



DEVELOPMENT OF MODERN COMMUNICATION IN MUSEUMS OF UZBEKISTAN

Shakhnoza A. Miralieva

Doctor Of Philosophy In History (Phd) Academy Of Sciences Of The Republic Of
Uzbekistan State Museum Of The History Of Timurids, Uzbekistan

ABSTRACT: - In the XXI century, an interactive and communicative function of museums which provides facilitates the interaction of society and culture have appeared as a socio-cultural phenomenon. This article describes the concept of communication, and also scientists who have introduced museum communications to science and their research, and the development of modern communication in world practice. Innovative methods of the museums designed to engage audiences, and projects applied in several museums in the field of the history of Uzbekistan were introduced with their successful outcomes.

KEYWORDS: Communicative function, museums, facilitates, interaction of society, socio-cultural phenomenon, concept of communication, museum communications, modern communication.

INTRODUCTION

In the XXI century, the interactive-communicative function of museums as a socio-cultural phenomenon, which ensures the interaction of society and culture, has emerged. This article describes the concept of communication, scientists who applied museum communication to science and their research, measures for the development of

modern communication in world practice. Innovative methods developed to attract visitors to the museum and projects implemented in several history-oriented museums of Uzbekistan and their effective results are described.

The museum is a place of spirituality and enlightenment that works in harmony with the consciousness, views, interests and future of

“DEVELOPMENT OF MODERN COMMUNICATION IN MUSEUMS OF UZBEKISTAN”

society. This place, which is considered a complex of intellectual imagination, knowledge, development and communication, has a great influence on the artistic and aesthetic psyche of people. The introduction of the concept of communication into the field of museology is called the communicative approach to this field.

THE MAIN FINDINGS AND RESULTS

In order to show the theoretical basis of museum communication in practice, we can give it as an example in a practical form. This practical form includes: theory, history, research, project vision. Based on these, a method of implementing the theory of communication approach in museum work is created [1.191].

At the end of the 60s of the XX century, the Canadian scientist D. F. Cameron [2.33-40] was the first to develop the communicative theory in museology. His works made a real turn in the development of the theory of museology, led to a different look at the museum, that is, it is a place where all conditions are created for establishing a dialogue with museum exhibits. Based on this dialogue, if the museum visitor is required to “know the language” of the objects, the organizers of the exhibition are required to display the objects in such a way that they can understand them without words. Such an approach to the issue allowed D.F. Cameron, on the one hand, to skillfully organize the activities of the museum, to ensure the collection and storage of objects, and on the other hand, to create an atmosphere of communication between the museum and people.

In fact, communication (from the Latin *sommunico* - I communicate,) is the transfer of information from one mind to another. Communication is necessarily carried out through some means, such as materials, objects, logical constructions, sign systems,

local forms and other expressive forms. The basis of communication is the creation of opportunities for the subject to understand the information it has received [3].

This work is primarily related to the problem of presentation, and the main task in this process falls on historians, designers, artists who can skillfully create expositions that illuminate history and art. Because, like guides, they do not express the meaning of the exhibits placed in the exposition in words, but provide the information to the audience without words. Their mission (with the help of historians, academics and art historians) is to increase the effectiveness and understanding of the display process.

The exhibits in the museum store the events that happened in the society during a certain period as physical evidence and are used as evidence to prove a cultural or historical event. It is important to understand not only the event itself, but also the purpose of the demonstration.

The peculiarity of understanding the essence of information also depends on being able to clearly demonstrate it. New methods are used to display museum exhibits. Taking into account that the visitors of the museum can be different categories of viewers, tactical methods of presentation are also used.

Modern technologies play an important role in the development of communication in XX-XXI century museums. By giving objects a virtual form with the help of electronic devices, it is possible to make a great impression on different categories of viewers and, most importantly, on young people and students.

If we look at the activities of Uzbekiston museums today, we can see that they are moving away from yesterday's monotony of expositions, unchanging exhibitions and boring excursions, and are operating in new

“DEVELOPMENT OF MODERN COMMUNICATION IN MUSEUMS OF UZBEKISTAN”

directions that will appeal to visitors, that is, modern communication is developing in museums based on world experience.

In fact, our country has a system of museums that has been formed for a long time. Unfortunately, during the Soviet era, museums were forced to be used as ideological arenas. Expositions have become not objects that show historical progress, but objects that serve ideology. Only in the years of independence, the rich history of our nation, the steps of our independence, preserved in the museum funds of our country, were widely used to preserve, study, enrich, bring to the world and promote the unique and rare exhibits. A reform of the museum work is also required in a situation where the process of updating the society in accordance with the requirements of the time is actively going on.

The increasing competition in the conditions of globalization requires the development and implementation of a completely new approach and principles for the more stable and rapid development of our country [4].

For the development of the field of museology, for museums to fully carry out their activities, it is necessary to activate their work, to study in depth various important theoretical and practical problems, to conduct research in the field of modern museum work, to find convenient constructive solutions.

If we look at the world practice, we can see that the work being done in this regard is primarily based on the opinions of the visitors. It mainly examines various objections expressed by visitors, including the lack of extensive lighting of the museum exposition, the fact that the artistic solution of the exhibition does not meet the requirements, and the examples of the simultaneous increase in the number of excursions and their destruction of each other. As a result of such

surveys conducted in the form of a survey, it was found that it is necessary not to give a lot of information to the tourists during the excursion, but to go on an excursion according to their wishes, and they are more interested in the information about the exhibit than the lecture of the tour guide. In today's advanced age, modern communication has started to be established in museums to solve the issue of museum and audience.

