

## TRENDS IN THE DEVELOPMENT OF ESTRADA MUSIC ART IN UZBEKISTAN (SECOND HALF OF THE 20TH CENTURY – EARLY 21ST CENTURY)

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### Abstract:

The Pop music of Uzbekistan has undergone significant changes from the second half of the 20th century to the beginning of the 21st century. This article explores the harmony between national and modern elements, new styles of young artists, technological advancements, international relations, and socio-political themes. It analyzes the development of Uzbek Pop and its recognition on the global stage.

**Keywords:** Pop music, development, national traditions, modern styles, young artists, technology, international relations, social issues.

### O'ZBEKISTONDA ESTRADA MUSIQA SAN'ATINING RIVOJLANISH TENDENSIYALARI (XX ASR IKKINCHI YARMI – XXI ASR BOSHLARI)

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**Annotatsiya:** O'zbekistonda estrada musiqa san'ati XX asrning ikkinchi yarmidan XXI asr boshigacha muhim o'zgarishlarga duch keldi. Ushbu maqola milliy va zamonaviy elementlar uyg'unligini, yosh ijodkorlarning yangi uslublarini, texnologik rivojlanishni, xalqaro aloqalarni va ijtimoiy-siyosiy mavzularni o'z ichiga oladi. O'zbek estradasining rivojlanishi va global maydonda tanilishi jarayonlari tahlil qilinadi.

**Kalit so'zlar:** Estrada musiqa, rivojlanish, milliy an'analar, zamonaviy uslublar, yosh ijodkorlar, texnologiya, xalqaro aloqalar, ijtimoiy masalalar.

### ТЕНДЕНЦИИ РАЗВИТИЯ ЭСТРАДНОГО МУЗЫКАЛЬНОГО ИСКУССТВА УЗБЕКИСТАНА (ВТОРАЯ ПОЛОВИНА XX ВЕКА – НАЧАЛО XXI ВЕКА)

#### Аннотация

Эстрадная музыка Узбекистана претерпела значительные изменения со второй половины XX века до начала XXI века. В данной статье рассматриваются гармония национальных и современных элементов, новые стили молодых исполнителей, технологическое развитие, международные связи и социально-политические темы. Анализируется процесс развития узбекской эстрады и её признание на глобальной арене.



**Ключевые слова.** Эстрадная музыка, развитие, национальные традиции, современные стили, молодые исполнители, технологии, международные связи, социальные проблемы

## Introduction

The art of pop music in Uzbekistan underwent significant changes from the second half of the 20th century to the beginning of the 21st century. During this period, national traditions and modern musical styles were combined and formed the uniqueness of Uzbek pop music. The future of pop music and new creative directions are an interesting area for research. The article analyzes these trends and examines their social, cultural and technological aspects.

In the second half of the 20th century, pop music of Uzbekistan served as a bridge between traditional folk music and modern genres. National musical traditions, including status, folk songs and dances, were combined with modern musical forms. This process was carried out by mastering new musical styles. As a result, Uzbek pop music has become a comprehensive direction that includes national and modern elements.

Uzbek pop music continued to create unique melodies, especially inspired by status music and folklore traditions. Through these, the connection between musical heritage and modernity is maintained. For example, artists such as Shodiyona and Yulduz Usmanova succeeded in attracting new audiences by combining folk music with a modern image in their works.

Since the 1990s, young artists in Uzbekistan have begun to master new musical styles, such as pop, rock, and hip-hop. These, in turn, started a new era in Uzbek pop music.

These creators actively used modern technologies in their creations, including electronic music and video clips. This, in turn, played an important role in shaping the musical taste of the younger generation. The success of young artists ensured the recognition of pop music in Uzbekistan on the global stage. The music of young artists has spread widely on many social networks and music platforms, attracting new listeners.

At the beginning of the 21st century, digital technologies brought revolutionary changes in music production. Through music videos, videos and online platforms, artists have been able to present their work to a wide audience. The Internet has created opportunities to distribute music, introduce new artists, and bring musical works to the masses.

These technologies have been important in the development of musical culture, establishing new relationships between creators and listeners. Music platforms such as YouTube, Spotify, and SoundCloud have allowed artists to share their work with a global audience. Uzbek pop music also actively used these opportunities, which ensured recognition of musicians on the international stage.

Uzbek pop music became known on the international stage. Music festivals, contests and international collaborations between artists have helped the development of pop music in Uzbekistan. For example, artists participating in the Navruz festival not only performed their music, but also collaborated with musicians from other countries.

Such events served not only for the expansion of music, but also for the recognition of Uzbek culture in the global arena. Pop music of Uzbekistan participated in various international festivals and opened opportunities for integration with the musical culture of other countries. Through such contacts, Uzbek pop music received new musical ideas and tried to renew its creativity.

Songs about social and political issues have increased in Uzbek pop music. Musicians focused on



important issues in society in their works. This, in turn, increased the opportunity for musicians to convey their thoughts and ideas to the audience. Pop music thereby contributed to social change and generated important discussions in society.

In particular, through songs focused on social issues, musicians encouraged their listeners to communicate, understand each other, and focus on social issues. All this increased the importance of pop music in society and showed the interest of creators in social issues through their works.

## Conclusion

Pop music art in Uzbekistan underwent great development and changes in the period from the second half of the 20th century to the beginning of the 21st century. The combination of national and modern elements, mastering of new styles by young artists, technological development, interest in international relations and socio-political issues served to preserve the uniqueness of Uzbek pop music and introduce it to the global arena. It is expected that these trends will continue in the future, and the pop music of Uzbekistan will continue to form new cultural and musical ideas.

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