
UZBEKISTAN WITH MALAYSIA IN THEIR RELATIONSHIP CULTURAL OF COMMUNICATIONS HELD PLACE (ACTIVITIES OF "UZBEKISTAN-MALAYSIA" SOCIETY EXAMPLE)

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ABSTRACT: Uzbekistan and Malaysia have a strong relationship in cultural and communication exchanges. The "Uzbekistan-Malaysia" society is an example of the activities that take place between the two countries. This society promotes cultural connections, language exchanges, and educational partnerships. It also encourages tourism and business collaborations between Uzbekistan and Malaysia. Through these activities, people from both countries can learn about each other's traditions, customs, and way of life. The society serves as a platform for mutual understanding and appreciation, promoting a positive relationship between Uzbekistan and Malaysia.

KEYWORDS: Uzbekistan, Malaysia, Cultural exchange, Communication, "Uzbekistan-Malaysia" society, Language exchange, educational partnership, Tourism, Business collaboration, Mutual understanding.

INTRODUCTION

Har one of the country power , position , external politics , economy of the people high spirituality and social to the unit is based on Today's in the day the world community together , whole economic , spiritual , educational , political and interregional the system organize reached is going Most countries of the world, including Uzbekistan, are entering the process of international globalization. Strengthening of cultural ties in international relations remains an integral part of modern civilization. At the same time as the processes of international integration continue, the government of Uzbekistan developed a theory of gradual integration that takes into account the economic, political and national interests of the republic. According to this theory, transnational integration, on the one hand, takes into account the global political and economic cooperation, and on the other hand, it also takes into account the integration with neighboring countries based on their nationality, faith, and nature. The cultures of the peoples of the world are enriching each other as a result of their interaction. Mutual cultural relations not only contribute to the creation of universal values, but also become a factor in the development of national culture.

THE MAIN RESULTS AND FINDINGS

In addition, cultural-spiritual relations are an extremely important factor in the effective implementation of economic cooperation between countries, and international cultural relations help the acceleration of economic reforms implemented in our country and penetration of world economic relations. Especially the idea exchanges , cooperation film festivals , music and theater

art festivals , exhibitions , various sports games importance extremely big _ Also , culture days , concerts , culture characters experience exchanges according to service trips are also incomparable importance occupation is enough Uzbekistan is working on the principles of globalization in the implementation of interstate cultural relations. In particular, in its foreign policy, it attaches great importance to cooperation with Southeast Asian countries in the Asia-Pacific region in the cultural sphere.

During the years of our country's independence, these institutions did a lot of good work in enriching Uzbekistan's international cultural relations and expanding its scope. In particular, the Council of Friendship Society of the Republic of Uzbekistan on Cultural and Educational Relations with Foreign Countries makes a worthy contribution to the development of cooperation with the people of Malaysia, strengthening friendship. It is a non-profit organization mainly engaged in the development of international cultural relations. In international relations, taking into account the commitment of the two countries to universal principles, as well as the cultural and spiritual values of our peoples, in September 1992, within the framework of the Council of Cultural-Educational Relations and Friendship Societies of the Republic of Uzbekistan, "Uzbekistan-Malaysia" society was established¹. This society was founded by more than 20 organizations of our republic. Among them are the Institute of Oriental Studies of the Academy of Sciences of the Republic of Uzbekistan, the State Road Transport Concern of the Republic of Uzbekistan and a number of other industrial and agricultural institutions². The charter of the "Uzbekistan-Malaysia" society defines the basic rules of the society's activity, according to which it was initially established as a national association of international cultural and educational relations of the Republic of Uzbekistan. The main goals of the "Uzbekistan-Malaysia" society were determined as follows:

- To strengthen and develop friendship, good neighborliness, socio-political, trade, economic, scientific-technical and cultural cooperation between the peoples of Uzbekistan and Malaysia;
- Cooperation with the Malaysian community to introduce the life, history, culture, traditions, achievements of the people of Uzbekistan to the world during the period of independence;
- Organization of films, parties, lectures reflecting the life and national holidays of the peoples of Uzbekistan and Malaysia;
- Literary nights , music and theater conventions transfer _
- Organization of museums and exhibitions reflecting Uzbekistan-Malaysia friendly relations;
- Organizing trips to Malaysia under the auspices of enterprises that are members of the "Uzbekistan-Malaysia" friendship society;
- Organizing meetings with representatives of the delegation and tourists visiting from Malaysia in cooperation with public organizations, enterprises, educational institutions, and agencies based on the approved work plan;
- to promote the achievements of the peoples of the two countries in the labor process and in

¹ Own MA, M-2 fund, list 1, case 140, sheet 10.

