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ANALYSIS OF THE ARTISTIC AND IDEOLOGICAL ASPECTS OF THE SCENARIO OF MASS CULTURAL EVENTS

Abstract: This article discusses the significance of artistic and ideological approaches in creating scenarios for mass cultural events. Factors such as the reflection of the event's idea from a professional perspective in revealing the purpose and content of the event's scenario are considered as key criteria. Additionally, the use of modern technologies, shaping the audience's aesthetic taste, and creative methods that enhance the effectiveness of mass cultural events are also analyzed.

Keywords: mass cultural events, artistic-ideological approach, scenario, audience, creative process.

Mass cultural events today are considered an important factor in enriching the cultural and spiritual life of society. These events serve to convey national values, culture, customs, and traditions to the broader public, while also shaping modern aesthetic and cultural skills. To successfully organize events and engage the audience, they must be rich in content, artistically refined, and ideologically clear. From this perspective, the importance of artistic and ideological aspects in creating scenarios for mass cultural events is particularly noteworthy. This is because the aesthetic quality of the event not only leaves a pleasant impression on the participants but also contributes to a deeper understanding of its content and meaning. In today's era of advanced technologies, innovative approaches in event organization, modern visualization tools, and considering the characteristics of the audience have become a necessity. This article analyzes the artistic and ideological aspects of mass cultural event scenarios and offers recommendations for their effective use.

Artistic ideas are the leading thoughts that form the main meaning and purpose of a work of literature or art. These ideas are derived from life and presented through artistic interpretations, evoking certain impressions in the audience. An artistic idea is an emotional and figurative thought underlying a literary or artistic work. Every event or occurrence that has taken place or is likely to occur in life can find its expression in literature and art. The event or phenomenon depicted by the writer or artist is the subject of the artistic idea. The emotional impact of the artistic idea, the importance of the event or phenomenon, and the skill of the writer or artist who depicts it determine its power. The artistic idea is not merely a simple reflection of the depicted event or phenomenon or the concept, meaning, and content derived from it; rather, it is an emotional, figurative thought arising from perceiving and interpreting the event or phenomenon from a particular point of view.

During the Soviet period, the term "idea" in literary and art criticism was used to refer to the artistic idea, but this idea was given a social-political tone, and only ideas that aligned with the ideological demands of Soviet-era literature and art were sought. If such an idea could not be found, the author of a work would be accused of lacking a clear idea or of being ideologically incorrect. However, the idea is the product of artistic thought, and it is a figurative expression of a certain emotional impact that arises from the depiction of an event in a particular work.

For the dramaturgy of mass theatrical festivals and performances, the conceptual character of signs in art holds significant importance. Nowadays, directors are creating new types of theatrical performances. The use of poetic, documentary, and philosophical ideas in such performances requires the director to apply various impactful tools correctly and be able to distinguish between them. In the

art of performance, costumes, props, music, lighting, video materials, and projections serve as artistic and emotional tools. Without these tools, it would be impossible to stage mass festivals and performances. The director uses this set of tools collectively, improving the artistic and ideological aspects of cultural events.

In Uzbekistan, there is an increasing demand for mass theatrical festivals and performances with new content and ideas, particularly in the direction of directing mass celebrations. The primary goal of contemporary directing is to portray social life through artistic means, to express our rich history, timeless values, traditions, and to interpret the image of modern heroes. Therefore, creating ideologically well-constructed and artistically visualized festivals and performances is one of the main tasks.

In recent years, events such as "Independence," "Navruz," anniversaries, and sports festivals have been celebrated as evidence of these ideas. The quality of each festival and performance staged by a creative team consisting of qualified specialists—directors, choreographers, musicians, artists, and singers—leaves a wonderful impression on every spectator, as it is based on well-thought-out direction. In general, the quality of an event is primarily dependent on its scenario.

The basis of the dramaturgy of mass festivals and performances is the scenario. The scenario is a literary description of the content of the event, which includes the theme and idea, the transition from one part to another, blocks, decorations, and texts, all presented in a serious and sequential manner.

The Scenario of Mass Celebrations and Performances: Artistic and Dramaturgical Aspects The scenario of mass celebrations is a synthetic work. In mass festivals and performances, the scale of the characters is vast. As with any general dramaturgy, the artistic level of each scenario is determined by the dramaturgical completeness of the episodes, the visual closure of the picture, and the development of emotional forces that affect the audience from beginning to end, in line with the demands of dramaturgy. Despite this, the scenario of mass celebrations and performances differs from a play written for theater or a script for a feature film.

The publicistic tasks and significant social events are not depicted through the personal conflicts of specific characters, but rather based on the epic principle of social contradictions, which is presented in a holistic manner. The scenario of mass celebrations and performances offers great potential for emotional influence on the audience. In this case, the author of the scenario can rely on the audience's reaction to historical facts provided in the narrative. The scenario affects the audience emotionally in various ways, transforming them into active participants of the celebration, without necessarily requiring them to take part in the personal conflicts or experiences between the characters. Therefore, the presence of conflict in the scenario of mass celebrations and performances is not always necessary.

When creating the scenario, the author must primarily rely on local evidence, documents, and historical materials, utilizing them correctly. The author needs to find artistic styles that turn these materials into vivid, exciting, and emotionally engaging works, rather than presenting dry, formal documents. The author must also have a deep understanding of the historical context of the period they are depicting and become a historian of the time they are illustrating. A single document may have different effects within various contexts.

