

ARTISTIC SKILLS IN CHILDREN'S PROGRAMS ON UZBEKISTAN TELEVISION

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This article discusses aspects such as identifying the socio-aesthetic effects of television on children's morality, how the technical and artistic possibilities of television are implemented in personal development, and how artistic skills are used. A detailed study was conducted to identify misunderstandings and obstacles in the relationship between television programs and children's audiences, to highlight existing problems in covering political, moral and economic issues through the lens of television, and to increase its role in the education of young people.

Keywords

television, children's programs, children's audience, socio-aesthetic impact, artistic skill.

The study of children's media is a multidisciplinary and interdisciplinary field that draws on diverse fields such as child psychology, child development, communications, public health, medicine, and public policy. This diversity is due, in part, to the pervasive influence of media content and media experiences on a wide range of topics and developmental outcomes. As a result, theories developed to understand the effects of media on children's development use a variety of approaches.

Some of these theories, including communication theories, psychoanalytic theory, and contemporary developmental science, are less widely used, but they are useful in addressing key issues relevant to the media field. Social cognitive theory plays a central role in explaining the effects of media on children's behavior (Bandura, 1986, 1997). Children learn behaviors through observation, through learning processes, and then, if there are sufficient motivational stimuli to do so, they incorporate some of those behaviors into their behavioral repertoire.

Technologies have evolved and changed over the years, and each generation is characterized by its own characteristics and significant differences. (Martin-Critikian and Medina-Nunez, 2021). Today, content intended for children's audiences in the Uzbek media is becoming a controversial topic. Because with the change of generations, the demand for media products is also changing. Now it is difficult to keep children with the previous programs and cartoons. The quality of media products has left them unsatisfied.

A study published on the official UNICEF website noted three main factors that affect children's brain development worldwide:

1. Genetic basis and environmental influence: Genes serve as the foundation for brain development, but the child's living environment and experiences determine how the brain works.
2. The role of thinking and imagination: Mind and imagination are one of the factors that have the strongest impact on brain activity under the age of 12.
3. Early mental formation: When a child's mind is formed early, it becomes possible to predict his future actions and decisions. This stage is the basis for the child's further development (Safarov, Kurbanova 2025).

Despite the fact that television programs are watched by all segments of the population, the largest part of the audience is children under 16 years old, who constitute more than 40 percent of the country's population (Askarova, 2011).

In a 2013 Common Sense Media survey, which examined the patterns of media use among children aged 0 to 8, children spent 2 hours and 43 minutes on a typical day on screen media, music, and reading. The impact of screen media was significantly greater than the impact of



music and reading. Specifically, children spent 1 hour and 55 minutes a day using some kind of screen media, but only 28 minutes reading and 20 minutes listening to music.

Screen media use dominated television viewing during early childhood, while interactive media use lagged behind. When compared by age, developmental differences in screen exposure were found. Children aged 2 to 4 years spent slightly less than 2 hours per day, while children aged 5 to 8 years spent almost 21 hours per day. Reading or being read to also increased significantly from the first year of life to 5 to 8 years ($M = 19$ minutes and 32 minutes, respectively); those aged 2 to 4 years ($M = 29$ minutes) did not differ significantly from younger or older age groups. A survey by Common Sense Media (2011) found that 16% of parents reported that their children aged 0 to 8 years multitasked some or most of the time (Calvert, Bornstein, Leventhal, Lerner, 2015). It is clear that children around the world spend a large amount of time in front of television or other media. In a time of rapid development, it is not only important to reduce this amount, but also to improve the quality of media products for children, ensuring that children receive quality information even during the time they spend watching media.

Despite the fact that television programs are watched by all segments of the population, the largest part of the audience is children under 16 years of age, who make up more than 40 percent of the country's population. In this sense, it becomes clear how important a task it is today to increase the artistic and ideological significance of television, especially children's programs, in shaping the spiritual images of young viewers.

In accordance with the Resolution of the President of the Republic of Uzbekistan dated May 30, 2013 "On the establishment of a new digital children's TV channel "Bolajon" under the Joint-Stock Company "Yoshlar" TV and Radio Channel", the "Bolajon" TV channel began broadcasting on June 1, 2013. According to it, the goal is to prepare and broadcast television programs that expand the scope of knowledge and intellectually develop children's perception of the world around them, form goodness and justice in the child's mind and make decisions on the example of national heroes and characters from the epics, fairy tales and stories of the Uzbek people and other peoples of the world. "Aqlvoy" is an Uzbek children's TV channel under the Ministry of Preschool Education of Uzbekistan. The main target audience of the channel is children aged 3-9. The channel operates in Uzbek, Russian and English.

The programs broadcast on both channels, such as "Bolajon" ("Bravo English", "Tabiatga yiyor", "Bolajonlar sahnasi"), "Aqlvoy" ("Bilimdon", "Bob va Eli", "Shum bolyon programuri", etc.), repeat each other in content. That is why the number of views on foreign social networks is significantly different from the number of channels that produce content for children today. That is, while there are currently more than 51 million channels operating on YouTube, it is precisely channels intended for children that will lead the top 10 most popular in terms of subscribers and views in 2025. For example, the Cocomelon (Nursery Rhymes) channel has attracted children around the world with 193 million subscribers, and the Kids Diana Show – with 135 million subscribers. The official YouTube channel of the "Bolajon" TV channel has only 5 thousand subscribers, while the "Aqlvoy" YouTube channel has 69 thousand. The reason for this sharp difference can be attributed to the lack of artistic quality in our national content, the lack of widespread use of modern technologies, and unprofessional writing of scripts.

The development of artistic skills in children's programs on Uzbek television is a complex and multifaceted issue, influenced by historical context, resource availability, and contemporary trends. While some programs have a high artistic level, others lag far behind in this regard.

In this regard, it was considered permissible to make suggestions:

- Improving the artistic quality: it is necessary to involve professional directors, operators and editors in the preparation of shows.
- Widespread use of modern technologies: active use of animation, computer graphics and other advanced technologies increases the attractiveness of shows.



- Scripts should be written by professional writers: scripts should be understandable and interesting for children, as well as include educational elements.

- Avoid stereotypes: It is very important to avoid stereotypes about children and respect their individuality.

- Respect copyright: copyrighted works should only be used after obtaining permission.

In order to further improve the artistic quality of children's programs on Uzbek television, it is necessary to work continuously, support innovative approaches, and train professional staff. Only in this way can high-quality and educational programs for children be created.

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