

Perception of the Female Figure in Modern Types of Syncretic Art

KHaratova Shakhlo KHakimovna¹, Tokhirjon Ismailov², Makhbuba Yusupova³

¹Senior teacher, Tashkent State Transport University

²Master's student of Tashkent state pedagogical university

³Webster university graduate student

Abstract: *The article analyzes the types of modern art, the features of their emergence, the image of women in art, the reflection of the image of women in photography, cinema and television from an artistic and aesthetic point of view.*

Keywords: art, contemporary art, female image, photographic art, cinematography, television, beauty, fashion, advertising

Introduction

The direct influence of the revolution of science and technology on art is reflected in the emergence of modern art forms. One of the reasons why we describe modern art forms as syncretic is that they occur at the point where several art forms meet. In addition, we can observe the interaction of art and technology in modern art.

Modern art forms, created on the basis of technical achievements, show that man uses any favorable conditions to create new works of art, a testament to man's eternal and eternal desire for art. What was once considered a highly rational, incompatible, crude technique is now being used to create an artistic image that has its roots in human irrationality.

As a result, over the next century and a half, several modern (technical) art forms emerged and developed. In these contemporary art forms, as in traditional art forms, the issue of creating the image of people, especially women, has become one of the biggest trends, the image of women reflected in front of a camera has captured the whole world of beauty.

The creation of the image of women in syncretic arts such as photography, cinematography, television, based on the achievements of modern technology, in contrast to traditional arts, began to target a narrow audience, not the aristocracy of society, but the general public. As a result, the aesthetic features of the female image have also changed, bringing the aesthetic ideal to an understandable, simple look for all. In addition, the image of the aesthetic ideal woman moved from the artistic fabric to real-life characters, heroes.

Literature review and Methodology

Scientific research on the interpretation of the image of women in works of art has been carried out by scientists, philosophers and art critics of the Republic and the world. In particular, the research work of Erkin Umarov, Doctor of Philosophy, deserves special attention when it comes to the issue of image in art. In his research, he emphasizes the main aesthetic features of the creation of an artistic image in the theater, the harmony of the actor's inner being with the image [2].

Shofakirova Rushongul Firdavsi, a Central Asian researcher, studied the role of mothers and wives in the family and their role in the upbringing of children in Rushongul Firdavsi's "Shokhnoma" [3]. The aesthetic ideal [4], the ethnocultural features of Uzbek women, its historical formation and its main aspects [5].

The article is based on the principles of historicity, logic, coherence, and uses research methods such as source analysis, analysis, synthesis, induction, deduction, systematic reasoning, observation, comparison, comparison, generalization.

Results

We can achieve some results by analyzing the available literature and applying appropriate methods. In particular, it can be acknowledged that the development of modern art and the creation of images in it, especially the images of women, the reflection of modern aesthetic values took place in three directions:

The emergence of modern syncretic art forms (such as photography, cinematography, television, video games);

Formation of new directions, trends, genres in existing art forms (such as the direction of graffiti in fine arts);

A sharp increase in attention to the aesthetic aspects of non-art objects (e.g., the creation of criteria of creative beauty in non-art objects such as make-up art, fashion art, aesthetic medicine, advertising art).

In the discussion part of the article, we will try to focus on the artistic and aesthetic aspects of the images of women in photography, cinema, television:

Discussion

The art of photography. This art was first created due to the interaction of pure art and technique. The special place of photography in art culture is determined by the fact that it is the first in the history of technical art, which can occur on the basis of certain achievements of science (physics, chemistry, optics) and technology. In this art, which originated in the middle of the

XIX century, a certain image is stamped on photographic film, glass, special paper or digital camera, combining the artistic elements of fine art with the help of a camera.

Today, photography has become a broad field of creativity, and within it, documentary photography, art photography and applied photography (for posters, book decoration, advertising, etc.) have been formed as independent manifestations. This is a new technical tool - the image was sealed by representatives of the fine arts from the day of its inception. The inventor of photography, Louis Jacques M. J. M. N. P. O. Q. R. S. T. U. V. W. X. Y. Z. Daguer, was originally an artist whose first paintings were created in the traditional genres of portraiture, landscape and still life.

In the art of photography, great attention is also paid to the creation of the image of a woman among various images.

Genres, directions, styles are formed in the art of photography in connection with the fine arts. Of particular importance is the genre of portraiture, which focuses on the appearance of people. At first glance, the art of photography seems to have been created to facilitate the work of artists.

But in fact, through this art, features such as the ability to reflect the image of any object in real life, to look at the object from different angles, to choose the most impressive, artistically perfect composition, distinguish photography from painting. One of the aspects related to the art of photography is manifested in its continuous development from the time of its first formation to the present day. While due to the limited technical capabilities of the first cameras, only black-and-white images could be taken, today, thanks to modern cameras with tens of thousands of color palettes, several hundred megapixels, it is possible to take quality images.