When working on a documentary work, it is essential to determine the ideological and artistic tasks while engaging with the documents. If the author has not clearly defined the idea of the work in advance, they cannot predict how a particular document will be interpreted in a given context by a specific audience. Only then will the author be able to understand which documents should convey specific meanings, and which ones need to be reworked. In the scenario of mass theatrical performances, the continuity of action is achieved not only by merely recording the events as they unfold but also by addressing the most important issues that arise from the central idea and theme. The

complexity and multidimensionality of the elements of mass celebrations and performances is a distinctive feature of their scenario. The scenario must, of course, include an exposition (the term *expositio* from Latin meaning "description" refers to the introductory part of a literary work). The exposition in the scenario should evolve and culminate. Both the exposition and the climax must be very clear because they prepare the audience to properly understand the events that are unfolding. Often, in mass celebrations, folk festivals, and performances, specific moments of action or even film and video clips can serve as the exposition. **The Importance of Identifying the Genre of Mass Performances and the Role of Artistic-Ideological Analysis in Their Scenarios.**

The identification of the genre by the scriptwriter is a crucial task in the creation of mass performances. Currently, several established genres are practiced in mass performances. These include:

- Mass theatrical performances
- Mass theatrical concerts
- Literary-artistic, literary-musical compositions
- Memorial and ceremonial performances
- Mass sports performances
- Water and ice performances
- Carnivals
- Folk performances

As noted earlier, in the scenario, all of the event's numbers, its beginning and ending, must be written clearly from start to finish. During the event, it is inconvenient for the director and hosts to work directly from the full script. Since the script can be several pages long, flipping through pages during the performance can take up a lot of time, and there is also a risk of the pages scattering unintentionally. To avoid such situations and ensure ease of use during the event, a program that aligns with the scenario is created.

A program is a shortened version of the scenario. It omits the introduction, conclusion, and the host's opening remarks. If the event consists of a single part, the program may also be limited to one section. Based on the event's nature, participants are listed in sequence in the program according to the scenario. The program can include speakers, performers, singers, poets, dancers, and so on. This single-page program is printed in several copies and distributed to the director, hosts, and performers. Because the program is only one page, it is convenient and everyone knows in advance who will perform when. This eliminates confusion and haste. It is also advisable to place several copies in backstage areas, dressing rooms, and makeup rooms.

Analyzing the artistic-ideological aspects of the scenario of mass cultural events is of significant importance, as it plays a decisive role in improving the quality of events and enhancing their impact on the audience. Below are several key aspects that explain its importance:

Clearly Defining the Event's Purpose: Artistic-ideological analysis helps to define the primary goal and idea of the event. Every mass event must reflect a specific idea and convey it to the audience in an aesthetic form. Through analysis, we can determine how deeply and correctly this idea is expressed in the scenario. A well-developed idea in the scenario ensures the event's coherence and emotional impact on the audience.

Preserving National and Spiritual Values: Mass events are powerful tools for promoting national culture and highlighting universal human values. Artistic-ideological analysis allows us to determine the extent to which national customs, traditions, and historical values are reflected in the event's content. This is essential in preserving the cultural identity of the people. Through mass cultural events, traditions and the historical heritage of a nation can be shared with a wider audience, strengthening cultural continuity and fostering pride in one's heritage.

In summary, the artistic-ideological analysis of the script for mass cultural events plays a key role in shaping the event's meaning and ensuring that it is both artistically engaging and ideologically grounded. By aligning the event's artistic elements with its intended goals, the director and scriptwriter can create a performance that not only entertains but also educates and inspires the audience, enriching their understanding of cultural values and national identity.

Shaping the Audience's Aesthetic Taste: Cultural events serve as an important platform for developing the aesthetic taste of the audience. Well-crafted, both artistically and ideologically, scripts enhance the audience's interest in culture and the arts, leaving a positive impact on them. Through analysis, it is possible to assess how well the aesthetic aspects of the event have been developed. A strong aesthetic foundation can elevate the audience's engagement with the performance and foster deeper emotional responses.

Improving Creative Approaches: The artistic analysis of the scenario helps to identify creative methods and styles. For each event to be innovative, engaging, and fresh, creators can use the insights gained from this analysis to refine their work. By incorporating new ideas and techniques, they can enhance the originality of their performances and ensure that they capture the attention of the audience. This continual evolution of creative approaches not only improves individual works but also contributes to the development of the broader cultural sector.

Increasing the Effectiveness of the Event: Artistic-ideological analysis helps enhance the content and effectiveness of the event. Artistic excellence and ideological consistency play a pivotal role in attracting the audience's attention and leaving a profound impact on them. Well-developed ideas and seamless artistic execution ensure that the performance resonates with the audience on an emotional level, making the experience memorable and impactful. This analysis enables the organizers and creators to fine-tune the event's delivery to maximize its effectiveness.

Exploring the Use of Modern Technologies: In today's world, the integration of technology in mass cultural events has become highly significant. Through artistic-ideological analysis, it is possible to evaluate how effectively technological tools are utilized in the event. The analysis helps determine how well these technological elements align with the artistic content and whether they enhance the overall experience. Technology, when used appropriately, can add another layer of engagement, improving the visual, auditory, and interactive aspects of the performance.

Sharing Experience Among Creators: The successes and shortcomings identified through the analysis provide valuable insights for future creators. By sharing these experiences, artists and organizers can improve the quality of future events, leading to overall progress in the industry. This exchange of knowledge contributes to raising the standard of mass cultural events and enriches the professional growth of creators and performers.

Artistic-ideological analysis is crucial not only for understanding the content of mass cultural events but also for evaluating their impact on society. By deeply understanding the artistic and ideological aspects, creators and organizers can improve the effectiveness of their events, making them more meaningful and impactful. This approach increases the social, spiritual, and aesthetic significance of the events, ensuring that they are unforgettable for the audience. For creators and organizers aiming to enhance the quality and impact of their cultural events, this analysis is an essential tool. By paying close attention to these aspects, they can ensure that their work resonates with the audience, fosters cultural growth, and contributes to the lasting success of mass celebrations and performances.

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