² Own MA, M-2 fund, list 1, case 140, sheets 10-11.

the field of culture;³

- Organizing Uzbekistan-Malaysia economic, scientific, cultural, meetings of colleagues, sports competitions, fairs, presentations, exhibitions, development of cultural and educational relations;
- covering the achievements of the peoples of the two countries in the labor process and in the cultural sphere through the press, radio and television;
- Participation of public members of the two countries in events organized and held by the "Uzbekistan-Malaysia" friendship society;
- independently, as well as on the basis of agreements and partnership terms, economic, advertising, lectures, information, exhibitions, tourism, publishing, cultural and educational (film, video and audio production, reproduction and performing), performing tour-concert activities, as well as other types of activities not prohibited by law;
- Creation of international social associations, joint ventures, joint-stock companies within the framework of existing legislation with the participation of Malaysian cooperation;
- engaging in other types of activities that are compatible with the goals and objectives of society and are not prohibited by law⁴.

On the basis of the program defined above, "Uzbekistan-Malaysia" society started an active effort to implement comprehensive cultural events. These activities were carried out in cooperation with the representatives of the Embassy of Malaysia in Uzbekistan. Since the establishment of the "Uzbekistan-Malaysia" society, many events have been held every year in order to introduce the peoples of the two countries to the life, lifestyle, culture and traditions. As a result, Malaysian citizens and representatives of the embassy working in Uzbekistan directly participated in the national holidays and celebrations of our country. In April 1994, the "Sharq Guli" joint-stock company organized the "Navroz" holiday in order to introduce Malaysian citizens and representatives of the embassy to the achievements of the Uzbek people, cultural and national traditions. During the festivities, samples of Uzbek national embroidery were shown to Malaysian guests. In addition, they got to know the centuries-old national traditions, culture, and unique aspects of the national dishes of the Uzbek people⁵. National clothes produced by "Sharq Guli" joint-stock company and decorated with Uzbek embroidery were presented with a musical performance of "Tanovar" ensemble. The team led by Yulduz Ismatova presented samples of Uzbek national song and dance art to Malaysians. Also, in order to get to know the cultural and spiritual life of the Malaysian people, various events are constantly held in our country. In particular, events dedicated to Malaysia's Independence Day and other holidays are becoming a tradition in our republic. During such events , friendly meetings were held in the building of the Council of the Friendship Society of the Republic of Uzbekistan on Cultural-Educational Relations with Foreign Countries, as well as in the primary organizations of the "Uzbekistan-Malaysia"

³ Own MA, M-2 fund, list 1, case 134, sheet 7.

⁴ Own MA, Fund M-2, list 1, case 65, sheet 12-13.

⁵ Own MA, Fund M-2, List 1, Case 188, Sheet 45.

society, the exhibition of works of Malaysian artists. Exhibitions, roundtable discussions, various conferences are organized. The history and culture of the Malaysian people, their achievements in the fields of economy and science, as well as the current state of Uzbekistan-Malaysia cooperation, are widely covered in the mass media of Uzbekistan.

In August 2003, Mohd Zain bin Abu Bakar was appointed the ambassador of Malaysia to Uzbekistan. In order to further expand cultural relations, a friendly meeting was organized in cooperation with representatives of the "Uzbekistan-Malaysia" friendship society and the Embassy of Malaysia.

