THE PLACE AND ROLE OF THE ACTIVITY OF THE MASS MEDIA IN STRENGTHENING IDEOLOGICAL IMMUNITY (IN THE EXAMPLE OF NAVOYI PROVINCE)

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Abstract

In this article, in the years of independence, the creation of the foundations of mass media activity in the Republic of Uzbekistan and the formation of regulatory legal documents, the conditions created for mass media workers are analyzed on the example of Navoi region. The issue of personnel in the region, the development of the activities of journalists, the obstacles that appeared in front of them at the initial stage and their solutions were considered. The effectiveness of the mass media in increasing the ideological immunity of the population is highlighted.

Keywords

Ideological immunity, television, journalism, mass media, press publications, newspaper reporter, radio broadcasting, multinational broadcasting.

Thanks to independence, a qualitatively new stage of democratic development has begun in the development of the press of Uzbekistan. Media attention has increased. Now organizations, parties, associations have the right to establish press publications.

The President of the Republic of Uzbekistan Sh. Mirziyoyev spoke about the activities of mass media and the important tasks facing the industry and said: "There are 1,513 mass media with different forms of ownership, as well as 122 publishing houses operating in our country. However, the question remains as to whether all of them serve to develop our national idea and raise the morale of our people. Most of the private publishing houses were once located in the regions. It is no secret that the publishing house is organized with the wrong approach, and that its material and technical base is extremely weak, which leads to a decrease in the value of the prestigious concept of books efficiency is important. The number of publishers may not be 122, but it should meet the demand" [1].

The place and role of mass media in highlighting the problems of socio-economic and cultural life of Navoi region is considered great. In the first years of independence, independent plans were established for the development of agriculture, industry and other leading sectors of Navoi region. The implementation of these plans, the processes of step-by-step transition to market relations, the achievements, and the problems to be solved were regularly covered in the pages of regional, city and district newspapers.

In particular, in the letters sent by residents to the editors of "Dostlik Bairogi" newspaper, the problems that tormented them were expressed. As a result, the editorial staff of the newspaper addressed these problems to those in charge. A raid will be organized together with the employees of the State Tax Inspectorate of Navoi City, the Regional Center for Standardization, Metrology and Certification to eliminate the shortcomings indicated in the article "Innocent butchers eaten by wolves" published in the May 3, 1996 issue of "Dostlik Bayrogi" newspaper.

During the inspection of one of the meat shops mentioned in the article, the butcher H. Ochilov hit the customer with the scales, and when the documents were checked, it was found that the income was wrongly calculated. Citizen H. Ochilov will be fined 2,000 soums for the above-mentioned violations in accordance with Articles 165 and 175, Part II of the Code of Administrative Responsibility of the Republic of Uzbekistan. As a result of the inspection conducted in the second meat shop in the article, Sh.Nuriddinov was brought to administrative responsibility under Article 175, Part I of the Code of Administrative Responsibility, and a fine of 400 soums was levied on him for not keeping income accounts [2].

In addition, after the publication of the article, as a result of inspections conducted at the Central Farmer's Market and "Gulistan" markets of Navoi city, 13 butchers were charged with tax violations. Also, 20 butchers were charged with using scales and scales that had not been inspected by the state, and 18 different scales and 42 weighing stones were confiscated[2].

Newspapers often published articles about businessmen and entrepreneurs. The goal is to improve this work, work in cooperation with industrial enterprises, analyze their creative work and bring it to the people. The press is a reliable source of information for the people and the country.

The role of mass media is incomparable in conveying news, local changes and news to the general public of Navoi Region. Journalists have been skillfully using their talents in fulfilling this task. In the press and television of Uzbekistan, the activities carried out in the way of socio-economic development of Navoi region were covered by Hamdam Eshankulov, regional correspondent of "Khalk Sozi" newspaper, Yorkul Umarov, reporter of Uzbekistan News Agency,

chairman of the regional journalists' union, Temur Eshboyev, regional correspondent of "Akhborot" TV channel of "Uzbekistan", TV channel "Yoshlar". "Davr" information program regional reporter Bobokand Umarov, "Narodnoye Slovo" newspaper reporter Farhod Mirzayev, "Pravda Vostoka" regional reporter Dilfuza Gulomova, regional Dostlik Bayrogi newspaper deputy editor-in-chief, journalist and poetess Salima Umarova, "Znamya drujby" newspaper reporter, "Golden Kalam" 2nd national international pageant encouraging Award winner Georgy Trofimov, editor of the regional television and radio company Abduvali Nosirov, editor-in-chief of "Fazo" television Oraloy Turdiyeva were greatly appreciated[3].

Islam Karimov, the first President of the Republic of Uzbekistan, made it an important issue for all intellectuals to create the ideology of national independence. Under his leadership, based on the needs of the new historical era, the existing inhuman ideology - the communist ideology - was abandoned. Now a humane idea was needed to replace this ideology. Because it was inevitable that living suspended in a huge intellectual space would derail the country's socio-political environment, spiritual and spiritual climate, and people's way of life. It is necessary for the people of the country to fight for a humane idea under any conditions, to unite around it, to strive for the realization of a specific goal [4]. The huge task of uniting the Uzbek people around the ideology of national independence has been assigned to journalist personnel as well as to all industry workers.

In the multi-ethnic Navoi region, the pages of publications in Uzbek, Kazakh, Karakalpak and Russian languages come out of print, covering the socio-political life of the local people, the achievements of the population, the successes of agriculture and animal husbandry, the problems and shortcomings of the

society. Journalists and local artists have been engaged not only in information, but also in the types of creations that have the characteristics of problem analysis and study of vital facts in publicism affecting social opinion in regional publications. In most of the articles, the reality is described with facts and events, and it is conveyed to the reader in an understandable language [5].

Thus, newspapers of Navoi region aim to impartially cover the activities of the Council of People's Deputies, local state authorities and management bodies, economic management bodies and other structures through the publication of materials, radio broadcasting and television programs. It covers the texts of laws of the Republic of Uzbekistan, decisions of the Legislative Chamber and Senate of the Oliy Majlis, decrees, decisions and resolutions of the President of the Republic of Uzbekistan, materials related to their meetings and meetings. It regularly publishes materials and information on the democratic changes taking place in the world, in the country, and in the socio-political, economic, spiritual and educational life of Navoi region, covering the events in an impartial and truthful manner. Also, in connection with the growing interest in historical, universal, spiritual, cultural values, traditions, it covers the goals and directions of the reforms being carried out in the country.

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