



Khoresm Pop Art: History, Development And Modern Approaches

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Abstract: While traditional Khorezmian musical art is closely related to folk oral art and maqoms, pop art began to take shape as a separate direction at the end of the 20th and beginning of the 21st centuries. This article analyzes the formation, development factors and modern state of Khorezmian pop art.

Keywords: Pop history, pop development, Uzbek pop, national pop traditions, pop performance, integration of pop and traditional music.

Introduction: In recent years, certain work has been carried out in our country to develop modern pop singing. Our state pays great attention to this area, and interest in pop art is growing among the general public, especially young people, and new creative groups and singers are appearing on the scene. At the same time, a number of initiative projects are being implemented to improve the culture of pop art, the professional skills of pop artists, and create conditions for young artists to fully demonstrate their talents. The music scene of Uzbekistan today is a unique phenomenon that combines the traditions of modern trends in European and Eastern culture. The national stage of Uzbekistan, confidently stepping into the 21st century, has managed to preserve its uniqueness, diversity, and diversity of creative directions. Traditional forms and genres of folk oral art played an important role in shaping the national image of the modern music scene of Uzbekistan, their distinctive features laid the foundation for a new phenomenon in the musical life of the second half of the 20th century. Since all opportunities and conditions are being created for the development of national pop music in our country, we expect all creators in this field to actively create new artistically harmonious songs and melodies that will please our people. Uzbek national pop art has a rich history. Even before the concept of "pop music" was introduced, its various genres and

manifestations existed, and at a professional level it was formed in the 20th century[1;2].

The term "estrada" is used by different names in different regions of the world. While this direction began to mean individual, small-scale creativity in European countries by the end of the 19th century, in our Republic it began to be paid attention to literally after gaining independence. In Uzbekistan (as in other Eastern countries), the development of pop art took the following forms.

On the one hand, traditional art forms were adapted to the requirements of the stage (for example, stage interpretations of folk lapars performed by Tamarakhonim and M. Qoriyokubov, Yusufjon Zhuk Shakarjonov's conference performances based on Askiya traditions, etc.)



New types of stage performances were created on the basis of national genres (such as mass stage dances as "Pakhta" and "Pilla" created by M. Turgunboyeva together with Usta Olim).

Uzbek pop art was enriched by the assimilation of foreign art forms and styles (for example, jazz, pop orchestra, music hall). Since 1956, the Uzbek Pop Theater, and later the Uzbek State Pop Union (until 1996), began to operate[4.1].

Gradually, the development of Uzbek pop began to be reflected in the work of hafiz and singers living and performing in the regions. While traditional Khorezmian musical art is closely related to folk oral art and maqoms, pop art began to take shape as a separate direction in the late 20th and early 21st centuries. The pop direction in Khorezm began to develop in the second half of the 20th century. Local singers tried to create pop songs based on folk songs and traditional maqoms. In this process, the influence of the general development of pop art in Uzbekistan was also noticeable.

The distinctive features of Khorezm pop art are as follows:

The primacy of local melodies - Khorezm pop music is based on traditional folklore and maqom elements. In particular, instruments such as the doira, gijjak, and rubab have been preserved in pop music.

Harmony of poetry and melody - Khorezm pop songs are usually written in a folk style, using simple and understandable words.

Dance and stage movement - Khorezm pop music is distinguished by its live performances and performance combined with dance.

Initial stage (late 20th century-early 21st century)

During this period, pop art reached a new level. Local singers began to create pop songs based on the folk music heritage. At the same time, performers who infused the pop style into Khorezm songs emerged. These included artists such as Ortiq Otajonov,

Olmakhon Hayitova, Bobomurod Hamdamov, Otajon Khudoyshekurov, Gulsara Yoqubova, Rahmon Ollaberganov, Matyokub Rakhimov, who effectively used national music and created the beginning of Khorezm pop art.



and modern music, and its development continues. As a result of the combination of traditional musical heritage and modern technologies, new genres and directions are expected to emerge. Therefore, scientific, practical and creative approaches are needed to support and develop pop art.

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Development of pop art in the 21st century.

Today, Khorezm pop art has become even more popular. Famous Khorezm pop singers are widely using modern technologies and recording techniques. National motifs are combined with electronic and pop music, and new directions are emerging. A number of artists such as Rahmatjon Kurbonov, Ogabek Sobirov, Azamatov Otajonov, Hamdambek Toraev, Bunyodbek Saidov, Iroda Iskandarova, Khurshida Eshniyozova, Shahlo Salayeva, Boburbek Arapbayev are demonstrating their creativity at this stage.

Problems

Balance between tradition and modernity - Khorezm pop art must find a balance between preserving national traditions and adapting to modernity.

Lack of professional musicians - the lack of professional musicians and composers in pop art sometimes leads to the emergence of low-quality products.

Marketing and promotion problems - many Khorezm pop singers face difficulties in bringing their creations to the general public.

Prospects

Introduction of digital technologies - Khorezm pop art can be widely promoted through the Internet and social networks.

Innovative approaches - combining folk melodies and modern pop styles while preserving traditional melodies will serve the further development of pop art.

Entering the international arena - it is important to participate in international music festivals and establish cooperation projects in order to promote Khorezm pop art worldwide.

Khorezm pop art is a unique combination of national