Photographers make perfect use of this opportunity, especially when creating the image of women. Various technical means and computer programs also play an important role in creating the image of modern women. In reflecting the appearance of women, pure photographic works pay special attention to the distinctiveness of the image, the perfect appearance of the body, especially the body parts, the harmony of each other, meeting the requirements of modern fashion.

Photography remains the most transparent form of art that reflects the role of women in society. From the point of view of the period, this process is even more obvious. For example, until the middle of the last century, the most perfect image in Western photography, which was culturally dominant, was the image of a white woman. Against the background of racism and the formation of late anti-racist attitudes, there was a revolution in the art of photography, and other races began to be interpreted as idols of perfect beauty.

Or the struggle between capitalism and socialism, the main ideological contradictions of the twentieth century, is also reflected in the images of women in photographs. For the West, the image of the perfect woman is white, with a certain part of the body exposed, sometimes white, sometimes black hair, eyes large, distinct lips and a medium-sized nose, a prominent figure in society, an independent woman.

For the aristocracy, photographs of members of the royal family (e.g., British Queen Elizabeth II, Queen Anna) are seen as a typical manifestation of beauty, while Western and middle-class film actresses are limited to photographs of famous women in the fashion world (Audrey Hepburn, Marilyn Monroe, etc.) who recognized them as aesthetically perfect.

In modern photography, the ideas of rational feminism are addressed in the creation of the image of women. Emphasis is placed on women's freedom, external beauty, body perfection, and free makeup. In addition to creating the image of women for fashion, cinema, advertising and everyday life, modern photography also reflects the problems of women in their social life through the image of women.

For example, Habiba Navruz and Wong Maye, world-renowned photographers, focus on the problems faced by women in society. For example, in Habiba Navruz's "Concealed" exhibition, [6] she points out that women are becoming the second figure in society, and that women, who should be the ideal of beauty, are immersed in everyday problems, while Wong Maye says, —All I Have Left Are My Words!) is a collection of photographs dedicated to the plight of Rohingya Muslim women in Myanmar.

Cinematography is a type of artistic creation formed on the basis of technical means of cinematography. The art of cinema appeared in 1895, at the same time as cinematography. In the art of cinema, the experiences of literature, theater, fine arts and music, its aesthetic aspects are combined and absorbed, and reality is shown through photographic imagery in its own means of expression. The ideological and artistic influence of the art of cinema on the socio-political and cultural education of the masses, the formation of people's consciousness, thoughts and views, aesthetic tastes and feelings, in general, the spiritual world. There are 4 main types of cinematography: feature film, science fiction film, documentary film and animated film.

There are genres of feature film such as comedy, historical, dramatic and adventure films.

The art of cinema developed in parallel with the development of cinematography. Originally a short, black-and-white, silent film, the film has evolved into a colorful and colorful, time-lapse, 3D-rich work of art with a variety of special effects.

Initially, most of the plots in feature films were built around male heroes. The image of women only served to complement the image of men and to enrich the plot. In Western, war-themed, militant (action), comedy, detective, and street drama genres, the image of men is a key figure, with a protective, fair, and legitimate image.

The image of women in these genres served only to fill the main character. Genres that pay special attention to the image of women include drama, comedy, musical, and melodrama.

The image of women in movies is portrayed differently at different times and in different regions. This is due to the peculiarities of time and space, the social environment.

There is a big difference in the psychological, aesthetic, artistic appearance of the image of women as film heroes of the 40s of the last century and the image of women as film heroes of the XXI century. In American, European, and Asian films created at the same time, the appearance of women differs. As in the art of photography, the image of women in cinema has been transformed in time and space.

In modern cinema, the image of a beautiful woman appears as a whole image. The ideal image of a beautiful woman in the movies is a woman of good stature, with the right proportions of body parts, self-loving, hair-styling, make-up, manicure, and fashionable dress. The main place in her wardrobe includes short dresses and skirts, high-heeled shoes, as well as various accessories. The hair is usually not very long - a little below the shoulder. As a general rule, a beautiful woman believes in herself, achieves her goals.

One of the most popular themes in modern cinema, which depicts the image of a beautiful woman, is the phenomenon known as the "duck story." The content of such films is that during the development of the plot, the image of the protagonist, who is indifferent to the appearance, is perfected, and by the end of the film, both the appearance and the inner world change. We can find many such films and heroes in the art of Western cinema.

For example, —My unique ladyl (1964), —Sabrina (1995), ikkiTwo faces in the mirrorl (1996), —It's all for herl (1998).

Under the influence of today's era of globalization, the image of women is becoming more integrated and integrated into common stereotypes. Among such stereotypes are the relatively new images of the "superhero" and the "militant beauty".

