

POPULARIZATION OF THE ART OF BAKHSHI AMONG YOUTH: PROBLEMS AND SOLUTIONS

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ANNOTATION

This article analyzes the issue of the art of bakhshi and its popularity among young people. Bakhshich is one of the ancient and rich types of folk oral art, and today its preservation and wide promotion among the younger generation is one of the urgent problems. The article highlights the cultural and spiritual significance of bakhshich, the interest of young people in this art, existing problems - lack of attention in the education system, the influence of modern media and lack of motivation. Also, effective solutions to these problems are proposed - including bakhshich in educational programs, organizing competitions and festivals for young artists, and promoting it on digital platforms.

Key words: Bakhshi, folk art, youth, culture, spirituality, popularization, problem, solution, education, motivation, tradition, festival, innovation.

ENTRANCE

The art of bakhshi is the oral creative heritage of the Uzbek people, formed over centuries, an invaluable cultural heritage that reflects our national identity. Through the works of bakhshi-poets, the people's sorrows, hopes, historical memory, and moral views are expressed. This art form was highly valued among the people for its epic character, musical and dramatic elements. However, as a result of globalization, technological progress, and cultural exchanges, interest in national traditions, including the art of bakhshi, is significantly declining.[1]

Among today's youth, modern cultural trends, pop culture, and digital media prevail. As a result, traditional art forms, especially forms of oral creativity, such as bakhshi, are neglected. This situation can negatively affect the attitude of future generations towards cultural heritage. Therefore, popularizing the art of bakhshi among young people, promoting, studying, and preserving it in modern conditions has become one of the important tasks.

This article discusses the current state of the art of bakhshi among young people, the problems affecting it, and ways to overcome them. It also analyzes how this art can be revived among the younger generation through traditional and innovative approaches.[2]

DISCUSSION AND RESULTS

In our republic, in the spheres of science and culture, among the people of all of Uzbekistan and Karakalpakstan, especially in almost all regions, the art of bakhshi has been widespread since ancient times and received great attention from the masses. People loved to listen to the songs and epics performed by bakhshis, and weddings and celebrations were not without bakhshis. Among the people, the bakhshi's appearance on stage became an integral part of the wedding ceremony. Traditionally, bakhshis were known for singing love epics.[3]

However, in the 21st century, the state of the art of bakhshi is becoming an increasingly urgent problem. There are such problems as insufficient attention in this area, indifference in the "master-student" tradition, inadequate quality of textbooks in the education system, as well as a shortage of musical instruments. This negatively affects the development of our national art.

In our social life, in some cases, ambiguous assignments are given at workplaces, and the indifference of teachers to national values can form a mood of indifference to this heritage in people's minds. Such seemingly minor problems may actually take root and become major social problems.

At the same time, significant opportunities are being created in this direction thanks to the initiatives of President Shavkat Mirziyoyev. In particular, such social support as compensation by the state for tuition fees for young people interested in art, especially girls, reflects the attention paid to the art of bakhshi and the real measures taken for its development.

Bakhshi art occupies a special place not only as an example of oral folk art, but also as an expression of Uzbek national identity. Through this art, the historical memory, traditions, worldview, and socio-moral views of the people are passed down from generation to generation. Nevertheless, in recent years, there has been a decrease in attention to this art form, especially among young people. Several main reasons can be cited for the occurrence of this condition:[4]

1. Bakhshi art holds a special place not only as an example of oral folk art but also as an expression of Uzbek national identity. Through this art form, the historical memory, traditions, worldview, and socio-moral views of the people are passed down from generation to generation. Nevertheless, in recent years, there has been a decrease in attention to this art form, especially among young people. Several main reasons can be cited for the occurrence of this condition:[4]

2. Competitive cultural environment:

It can be seen that the flow of global culture, especially foreign cultural products (music, cinema, blogging, etc.), entering through the Internet and social networks, overshadows such traditional art forms as bakhshi among young people.

3. Insufficient promotion on digital platforms:

Young people mainly live in the digital environment. The fact that the art of bakhshi is not presented in accordance with this environment, and modern technologies are not used, alienates this field from the younger generation.

4. The problem of creative motivation:

The lack of material and moral support for bakhshi-poets, the absence of the necessary environment and opportunities for young bakhshis negatively affects their development.

To solve these problems, it is necessary to act on the basis of the following solutions:[5]

Integration into the educational process:

It is necessary to introduce in-depth lessons, clubs, competitions, and master classes on the art of bakhshi into the education system.

Create digital content:

The development of videos, podcasts, interactive programs, and mobile applications promoting the bakhshi's work will serve to popularize this art among young people.

Annual competitions for bakhshis and folklore festivals at the republican and international levels will increase the interest of young people.

Prioritizing cultural policy:

It is necessary to define the development of the art of bakhshi as a strategic direction in cultural policy, to improve the system of material and spiritual stimulation of artists.

RESULT

The art of bakhshi, which constitutes the rich spiritual heritage of our people, requires a new stage of development in the context of today's globalization and digital society. A pressing task is to awaken the interest of the younger generation in this ancient art, to popularize it by combining it with modern information technologies. As noted in the article, positive results can be achieved in this direction by integrating bakhshi art into the education system, creating digital content, supporting talented youth, and expanding creative spaces.

Also, bakhshi art should be considered not only as a folklore heritage, but also as a means of spiritual development of youth, the formation of national pride and historical memory. Indeed, only a young generation that understands its identity and values its culture can build a strong, healthy, and vigilant society. Therefore, the careful preservation of the art of bakhshi and its wide promotion among young people is an important task not only for artists, but also for society as a whole.

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