

FEATURES OF THE JOURNALISTIC GENRE IN THE WORK OF SH. RASHIDOV

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ABSTRACT

The article discusses the ideological and thematic features of journalism of one of the most famous personalities of the 20th century, enlightener, statesman, writer, publisher, journalist Sharof Rashidov. The author focuses on journalism of the works of Sh. Rashidov, published in various years, she shows the main focus of journalism. The article reveals the main problems that Sh. Rashidov touched on in his journalistic works throughout his journalistic activities, they detail the author's position on many topical issues of his era, which is of particular interest not only to modern scholars of Sh. Rashidov's life and work, but also for a wide readership.

Keywords: Journalism, traditions, thinker, humanist, global scale.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

The influence of journalism on the life of modern society is great. Having become an integral part of the life of human society, journalism allows us to understand and comprehend many of the socio-political processes of our time, reflecting them in the media. Now one of the pressing tasks of the theory of periodicals is the scientific explanation of journalistic work, as well as the problems raised by journalism. Representing historical value for future generations of mass media researchers, modern journalism is called upon to fix the complex of vital problems of the present day, so that researchers of the future would have the opportunity to bring out the general picture of what is happening and convey them to their contemporaries.

Without using the experience of the best masters of the past in the field of journalism, it is impossible to develop the traditions of the national press. The outstanding educator of the 20th century, one of the most prominent thinkers of the Uzbek people, writer, humanist, and publicist Sharof Rashidov left a huge mark in the history of the development of intellectual thought not only of Uzbek, but also of world scale. Being one of the inspirers, founders, successors of the development of Uzbek intellectual thought, he left behind a rich heritage, including a journalistic one. In the works of Sh. Rashidov, you can find the key to solving many social and humanitarian problems of our time. Turning to them in search of answers to many questions of our time, one should carefully and thoughtfully read his journalism. It is multifaceted and wide in its coverage of topics, deep in its degree of influence, and rich in a set of facts reflecting the phenomena of social reality. The deep author's analysis inherent in Rashidov's journalistic texts is based on the knowledge system of social sciences and the humanities, and also meets journalistic criteria such as relevance, efficiency, and urgency. We believe that the study of journalistic activities and journalistic skills of Sharof Rashidov is of great interest at the present stage of development of our society in the context of the formation of a political culture of society and the implementation of humanistic ideas in society. Since the generation of new ideas becomes extremely important in modern conditions, it is difficult to overestimate the creative possibilities and practical actions of publicists as spokesmen for

the interests of society, and in this vein, the legacy of Sharof Rashidov can be considered as potentially demanded, especially considering the authority of this person both in the East and in European states.

Having naturally high intellectual abilities and an endless craving for knowledge, striving to constantly update and expand his knowledge, as well as tremendous capacity for work and huge internal potential, Sharof Rashidov realized himself as a talented journalist in the field of journalism and left a noticeable mark on the history of the Uzbek national press. The study and generalization of the experience of journalistic activity of Sharof Rashidov is of great interest primarily from the point of view of the ideological and artistic orientation of his journalism, the author's desire to investigate current issues that worried the society of that period.

Trying to comprehend the problems of modernity, he in his journalistic works conveys various aspects of the social life of his era in its most diverse manifestations, thus fulfilling the function of a kind of information transmitter to future generations. Consequently, the experience and knowledge that formed the basis of many of his journalistic texts is a rich historical material about the life of that era, containing interesting information for the subsequent generation of researchers of the creative heritage of Sh. Rashidov.

Given the scale of the figure of Sh. Rashidov within the borders of not only the Turkic world, but also the global one, given the authority of this person, his rich literary and journalistic heritage, we can safely say that his works will be relevant and in demand for research work for many years to come. In this regard, it should be emphasized that the journalism of Sh. Rashidov is not limited to a narrowly national framework. It is the property of the world of journalistic classics, its important and integral part. Many scientists, researchers of the life and work of Sh. Rashidov in this work note this fact.

The high civic position of Sh. Rashidov, the urgent issues raised by him in the life of his contemporary society, had a noticeable effect on the readership. His articles can be considered as a way of influencing the everyday consciousness of society with the aim of inducing purposeful action - obtaining and constantly updating knowledge, and therefore, educating society. As you know, knowledge was the measure of everything, the highest value for him. At the same time, by knowledge he meant not only science as much as all the information necessary for the spiritual and material life of a person. Involuntarily I want to draw parallels with modernity. Today, when knowledge, information has become hardly the greatest need of society, when without the daily, hourly update of information, and therefore knowledge, the life of a modern person is unthinkable, the demand for quality knowledge and its owners is growing more and more. A knowledgeable person is always in demand and competitive in a civilized society. S. Rashidov also indicated the presence of this problem in his works.

The sharpness of thought, the boldness of judgments, the high cognitive potential of Sh. Rashidov, the ability to clearly illustrate events and at the same time to clearly express one's thoughts, a balanced view of events aroused constant reader interest far beyond the borders of the country where he lived and worked. Perhaps these factors can explain the long-standing popularity and authority of Sh. Rashidov, a publicist. Sharof Rashidov is not limited only to the formulation of problems, he gives constructive advice, recommendations on resolving pressing issues relating to various spheres of society. A civic duty, responsibility for the fate of one's people, boundless love for the motherland, a high level of national self-awareness are personal qualities inherent in Sh. Rashidov, these are the features reflected in his articles.[1]

The journalism of Sh. Rashidov is original, peculiar, multifaceted. It is based on the problematic nature, combined with a deep knowledge of the history of the development of human civilization, the past of its people, thematic diversity, the author's high civic position with penetration into the spiritual world of the people, deep psychologism, inexhaustible patriotism, and the use of a wide range of linguistic-stylistic means. Considering the ideological and thematic characteristics of Sh. Rashidov's journalism, it should be noted first of all that throughout his creative activity, he brought to the readers' judgment a wide range of issues, from socio-political to everyday ones. In a word, there were practically no such topics that he would not touch upon in his journalistic works.

