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THE DEVELOPMENT OF THE MEDIA IN THE PROPAGANDA OF SOVIET POWER

(on the example of the Ferghana Valley)

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Abstract: This article describes the information on the establishment of the Centers in Uzbekistan, the implementation of experimental tests in the field of broadcasting, the measures carried out to revive the work on radio broadcasting, as well as the information on the activities organized for the purpose of obtaining the school of economic knowledge and advanced experience of the population.

Keywords: Radio broadcasting, radio broadcasting, radio broadcasting, radio station, Radio correspondent, Uzbekistan, local government newspaper and magazines.

During the period under study, in order to strengthen the propaganda of the ideas of the Soviet government in the periodical press, work was carried out to improve the skills of newspaper employees, which was achieved mainly by organizing lectures for them. In 1956, for example, in Kokand, the newspapers "Stalin's Way" and "Stalin Yuli" were published, one of which was published in Russian, the other in Uzbek. Although the titles of these newspapers were the same, the material in their editions varied. Only in a few cases were articles or reports with the same content published in both newspapers at the same time. This year Stalin's Way had more subscribers (with a circulation of 2,000 copies) than Stalin's Yuli. In 1956, at the initiative of the Kokand city party committee and its propaganda and agitation department, the editors organized cycles and lectures on journalism. One of these reports was read by the editor of the newspapers "Stalin's Way" and "Stalin Yuli" I. Rakhmatullaev.

The state policy of accelerated development of the mass media greatly expanded the coverage of the population by Soviet propaganda and provided the party propagandists-ideologists with a huge opportunity to simultaneously influence and manipulate the consciousness of a large number of people in different places. However, the process of restructuring political consciousness in society, which



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began after the 20th Congress of the CPSU, required the state to improve the system of leadership and control over the mass media. During the period of “thaw”, a centralized hierarchical system of mass media management was formed. The emergence of new party and government units and the reorganization of the former ones in the center and regions were associated with the formation of new media and a clear alignment of the media vertical along the vertical line of the party.

On the one hand, the post-Stalin period marked a new stage in the development of journalism, in particular expanding the forms of communication between the media and the audience and ensuring the strong development of multinational radio and television journalism. On the other hand, the journalism of this period showed the impossibility of completely liberating journalists from Stalinist psychology, as a result, the inconsistency of party slogans and declarations with the real feelings of the common population.

The Communist Party attached great importance to the dissemination of the press, the improvement of newspapers and magazines and the raising of their ideological level. From 1953 to 1956, more than 4,000 newspaper and magazine kiosks and bookstores were opened in the USSR. The Soviet administration believed that the deeper the word of the press penetrated the broad masses of the people, the stronger would be the influence of the press on Soviet society and all aspects of cultural life. Editorial offices and publishing houses were directly responsible for the distribution of newspapers and magazines. They had to take measures to raise the ideological and political level of newspapers and magazines, publish newspapers and magazines in a timely manner, systematically publish articles about their distribution, give information about the number of subscribers

Also during this period there were newspapers or magazines published by certain organizations, working mainly in two directions: the first was the transmission of information and news in their field, the second was the propaganda of Soviet ideas among workers and employees working at these specific enterprises or organizations. For example, in 1955, the magazine "Soviet Trade Unions" was published with a circulation of 1350 copies, of which 400 were in Tashkent, 85 were in the Andijan region, 147 were in the Tashkent region and 141 were in the Fergana region. Through him, the editors transmitted the news of their region, on the other hand, conveyed the Soviet ideology to the population of this region.

Summing up, we can say that in 1953-1956, the periodical press was considered the main means of propaganda and agitation of the Soviet government.



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One of the main tasks of the newspapers was extensive propaganda work among the society. Newspapers also widely covered the work of conferences, meetings and sessions devoted to local propaganda and agitation, thereby trying to develop this direction. In some cases, the newspapers also published critical articles on areas that pointed out the shortcomings in propaganda work.

The Soviet authorities made extensive use of radio broadcasting as a means of propagating their political and ideological ideas in society. During this period, the periodical press pointed to the role of radio broadcasting in promoting the ideas of the Communist Party: "The brilliant founder of our party, Vladimir Ilyich Lenin, understood the need to use the radio not only as a means of communication, but also as a powerful tool of agitation and propaganda. The radio serves as a means of communist education of the working people and of raising their political and cultural level. Soviet radio carries out extensive propaganda of life-affirming Soviet patriotism, friendship between peoples, the domestic and foreign policy of our socialist state, and the ideas of communism. It helps the party and the government in the promotion of advanced and progressive methods, the dissemination of scientific and political knowledge.

In 1953-1956, radio broadcasting had a large and constant audience, which allowed broadcasters to achieve a systematic, continuous and planned impact on listeners. As the main directions of propaganda for young people on the radio, such programs were chosen as ideological convictions, education of loyalty to the cause of the Communist Party, education of youth in the spirit of diligence, youth participation in the implementation of decisions of party and Komsomol congresses, ideological and political preparation of them for the performance of military duty, struggle against violations of the Soviet regime and the principles of the socialist way of life

From the first days of the formation of Soviet power, the mass media were the main weapon in the system of propaganda and agitation. Newspapers and radio broadcasting served as a logical continuation of the system of the party apparatus and its "ideological weapons", and journalists were called "officers of the ideological front". The efforts of the Soviet authorities to develop radio broadcasting were closely connected with propaganda. This is evidenced by the following phrase, published in one of the newspapers of that time: "Local party and Soviet organizations, communications workers should take measures to widely disseminate broadcasting work in the villages. It should not be forgotten that radio is one of the



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most important sectors of ideological work. With its help, we will educate our people in the communist spirit, raise their political and cultural level.”

In conclusion, it is appropriate to say that the Soviet government used radio broadcasting as a means of propaganda. With the growing role of radio broadcasting in the life of Soviet society, the indicators of propaganda activity also grew. For this reason, the number of radio points increased in the districts and collective farms, the number of radio listeners grew from year to year, which in turn increased the possibility of using it as a means of propaganda. In general, during the period under study, radio was not limited to the transmission of information, but also actively performed a propaganda function.

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