

IMAGE OF UZBEKISTAN IN THE INTERNATIONAL AREA

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ABSTRACT

This article is about ensuring systematic political-diplomatic work on strengthening the image of Uzbekistan in the international arena, actively promoting a positive image of the country abroad, and the importance of state management in this.

Key words: state administration, cultural activity, theater, circus, performing arts

The Uzbek people are one of the most ancient peoples who made a great contribution to the development of world civilization. There have been trade and craft centers and cultural hubs in the territory of Uzbekistan since ancient times. However, under the conditions of colonialism, the Russians, that is, Russian scientists, attacked the studies of the historical and cultural past of Uzbekistan and took the found material evidence with them. As a result, we encountered difficulties in learning about our history and culture in the process of gaining independence as a result of transporting all the ancient things that are the masterpieces of our rich culture and spirituality. The fine art of Uzbekistan has developed in a very short time and achieved great achievements. The art of Uzbekistan has taken a triumphant path. The artists of our republic took an active part in many exhibitions and demonstrated the growing influence of our art. Our artists create in many genres, landscape, still life, portrait and others. In the still life, we will try to fully express the overflowing delicacies of our markets, and in the landscape genre, the beauty and vastness of our country, the beauty in the form of simple nature. At the same time, they showed in their works the rare monuments of ancient architecture known to the whole world. In the portrait genre, they depicted the leading people of our country, hardworking people, poets, artists, musicians. Our Motherland of Uzbekistan has given us amazingly talented artists and sculptors. Among them are Iskandar Ikromov, Chingiz Ahmarov, Malik Nabiev, Mannon Saidov, Damir Roziboev, Ilhom Jabbarov, Javlon Umarbekov, Bahadir Jalolov, Alisher Mirzaev, Akmal Ikromjonov, Nemat O'akimov, Osimkhan Vosikhanov, Temur Sadullaev, o Ofur Abdurahmanovs have a special position.

People's artist of Uzbekistan Alisher Mirzaev, a master painter, respects the traditions of our nation, the rich and rich heritage of visual art of the past. The artist can deeply analyze the psychological experiences of his people. The artist was able to depict Uzbek traditions, weddings, innocent Uzbek children, loyar girls, and condescending mothers in the bosom of mother nature. For example, the triptych "Tashkent - the city of peace and friendship", "The child in the room", "Expectation", "Song about a young family" are made in watercolor. In general, the artist does not ignore the changes taking place in nature and society. The artist breathes life into the paintings in such a way that the secrets of beauty in them lead people to goodness. Today, the artist's works are well known and popular in many foreign countries, along with the respect of our people. For centuries, talented artists, cultural figures, sports masters, who are constantly searching for the culture, art and sports of Uzbekistan to be appreciated by the people of the world, have been considered as the cradle of the great East.

The draft decision of the Ministry of Foreign Affairs of the Republic of Uzbekistan "On the concept of strengthening the positive image of Uzbekistan in the international arena" was submitted for discussion on the portal for discussion of regulatory legal documents. On November 21 of this year, the project was posted on the portal for discussion of regulatory legal documents, and the discussion of the draft decision will continue until December 6. A number of useful suggestions have been made in the project. In particular, the Information and Mass Communications Agency under the Administration of the President of the Republic of Uzbekistan informs the public about the process of implementing the state policy and its results in the field of promoting the positive image of the Republic of Uzbekistan in the international arena. The Ministry of Foreign Affairs of the Republic of Uzbekistan is tasked with ensuring systematic political and diplomatic work on the active promotion of the country's positive image abroad. The main principles of strengthening and promoting the positive image of Uzbekistan in the international arena are as follows:

willingness to conduct constructive and open dialogue with foreign countries and international organizations, foreign non-governmental organizations, as well as mass media;

- objectivity, systematicity, permanence and consistency;
- scientifically based;
- mutual trust and respect, consideration of each other's interests and non-interference in the internal affairs of other countries;
- freedom and independence of mass media;
- loyalty to the values of peace, humanity, tolerance, human rights and interests;

- taking into account the main directions of the policy of strengthening the positive international image of the country when making government decisions.

FIELD OF INFORMATION

To systematically advance the foreign political interests of Uzbekistan, develop national digital diplomacy with the help of information and communication technologies and carry out extensive propaganda, strengthen the international prestige and positive image of our country;

The main mechanisms for promoting the image of Uzbekistan in the international arena are as follows:

In the cultural and humanitarian sphere:

Inclusion of Uzbekistan's folk art centers and objects in tourist destinations;

- active development of international scientific relations, including conducting joint scientific research, expanding the participation of Uzbek scientists and specialists as speakers at international conferences and symposia;

- Organization of specialized scientific and experimental laboratories, high technology centers, technological parks under the universities and research institutes of Uzbekistan;

- organization of thematic and specialized platforms, forums, scientific clubs (with leading universities) with the participation of national and foreign socio-political, expert, scientific and business circles;

Development of specialized programs and subjects such as "Imageology", "Public Diplomacy", "Country Brand" and their introduction into training courses of employees and educational programs of higher education institutions;

Also, the Ministry of Foreign Affairs, the State Committee for Tourism Development, the Information and Mass Communications Agency under the Presidential Administration carry out the specified tasks. Coordination and control of high-quality and timely implementation of the Concept and Roadmap is carried out by the Information and Mass Communications Agency under the Presidential Administration of the Republic of Uzbekistan.

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