BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg
BG PULSE JOURNAL

FORMATION AND DEVELOPMENT STAGES OF BUKHARA TELEVISION ACTIVITIES

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Abstract: The article analyzes the stages of formation and development of Bukhara Television based on historical sources and periodical press materials. The role of regional television in covering socio-political, economic and cultural life, the development of television journalism, creative activities and television projects are examined. Special attention is paid to documentary films and educational programs as important historical sources.

Keywords: Bukhara television, regional television, television journalism, mass media, cultural heritage, documentary film.

ЭТАПЫ ФОРМИРОВАНИЯ И РАЗВИТИЯ ДЕЯТЕЛЬНОСТИ БУХАРСКОГО ТЕЛЕВИДЕНИЯ

Аннотация. В статье на основе исторических источников и материалов периодической печати анализируются этапы становления и развития Бухарского телевидения. Рассматривается роль регионального телевидения в освещении общественно-политической, экономической и культурной жизни региона, а также вопросы развития телевизионной журналистики, творческой деятельности и телевизионных проектов. Особое внимание уделено документальным фильмам и просветительским программам как важным историческим источникам.

Ключевые слова: Бухарское телевидение, региональное телевидение, телевизионная журналистика, средства массовой информации, культурное наследие, документальный фильм.

BUXORO TELEVIZIYASI FAOLIYATINING SHAKLLANISH VA RIVOJLANISH BOSQICHLARI

Annotatsiya: Maqolada tarixiy manbalar va davriy matbuot materiallari asosida Buxoro televideniyesining shakllanish va rivojlanish bosqichlari tahlil qilinadi. Mintaqaviy televideniyening ijtimoiy-siyosiy, iqtisodiy va madaniy hayotni yoritishdagi o‘rni, telejurnalistikaning rivojlanishi, ijodiy faoliyat hamda televizion loyihalar ko‘rib chiqiladi. Shuningdek, hujjatli filmlar va ta’limiy dasturlarga muhim tarixiy manbalar sifatida alohida e’tibor qaratiladi.

Kalit so‘zlar: Buxoro televideniyesi, mintaqaviy televideniye, telejurnalistika, ommaviy axborot vositalari, madaniy meros, hujjatli film.

During the years of independence, fundamental reforms were implemented in the mass media system of Uzbekistan. In this process, special attention was paid to the development of regional television and radio networks, strengthening their material and technical base, and creating an information environment serving the interests of local communities. The Decree of the President of the Republic of Uzbekistan dated May 7, 1996, “On Measures to Enhance the Role of Television

and Radio in the Social Development of Uzbekistan," became one of the key legal foundations for improving the activities of regional broadcasting companies [1].

The study of the transformations that occurred in Uzbekistan's mass media system during the years of independence, particularly the formation and development of regional television broadcasting, is of considerable scientific importance. Regional television serves not only as a means of disseminating information but also as a valuable historical source reflecting the socio-political, economic, and cultural life of society. Investigating the stages of formation and development of Bukhara Television makes it possible to assess the evolution of regional television journalism during the independence period, its role in promoting national values and cultural heritage, and the impact of mass media on regional development. Therefore, the historical study of this topic remains highly relevant

Although several scholarly studies and journalistic works have examined the history of television in Uzbekistan, the activities of regional television stations, particularly Bukhara Television, have not been comprehensively investigated from a historical perspective. The publication National Television and Radio Company of Uzbekistan: Keeping Pace with Time contains certain information regarding the activities of regional broadcasting companies. In addition, articles published in the newspaper Buxoronoma constitute important sources covering different stages of Bukhara Television's development. However, these materials have not yet been systematically analyzed and generalized within a historical framework.

The study was conducted based on the principles of historicism, objectivity, and systematic analysis. Historical-comparative, source-critical, analytical, and generalization methods were employed throughout the research process. The primary sources included legal and regulatory documents, periodical press materials, archival records related to television activities, and memoir-based materials. The analysis demonstrates that the history of Bukhara Television can be conditionally divided into three major stages.