Superstars such as —Cat-aèll, —Black Widowl (—agent Natasha Romanoval), —Jessica Jonesl, gentAgent Carterl, —Miracle aèll, —Captain Marvell in the films of comic book companies such as Marvel and DC for the images of the protagonist women, a tall, slender figure, shoulder-length, often unruly hair, large eyes, light make-up, and a superhero costume that clings to the body are common. Today, women are becoming the main character in militant and adventure genres.

Examples of militant women include Ellen Ripley ("Stranger"), Lara Croft ("Lara Croft: Tomb Raider"), Beatrix Kiddo - Bride ("Kill Bill"), and Sarah Connor ("Terminator"). All of these characters are well-versed in weapons, often dressed in sportswear or suitable for men, their hair is short or braided, tall, beautiful in appearance, a little dangerous, mysterious and attractive.

In general, the expression of the image of women in modern cinema can be observed not only in feature art, but also in modern cartoon art, music videos, non-art activities such as fashion art, advertising art.

For example, in the art of advertising, images of women are often referred to. One of the main reasons for this is the general perception of consumers as a "masculine stereotype", an attempt to arouse sympathy for the product through advertising, due to the positive attitude of both men and women to the beauty of women. Attempts are being made to create the image of women in advertisements for perfumes, hygiene products, household items, food, and even cars.

Advertising with the participation of modern women also reflects the new trends in society. In particular:

- Digital naturalnessl - refraining from any form of processing in the image of women in advertising;

Bodypositive - a person respects and accepts the natural state of his or her other human body;

Trends such as emphasis - focusing on the existing inner strength of the individual [10] are determined by the reflection of the image of women in the world of advertising.

TV. Among modern art forms, television stands out. While the film provided an opportunity to reflect reality on screen, the radio brought live speech, music, into the home of humanity. Later, with the development of science and technology, the ancient dream of people - the ability to hear and see far up close - came true [11].

The essence of television as an art form is determined by the need for creative thinking in its activities. But still the issue is controversial. Because cinema and music, which are the main content on television, are recognized as a separate art, television is mainly represented as a means of popularizing them, as a universal form of communication.

In the process of preparation of TV programs, it is required to form the image of women presenters, to make their appearance meet universal and national aesthetic criteria. Usually, the image of female presenters is determined by the nature of the TV channel and the show.

For example, while Sukhandon women are required to wear formal attire, modest make-up and hairstyles, and to have no flaws in their appearance, the initiators of spiritual-educational and entertainment programs are more free in their choice of dress, make-up, and style. -colorful clothing is encouraged.

In general, in modern art forms such as photography, cinema, television and non-artistic aesthetic activities such as fashion, advertising, sports, the beauty of man, especially women, is manifested in three qualities: facial beauty, perfection of body structure and aesthetics of plastic movements. Photomodels, actresses and female beginners often turn to the modern medical and beauty industry to get the perfect proportions of facial beauty and body parts.

Make-up is a way of working with colors on the basis of the art of make-up. All the means of fine art and painting: lines, lines, light, shadows, rays, colors, saturation, harmony - all this is also used in makeup. There are several styles that have become popular in the art of makeup lately: romantic, classic, folklore, avant-garde and others. They are also created in art, and each of them is represented in the fashion industry, from clothing to decorative makeup, accessories.

Nowadays, one of the directions of medicine related to human appearance is aesthetic medicine. Effective methods based on the latest achievements of science, aesthetic medicine on the basis of high-tech tools help to rejuvenate the skin of the face and body, eliminate external and congenital defects, ensure harmony between the human body and its views on beauty criteria. The laws of beauty are also followed in aesthetic medicine. For example, the main criteria of aesthetic dentistry are symmetry, rhythm, color, proportion, harmony, and these criteria are also aesthetic criteria.

Man always strives for an aesthetic ideal. One of the reasons for turning to aesthetic medicine is one's attempt to approach the aesthetic ideal. But, unfortunately, the beauty industry and aesthetic medicine are also leading to a violation of the axiological criteria of traditional beauty ideals [12].

Creating the ideal female image in the contemporary art forms listed above is unimaginable without delicate plastic movements. Indeed, in the art of photography and film, on television, plastic movements and articulation are also of great importance. The harmony of the beauty of the face, body, and plastic movement can be observed in the following features: a sense of harmony, rhythm, and sense of touch; access to the image; to bring each performance closer to its own composition, albeit conditional; to achieve unity of form and content, harmony of colors in dresses.

Because in these areas, only the mastery of the face and body or sports equipment does not bring success. The beauty of beautiful plastic movement requires a harmony of face, body and inner sophistication [12].

Conclusion

In conclusion, modern syncretic art forms and non-art forms of aesthetic activity have more opportunities to create the image of perfect women than traditional art forms. In turn, we can see that in the images of women in works of art created with the help of modern technology, in some cases, beauty is deformed. In addition, the requirements of the fashion industry (fashion industry) also lead to a violation of aesthetic requirements for the appearance of women, the denial of axiological criteria. In modern artistic thinking, the image of women is becoming one of the main themes not only in art, but also in non-art objects.

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