In order to expand tourism relations between Uzbekistan and Malaysia, as well as to increase the number of tourists from Malaysia, the government of our republic has taken necessary measures. In particular, in September 2006, the ⁶decree of the President of the Republic of Uzbekistan "On simplification of visa procedures for citizens of Malaysia" was adopted. In order to ensure the execution of the Decree mentioned above, the issue of establishing an agent institute of the national company "Uzbektourism" in Malaysia was put on the agenda. On this basis, an agreement on tourism cooperation was signed between the national company "Uzbekturizm" and the tourist company "Donarlus Tours and Travel Sdb Bhd" of Malaysia.

The activities of national television and radio companies are also of great importance in strengthening and developing international relations and expanding cooperation in the field of culture. Various events that allow you to better understand the history and culture of foreign peoples, special broadcasts dedicated to national holidays serve to establish strong cultural ties between peoples and bring them closer. This feature is clearly felt in cultural relations between Uzbekistan and Malaysia. The official visit of the head of Uzbekistan to Malaysia in October 2005 opened the door to new opportunities in the development of comprehensive Uzbekistan-Malaysia cooperation. The national television and radio company of Uzbekistan has developed a number of programs related to cooperation with Malaysian institutions in this field. Naturally, these programs were intended to share experiences related to mass media activities, as well as wide promotion of the cultural and spiritual achievements of the peoples of the two countries. The holding of the Asian Media Summit was an important event in establishing mutual relations between Uzbekistan and Malaysian television and radio institutions. This friendly meeting has been held in the countries of the region on the initiative of the Asia-Pacific Institute for the Development of Television and Radio News for several years. Leaders of national and international mass media, leading experts, journalists, as well as public and state figures from Asian, African, European and American countries participated in this forum. In May 2006, the next Asian Media Summit was held in Kuala Lumpur, the capital of Malaysia. At the summit Uzbekistan Republic national of the television and radio company The chairman is also involved did _ At the forum, the delegation of Uzbekistan met with the Director General of Malaysian Radio and Television Mr. Dato' Abdul Rahman Hamid, held talks and exchanged views on issues related to the expansion of bilateral cooperation. Also, during the meeting, it was expressed that the parties are ready to exchange information, prepare and sign draft agreements aimed at wide promotion of the historical, cultural and spiritual achievements of

⁶ "Asian Media Summit-2006" www.mtrk.uz. 2006. 29 May.

the two peoples.

In recent years, Uzbekistan-Malaysia cooperation in the cultural sphere has been developing further. In particular, conditions are being created for cultural and religious proximity, relations between the two countries, and for Malaysians to visit Islamic monuments in cities such as Samarkand and Bukhara⁷.

CONCLUSION

Thus, the analysis of relations between Uzbekistan and Malaysia in the cultural spheres shows that these spheres are regularly developing on the basis of interstate agreements. Cultural institutions, public organizations and associations in our republic play a major role in the cultural relations of Uzbekistan with foreign countries, including Malaysia. Through their activities, they make a great contribution to the cultural and spiritual development of the peoples of the world. However, the analysis of materials related to cultural-spiritual relations between the peoples of Uzbekistan and Malaysia shows that, along with many positive actions in this field of mutual cooperation, there are also untapped opportunities. This can be explained by a number of factors. Firstly, both Uzbekistan and Malaysia have a huge cultural and spiritual potential. However, this potential has not been fully utilized in the process of mutually beneficial cooperation in the field of culture;

Secondly, it is necessary to organize the frequent holding of cultural and art days, weeks, music festivals, fine art exhibitions of the two countries. This allows us to promote the culture and spirituality of our peoples more widely.

So, despite these aspects of the cultural cooperation of the two countries, these relations are expanding year by year and serve to develop interstate relations and strengthen trust and friendship between our peoples. The analysis of the issues of cultural cooperation between the peoples of Uzbekistan and Malaysia shows that cultural relations, which are considered public diplomacy, make a worthy contribution to the strengthening and expansion of comprehensive interstate relations.

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⁷ <https://kun.uz/uz/news/2018/02/19/malajzianing-uzbekistandagi-elcisi-uz-missiasini-akunlamokda>

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4. Ўз МА, М-2-фонд, 1-рўйхат, 65-иш, 12-13-варақ
5. Ўз МА, М-2-фонд, 1-рўйхат, 188-иш, 45-варақ.