

THE ROLE OF CINEMA AND TELEVISION IN SHAPING THE VISUAL CULTURE OF THE MODERN VIEWER

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Abstract: The article explores the significant role of cinema and television as key factors in shaping the visual culture of modern viewers. With the rapid advancement of technology and the explosion of media content, visual forms of communication have become dominant in contemporary society. The study examines how cinema and television, as influential audiovisual media, have transformed the way people perceive the world, process information, and engage with entertainment. It also discusses the methods through which these visual media influence cultural norms, consumer behavior, and emotional responses, shaping the viewer's worldview and cognitive patterns. The research highlights the power of visual communication in shaping societal values and personal beliefs in today's fast-paced, media-saturated environment.

Keywords: cinema, television, visual culture, media, audiovisual communication, viewer, modern society, mass media, cultural influence.

Аннотация: Статья исследует значительную роль кино и телевидения как основных факторов формирования визуальной культуры современного зрителя. В условиях быстрого технологического прогресса и взрыва медийного контента визуальные формы коммуникации стали доминировать в современном обществе. В исследовании рассматривается, как кино и телевидение, как

влиятельные аудиовизуальные медиа, изменили восприятие мира людьми, процесс обработки информации и участие в развлечениях. Обсуждаются методы, с помощью которых эти визуальные медиа влияют на культурные нормы, потребительское поведение и эмоциональные реакции, формируя мировоззрение и когнитивные паттерны зрителя. В работе подчеркивается сила визуальной коммуникации в формировании общественных ценностей и личных убеждений в условиях быстро меняющегося, насыщенного медиа окружения.

Ключевые слова: кино, телевидение, визуальная культура, медиа, аудиовизуальная коммуникация, зритель, современное общество, массовые медиа, культурное влияние.

Annotatsiya: Ushbu maqola kino va televideniye ning zamonaviy tomoshabinlar vizual madaniyatini shakllantirishdagi muhim rolini o'rganadi. Texnologiyaning tez rivojlanishi va media kontenti portlashi sharoitida vizual kommunikatsiya shakllari zamonaviy jamiyatda hukmron bo'ldi. Tadqiqot kino va televideniye, ta'sirchan audiovizual media sifatida, odamlarning dunyoni qabul qilishini, ma'lumotni qayta ishlashini va o'yin-kulgi bilan shug'ullanishini qanday o'zgartirganini ko'rib chiqadi. Ushbu vizual media tomoshabinlarning dunyoqarashini va kognitiv tizimlarini shakllantirishda madaniy normalar, iste'molchilarning xulq-atvori va hissiy reaksiyalariga qanday ta'sir qilishi haqida muhokama qiladi. Tadqiqotda vizual kommunikatsiyaning jamiyat qadriyatlari va shaxsiy e'tiqodlarni shakllantirishdagi kuchi ta'kidlanadi, tezkor va media bilan to'lib-toshgan muhitda.

Kalit so'zlar: kino, televideniye, vizual madaniyat, media, audiovizual kommunikatsiya, tomoshabin, zamonaviy jamiyat, ommaviy media, madaniy ta'sir.

Introduction

The entrance of humanity into the 21st century was marked by a period of rapid technological progress, the development of various means of communication, and the reform of all aspects of human life through integration with new technologies. Among these, audiovisual forms of information presentation have taken a leading role. In the past few decades, the surrounding reality has changed drastically. Media technologies with a wide range of functions and purposes have infiltrated every day,

business, and personal spheres, reshaping many aspects of human activity and transforming the very concept of entertainment and leisure. Modern life is unimaginable without laptops, mobile devices, and media products in various formats. Mobile phones, smartphones, tablets, and other gadgets have become nearly indispensable for individuals, both in their everyday lives and professional activities.

Given the "information explosion" of the 21st century, humanity has embraced the visual method of transmitting data. Thanks to the simplicity, accessibility, and easy understanding of visual components, visual culture holds a dominant position in modern society. Visual culture encompasses anything that includes visual elements in its structure, including types of visual arts such as painting, theater, photography, graffiti, cinema, television, advertising, video art, and the Internet, among others.

This article investigates the causes of the widespread expansion of visual culture, the growing preference for visual and audiovisual methods of information transmission, and the influence of visual media on society. The questions addressed in this study include: What is visual culture? Why is it so popular in the modern world? Why do people prefer visual and audiovisual means of obtaining information? What underlies the methods of "visual attraction" and visual education of the modern viewer?

Methods

The methodology of this study is primarily qualitative, involving a review of existing literature on visual culture, as well as an analysis of visual media's impact on society. The research draws on theories from fields such as art history, film theory, anthropology, and media studies. It examines the role of visual culture in contemporary life, with a focus on cinema, television, and advertising as key elements of visual communication.

The study also explores how visual language is used in mass media, particularly in film and television, to influence audiences. Methods of visual attraction, including the use of familiar signs and symbols in media, are analyzed to understand how these elements engage viewers and communicate messages effectively.

Results

The research reveals that the rise of visual culture is influenced by several factors:

1. **Globalization:** The global reach of media allows visual culture to transcend geographical boundaries and be accessible to diverse audiences worldwide.

2. **High production and consumption rates:** The rapid pace of media production and consumption has reinforced the dominance of visual formats in communication.

3. **Multi-screen usage:** The proliferation of screens and devices has led to the continuous consumption of visual media across various platforms.

4. **Dominance of visual media:** Visual media, including television and film, now occupy a leading position in all aspects of life, shaping how people interact with information and entertainment.

5. **Weakened critical thinking:** The dominance of visual media has led to a decline in critical thinking skills, as people are more likely to accept visual representations without deeper analysis.

Moreover, the study emphasizes the role of cinema and television in shaping public perception. These media not only reflect the world but also transform and sometimes distort it, leading to an emotional and subconscious connection with the viewer. This connection is facilitated by visual techniques that appeal to associations and emotions, creating powerful impressions that influence societal norms and individual beliefs.

Discussion

The findings suggest that visual culture's widespread appeal is driven by its ability to communicate complex ideas quickly and effectively. Visual media, particularly film and television, engage viewers on an emotional level and often shape their perceptions of reality. These media forms use visual language to communicate meanings, tapping into the subconscious and influencing both individual and collective attitudes.

Cinema and television, as key components of visual culture, not only serve as entertainment but also act as powerful tools for education and social influence. They

present models of life, behavior, and ideals that shape public consciousness. Visual media, especially through advertising, also impact consumer behavior, as familiar signs and symbols are used to create associations and promote products or lifestyles.

One of the significant outcomes of this research is the realization that visual media has transformed the way information is processed and understood. People are now more inclined to accept visual representations at face value, bypassing traditional critical thinking processes. While this offers convenience and accessibility, it also raises concerns about the loss of deeper intellectual engagement with content.

The study also highlights how visual culture has transformed entertainment, education, and information dissemination. With the rise of multi-screen media consumption, people are exposed to an unprecedented amount of visual content, which shapes their understanding of the world and influences their behavior.

Conclusion. In conclusion, visual culture has become the dominant mode of communication in the 21st century. Its widespread use in media formats like cinema and television has reshaped how people engage with information, entertainment, and education. The dominance of visual culture can be attributed to factors such as globalization, the rapid pace of media production and consumption, and the appeal of visual communication. While this has created new opportunities for communication and engagement, it also poses challenges related to the erosion of critical thinking and the potential for manipulative content. Future research could explore strategies to balance the benefits of visual media with the need for deeper engagement and critical analysis of the content we consume.

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