Bukhara Regional Television began regular broadcasting on March 13, 1994. Initially, television programs were aired three times a week, with a total broadcasting duration of one hour and ten minutes [2]. Television presenters were selected through a competitive process from more than 300 applicants [3].

The programs produced during the early years focused on the socio-economic and cultural life of the region and were broadcast in Uzbek, Russian, and Tajik languages. Every three months, selected programs produced by Bukhara Television were also broadcast nationwide.

In November 1994, the fifth part of the documentary film The Encyclopedia of Justice, dedicated to the First President of the Republic of Uzbekistan, was edited in Bukhara and subsequently broadcast on national television [4]. The project received recognition from the national broadcasting company for its high technical and creative quality.

During the second half of the 1990s, new television genres and program formats emerged within Bukhara Television. Tele-dialogues, telethons, and talk shows became an integral part of programming. In 1996, on the occasion of the Navruz holiday, a 24-hour continuous broadcast and charity telethon were organized. At that time, projects of such scale were implemented only by the national television network and Bukhara Television. The funds generated through telethons contributed to strengthening the material and technical infrastructure of the broadcasting company. New vehicles were purchased, separate offices were established for correspondents, and the electricity supply system was modernized.

Between 1993 and 1997, all stages of the construction of the Karavulbazar Oil Refinery were documented on video. Based on these materials, a documentary film was later produced [5]. This film remains an important audiovisual source for studying the industrial development of the region.

The creative team of Bukhara Television also produced a number of feature and documentary films. Among them, the television novella Mother's Memory, the documentaries Face to Face with History and Anduh, and the television feature film The Girl Who Had Never Seen the Bridal Chamber hold particular significance. The documentary Face to Face with History, dedicated to the 2500th anniversary of Bukhara, received positive feedback from viewers. Meanwhile, the documentary Anduh was highly appreciated by the Artistic Council of National Television.

During this period, numerous programs devoted to historical and cultural heritage were produced. Projects such as Face to Face with History, The Garden of Bukharians, Uzbekistan – Our Common Home, Dasturxon, and Light, Color and Shadows were broadcast. A series entitled Light, Color and Shadows was produced in Russian. A four-part television program dedicated to the Samanid Mausoleum highlighted the monument's history, unique architectural beauty, and significance as a national cultural treasure through artistic and documentary elements.

In 2008, this program won the nomination for "Best Television Program" at the National Television and Radio Company of Uzbekistan competition, receiving the "Humo" Grand Prix, a first-degree diploma, and a monetary award. The television magazine Entrepreneur's Screen, devoted to the most pressing issues of regional economic development and successful business practices, was broadcast twice a month [6].

During this stage, the number of authorial programs focusing on legal, social, and educational issues significantly increased. Programs such as Towards a Strong Civil Society, TV-Law, Gratitude, A Home with Elders..., and Crime and Punishment were launched. In particular, Crime and Punishment, produced in cooperation with the regional prosecutor's office, played an important role in promoting legal awareness among the population. The creative team of the program won a prize at the "MTRK-2014" competition [7].

Significant efforts were also directed toward youth-oriented broadcasting. Programs such as Today's Youth, Youth and the Future of the Nation, Education and Reforms, Independence and Youth, and Opinion were regularly aired. The Izdosh ("Follower") Club, established within the television company, served as an important training platform for young journalists, presenters, and television hosts [8].

During the years of independence, Bukhara Television developed into an influential regional mass media institution. Alongside satisfying the information needs of the population, it played a significant role in preserving historical memory, promoting cultural heritage, and disseminating national values. The audiovisual materials produced by the television company have become valuable historical sources for studying the history of the region. Therefore, Bukhara Television occupies an important place in the history of regional broadcasting and media development in independent Uzbekistan.

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