In this regard, "increasing the interactivity of services provided by improving the infrastructure of museums in accordance with international standards, including the introduction of "smart" technologies (information stores, 3D visualization and hologram, QR-codes, electronic guides in foreign languages, etc.), intended for the population, first of all, the young generation, wide implementation of innovative information technologies in the activities of museums using the Internet and creation of an infrastructure that allows viewing of museum exhibits by creating digital forms of museum exhibits" [5] is one of the urgent tasks of today.

Many efforts are being made in this regard in the major museums of Uzbekistan, and as a result, the museums are becoming known to the world. Through the introduction of innovative technologies in the museum, international cultural relations are expanding.

In 2012, a virtual view of the museum was created in cooperation with the Samarkand State Museum Reserve and its branch in Samarkand - the Mirzo Ulugbek Museum and the Tashkent company "SMI-Asia"[6]. In the creation of the project, a non-profit organization focused on the development and study of modern culture "Desht-i-Art" laboratory center, as well as the Khivos Foundation (Netherlands) provided great support. The project is in Uzbek, Russian and English languages. It should also be noted that

"DEVELOPMENT OF MODERN COMMUNICATION IN MUSEUMS OF UZBEKISTAN"

this project was included among the first 3D virtual museums of Uzbekistan. Developers have also presented a DVD version of the virtual museum project to secondary and higher education institutions. This will serve to make the educational process on this topic more interesting and comprehensive.

In 2014, on the basis of the joint project of Uzbek and Korean scientists, a video film in 3D format called “African wall paintings” was developed. In July 2013, an agreement was signed between the Samarkand State United Historical-Architectural and Artistic Museum-Reserve and the History Foundation of Northeast Asia (Republic of Korea) on a joint project to restore the wall images of the ancient city of Afrosiyab on a computer, to create a virtual video in 3D format. This video is shown in the video hall of the museum in Uzbek, Russian, English, French and Korean languages. The creation of the virtual video film “Murals of Afrasiyob” in 3D format is an important event not only in Samarkand, but also in the cultural life of the entire republic. This virtual video project is unique and meets all the requirements of our time[7].

In 2014, a short virtual tour of the museum was created in cooperation with the State Museum of the History of the Timurids and Tashkent University of Communication and Technologies. Initially, this virtual tour was presented to the audience through a sensor kiosk placed in the museum. In 2016, on the occasion of the 680th anniversary of the birth of Sahibgiron Amir Temur, a complete virtual view of the museum was created. In it, you can travel through the museum halls in 3D, get acquainted with the classification of exhibits.

In 2019, the innovative system was further developed in this museum. A mobile application of the State Museum of the History of Timurids was created. Those interested in Amir Temur and the Timurid period can

download the application to their mobile devices and get information (in Uzbek, Russian and English) about the exhibits stored in the museum. In addition, QR-codes of more than 150 exhibits were created for the first time in the system of museums of Uzbekistan. The interactive touch monitor introduced in the museum made it convenient for visitors, especially students. In it, the virtual form of the museum and the display of images of the exhibits serve to enrich and attract the exposition.

In 2019, the opening of the first Smart Museum in Central Asia made a big turn in the field of museology in Uzbekistan. This museum was opened in the mausoleum of Amir Temur in Samarkand. Visitors to the museum will have the opportunity to get additional information about the exhibit or the mausoleum using modern interactive tools. With their help, you can “travel” to the past or embody historical scenes. You can listen to the story about it by bringing your smartphone closer to the exhibits in the museum, which have a special symbol. Also, videos with historical chronicles have been created to immerse yourself in the historical environment.

An interactive map of the Amir Temur complex has been created for visitors, which has more features than a regular map. In particular, when pointing the smartphone at certain parts of the map, a 3D model of the monument is displayed on its screen. Thus, the map becomes part of a wonderful tour through the museum.

In 2020, the introduction of Smart technologies in the State Museum of the History of the Timurids made a big turn in the field of museology. Information about museum exhibits was enriched with real elements using the innovative application Nazzar. You can direct your smartphone to the

special AR boards with the image of the exhibit installed at 21 points of the museum, and get information about the exhibit using an audio-video guide in Uzbek, Russian, English, and French languages. It also features 3D dynamic holograms and is filled with various effects. The user needs to download the NazzAR application developed for Android and iOS devices on his smartphone. This innovative project serves to shed more light on the history of Amir Temur and the Timurids. The introduction of smart technologies in the museum has created great comfort for visitors and tourists of our republic.

CONCLUSION

It can be seen that communication is an important way to expand the way of working with different categories of visitors in museum activities, the use of information and interactive technologies in this process calls the museum to actively participate in cultural, political and socio-economic life. In today's globalization process, the future development of museum work, a significant increase in interactive expositions, and the connection of information display with modern technologies are evident.

REFERENCES

1. Abankina T.V. "PR of a non-profit organization: the theoretical foundations of modern PR - technologies and communication models" // Museum of the Future: Information Management. Moscow: 2001. P.191
2. Cameron D.F. Viewpoint the Museums as a communication system and implications for Museum education // Curator, –1968. – №11. P. 33-40.
3. Ponomarev B.B. Museum as a Communication System: Problems of Harmonization of the Historical-Cultural and Information-Activity
4. Mirziyoev Sh.M. About the strategy of actions for further development of the Republic of Uzbekistan // Voice of Uzbekistan. February 9, 2017.
5. Decision of the President of the Republic of Uzbekistan dated August 26, 2018 № PQ-3920 "On measures for the innovative development of culture and art in the Republic of Uzbekistan" // Lex.uz.
6. www.ulugbekobservatory.parusinfo.com.
7. Virtual video of the mural of the Afrasiab Museum [electronic resource] <http://www.samcity.uz/news/394-virtualnyj-videofilm-nastennoj-rospisi-muzeya-afrosiaba>

"DEVELOPMENT OF MODERN COMMUNICATION IN MUSEUMS OF UZBEKISTAN"