

Republican Scientific-Practical Conference on the Theme “Pop Art of the New Era: In Spiritual, Artistic, and Educational Contexts”

At the State Institute of Arts and Culture of Uzbekistan, the Department of “Pop and Mass Performance Arts” hosted a republican scientific-practical conference on the theme “Pop Art of the New Era: In Spiritual, Artistic, and Educational Contexts.”

The main goal of the conference was to study and analyze the spiritual, artistic, and educational aspects of pop art in the cultural development of New Uzbekistan; to develop theoretical and practical recommendations aimed at reforming the process of training highly qualified specialists in pop acting and directing of mass festivities and performances; and to strengthen scientific and creative cooperation among science, education, and industry.

The conference gathered leading specialists in the field – directors and chief producers of capital theatres, television directors, professors, researchers, master’s students, and talented undergraduates, as well as directors and teachers of cultural and art institutions across the republic.

Opening the conference, the Rector of the Institute, Professor Nodirbek Sayfullayev, emphasized the role of art – particularly pop art and mass performances – in shaping the spiritual and cultural image of New Uzbekistan. He drew attention to achievements and existing shortcomings in the field, the need for deeper integration between educational

institutions and creative industries, and wished success to all participants.

During the plenary session, the following presentations were delivered:

Prof. Dr. Muhabbat Tulyakhodjayeva – “Artistic and Aesthetic Value of Modern Pop Art, Contemporary Trends in Television Music Videos, Achievements and Challenges.”

Prof. Jahongir Mamatqosimov – “Application of Innovative Technologies in the Directing of Modern Mass Festivals, Integration of Science, Education, and Production: Issues and Solutions.”

Husniddin Ato, Head of OXUS Culture – “International Experience in Organizing Mass Celebrations and Festivals.”

Acting Professor Ramz Qodirov – “Specifics of Teaching Stage Speech in Acting Specialties: Developing Stage Speech of Pop Performers.”

Rauf Nabiyeu, Director of Rapid Company, Film Director and Clip Maker – “The Importance of Using Artificial Intelligence in the Modern Media Sphere and Current Developments in Uzbekistan.”

Dr. Charos Rakhimova (PhD), Senior Researcher at the Research Institute of Cultural Studies and Intangible Cultural Heritage – “The Role of Pop Art in the Formation of National Identity.”

Prof. Lola Ganieva, Candidate of Art Studies – “Issues of Performance Mastery in the Pop Art of the New Era.”

Each presentation was warmly received and generated lively discussions.

The conference continued in two parallel sessions:

“Current Issues of Pop Art: In the Context of Tradition and Modernity,”

“Current Issues of Training Specialists in Pop Art.”

More than 50 reports on the development of the field were presented. The Department of “Pop and Mass Performance Arts” also gave a presentation on its educational, methodological,

research, and international cooperation activities.

As part of the conference, a performance titled “Autumn”, staged by Professor Temur Rashidov and performed by 3rd-year students of “Pop Acting Art,” was presented. The discussion highlighted its artistic quality and its alignment with the aesthetics of the pop theatre genre.

The conference concluded with an analysis of the cultural significance of pop art in social life, the development of forward-looking plans, examination of pressing issues in training directors of mass performances and pop actors, and review of international experiences in organizing mass events. Recommendations were also made for improving faculty qualifications abroad.

At the end of the event, participants were awarded certificates.













