I was a fan of Setora. To be honest, I was scared and scared when I got this video. But my teachers always helped me. At first, very few people were engaged in obtaining the video. Among them are Ulugbek Khamraev, Dmitry Korobkin, Bakhodir Yuldashev, Rustam Murodov. I studied what subjects they shot videos on, and saw in their videos the connection between folk concepts, history and the present day.

At that time, it was very difficult to rent television equipment. I remember well that there was one rail, one seven-meter crane for the whole of Uzbekistan. After planning the video, we waited for the technician for two weeks. At least two thousand dollars were spent on this action. First of all, we tried to show the performer, not the event. Now we pay attention and emphasize the essence of the song.

When shooting a video, the cameraman faces a very difficult task - non-traditional locations and methods of filming. Attention to the events of the video, atmosphere, creative and technical staff are the main factors that make the work more beautiful, meaningful and impressive. The clip maker creates his own world on the screen, finding individual shooting points, angles, choosing the most optimal optics.

In addition, movement and light also play an important role in the imagery. In order for the shots to come out naturally and authentically, the cameraman should focus on the character of the character. Operator tools: perspective, frame composition, lighting, nature images allow you to fully reveal the artistic image in the clip, to express the essence.

When you watch the videos, you will see that our operators practically do not use angles. We all know that the use of angles enriches the content of the work. Our cameramen today are increasingly using landscapes as a lyrical background. It is in landscapes that events develop, landscapes act as a kind of source and tool of the author's thought, the formation of a certain psychological direction in the episode and scene.

When photographing the construction of a large building, the cameraman must first of all be able to find a shooting point and choose the right lighting time. An ideal work will be born only if the cameraman carefully develops the plot and subordinates it to a single goal in terms of idea, art and composition.

One of the clips created taking into account the above requirements is a video for the song "Meni kuchlirok sev" by People's Artist of Uzbekistan Ozodbek Nazarbekov (cameraman - Temur Abdullayev, director - Khurshid Sobirov). In this work, the singer created the image of

the main character of the video (he is both a lover and a narrator). Despite the fact that the script depicted in the video is realistic enough to get a separate full-fledged feature film, the visual presentation takes precedence over the sound, since the cameraman skillfully condenses the episodes. This video skillfully uses the possibilities of theatrical and visual technique in the time signature of the song. Especially in order to capture his beloved girl (during filming), the cameraman found such a lighting system, as a result of which the actress's face looked brighter, more memorable and beautiful on the screen.

After some time, music videos for films, that is, soundtracks, appeared in Uzbek music show business. And that was the news. In this form, a video for a song is created based on film footage. In particular, the soundtrack to Ozodbek Nazarbekov's film "Yiglamagin" "Kora kuzim". On this tour, the cameraman does not do special filming of the song. Perhaps he will arrange the frames in the film according to the content of the song in the editing.

The popular use of the word clip came to us through music videos, that is, video clips. At first, he entered with concert numbers, and then with independent works. These fragments of this form are now appearing on their own.

A music video is meant to decorate a song or musical composition, while music videos are mostly produced for television or the internet. Stills from the video clip will also be shown at concerts. They are used to make the album more popular on television. As a result of the increase in channels on television, clips began to take center stage in the literal growth of an artist. At first, fans could see their favorite singer mainly at concerts or in photo shoots. And now there is a demand for the development of high-quality and original video clips for pop music artists. The most important event in the history of music videos was the appearance of the MTV channel.

Videoclips of famous performers are created by professional directors - clipmakers. Individual clips may require a budget of several thousand dollars. Expensive clips use professional actors, special effects and computer graphics.

At present, not only listening to music is developing, but also watching it. Every self-respecting artist from the very beginning of his career showed the public one video clip against the background of broadcast music programs. Most of the videos that are being filmed now, it seems, for the most part, are shot according to a single script. Detuned, patterned, ornate music only angers a person. Fortunately, many ordinary clips are shown on the screen as real masterpieces. High-quality music videos, shot by a master of his craft, delight a person, have an incredible audience and take their place in the indelible hit parade. It will be easier for us to leave it to the next generation to say everything about modern directors, to decide whether to call them masterpieces or throw them in the trash with the passage of time.

CONCLUSION

In conclusion, we can say that music videos have not stagnated in history with their technical achievements. Over the years, along with the speed of technical development, this direction is developing richly every second. Any new style is an achievement. The creation of a work should serve as a means for authors to explore, make new discoveries and enrich their field.

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