Among the main ones are issues of the development of education throughout the Soviet space, the cultivation of the ideas of enlightenment and unity of the Soviet peoples, the formulation and discussion of the strategic tasks of the entire world, etc. It is important to note here that Sh. Rashidov paid great attention to issues of a general political nature, both regional and global scale, world order as a whole, economic problems, international relations, issues of the social structure of society as a whole, the situation and problems of its people. Along with this, the author attaches great importance to the problems of the functioning and development of the mother tongue, issues of culture and religion, ecology, the environment, and many others.

The whole life of the outstanding statesman Sharof Rashidov was devoted to socio-political work. His focus was on improving the effectiveness of science and culture, industry and agriculture, transport and medical services for the population of Uzbekistan, and the standard of living of the Uzbek people. He dealt with such important issues as the place and importance of the Republic of Uzbekistan among the Union republics, related not only to today, but also to the future of the Uzbek people. Sharof Rashidov, with his extraordinary busyness with state affairs, was not easy to find an opportunity for creativity even in the rare hours of rest. However, his irresistible craving and love for creativity prevailed, and he, most often, in the wee hours, before the start of the working day and during his working days, sought to write.[3]

The tendency to creativity in Sharof Rashidov manifested itself in his student years. Under the influence of poets who appeared in the 1930s, in particular, his close relative Hamid Alimjan, he began to write poems in which he praised the dedicated work of Uzbek cotton growers and builders of a new life. In the Samarkand regional newspaper, such poems of the young poet were published as "Let your art blossom", "Near Samson", "Joyful hearts", "Love for the Motherland", "Gulistan". With the outbreak of World War II and his voluntary departure in September 1941 to the front, Sharof Rashidov had to change his poetic rubaba to a warrior's rifle. But even in war, as a political worker, raising a soldier to attack the enemy, he remained an artist in his soul, deeply and vigilantly peering into the thick of things. After returning to Uzbekistan in 1942, he began working as the editor of the regional newspaper, then was elected secretary of the regional committee of the party, then worked as the editor of the republican newspaper *Kizil Uzbekistan - Red Uzbekistan*, and then chairman of the presidium of the Union of Writers of Uzbekistan. In the last post, Sh. Rashidov worked for only a year. However, it was during this period that he felt that literature was his destiny. In 1945, a collection of front-line poems "My Anger" was published, imbued with hatred for fascism, ardent love for the motherland, admiration for the military feats of arms comrades. The central place in his journalism is occupied by the theme of love for the motherland, its people. Sh. Rashidov called on the intelligentsia to become that guiding star, which would indicate to the people the right path of its development, instill interest and love for knowledge, inform, explain, tirelessly working with the people in this direction. His many newspaper appearances are devoted to this. Sh. Rashidov cannot be educated without teaching, educating, and not cultivating a person, and

calls on the intelligentsia to devote all their energies in order to open their eyes to people, raising their mind and intellect.

Sh. Rashidov has visited many countries of the world many times in his life. Having repeatedly visited Europe and Asia, he writes travel notes and essays in which he reflects on the ways and prospects of development of human civilization, analyzes the past, present and future of the East and West, the advantages and disadvantages of their development, as well as the situation of the peoples of Europe and Asia. It should be noted here that such literary and journalistic genres as "travel essay", "travel notes" occupy a special place in the journalism of Sh. Rashidov, they reflect the author's impressions and observations from visiting a country or region.

Relations at the interstate level, issues of state interaction and personality, power and society Sh. Rashidov attached great importance. Being a supporter of the concept of a non-violent world, he called for solving the problems of the human race through peaceful settlement. Preaching the philosophy of the unity of the world, equality and good neighborliness, he strove in every possible way to unite people of different nationalities and religions.[2]

In a holistic system of universal human values, he devoted special, almost paramount importance to humanistic principles, ideals of goodness, mercy, creation, advocating a civilized way of life, proclaiming the cult of knowledge. In the general context of worldview principles, a large place was given to issues of harmonious interaction both at the state and interpersonal levels. Calls for building a dialogue on such relationships are voiced in many of his articles devoted to understanding the geostrategic problems of the modern world.

Using an argumentation system in the form of oppositions, the author seeks to convince the reader that it is necessary to avoid stagnation processes in society, and this is only possible with a great desire to learn and improve, constantly work with your head, discuss new thoughts and suggestions, and the ability to apply new knowledge in practice .[4]

Thus, the problems of newspaper speeches by Sh. Rashidov indicate that the author did not remain indifferent to what is happening around him, but, on the contrary, sought to convey to his readers his vision of many problems of the era and tell about events taking place both in his region and far beyond its limits. We believe that in terms of the breadth of topics covered, the deep content of journalistic works, the talent and skill of their presentation, Sh. Rashidov can be safely attributed to the best publicists of his time. The socio-political, socio-economic, spiritual sphere of human life and activity, actual problems of the contemporary author of reality - this is not a complete list of issues that are reflected in the journalism of Sh. Rashidov. Today, these materials, which form the basis of the journalistic heritage of Sh. Rashidov, are of great value both for researchers and for the general readership, since a thoughtful reader can find in them answers to many topical issues of our time.

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