

VITRUAL MUSEUMS IN THE REPUBLIC OF UZBEKISTAN

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ABSTRACT: *Virtual museum is understood as "an interactive multimedia software product that displays museum collections in electronic form." In world practice, the term "virtual museum" appeared in the 1990s. At the time, it was used to describe "unofficial" museum resources. Nowadays, presenting information about cultural objects in the form of "virtual museums" is a great opportunity to refer to the past in a new way.*

KEY WORDS: *Architecture, normative improvement, development, strategy, technology, museum, material and technical platform, Virtual museum computer, tourist, Internet museums, Video technology, Cultural heritage, Educational space, Cultural institution.*

INTRODUCTION

In our country, the rights and freedoms in the cultural sphere form the basis of the spiritual development of the society, which, in turn, is one of the important factors of the growth of the quality of life and the socio-economic development of the state. Promotion and protection of cultural rights is one of the priority tasks of the state and requires understanding of the goals and strategy of cultural development.

RESEARCH METHODS

To support the activities of museums in our country, to comprehensively develop their marketing policy and services, to effectively apply innovative technologies to museums, as well as to create modern new expositions in museums about the history of the Uzbek people and statehood, the First and Second

Renaissance periods, the life and work of great scholars, the museum collections in order to widely promote our rich historical and cultural heritage, at the initiative of our president, during the years 2017-2027 and 2030, safe storage of museum objects, creation of favorable conditions for visitors, especially disabled people, development of tourist services, architecture-planning, interior, design and a 10-year state program, which provides for the approval of the sketch project of each museum building based on the direction and content of the museum, focusing on landscape solutions, at the same time, a number of normative legal documents aimed at improving the activity of museums were adopted.

RESULTS AND DISCUSSIONS

Addressed plan of additional services to be organized in state museums in 2022-2023 Addressed plan of newly organized expositions in 2022-2024 related to the history of the Uzbek people and statehood, the First and Second Renaissance periods, the life and work of great scholars, an addressable plan for the establishment of restoration laboratories, a unique museum the target indicators for 2022-2026 for the preparation of replicas of objects and collections and their realization, the plan for expansion and development of international cooperation in the field of museums; the program of measures for the development of services in museums in 2022-2023 was approved. It should be said that the development strategy of New Uzbekistan for 2022-2026 has set a number of goals for the development of museums and updating their material and technical base.

Also, taking into account that museums in Uzbekistan have a special place as a socio-cultural institution that serves to raise the moral level of society, it is an important factor to improve its integration into the system of museums of developed countries of the world through the wide use of digital technologies in this field. improving the interactivity of the provided services by improving the infrastructure of museums in accordance with international standards, including the introduction of "smart" technologies (information stores, 3D visualization and hologram, QR-codes, electronic guides in foreign languages, etc.); the population, primarily for the

young generation, using the Internet, the wide implementation of innovative information technologies in the activities of museums and the creation of an infrastructure that allows viewing museum exhibits by creating digital forms of museum exhibits, improving the administrative structure of museums in order to improve the quality of services provided, employees, including the introduction of the practice of attracting foreign specialists to the leadership positions of museums based on open competition in accordance with the best world practices; in order to popularize and introduce the cultural and historical heritage of our country, to ensure the full integration of museums into the social space, to make extensive use of inclusive methods of providing services and comfort to persons with disabilities, elderly visitors, children of preschool age and accompanying persons in museums, academic research in museums, including the Foundation by allocating grants at the expense of funds, it was determined to develop with the involvement of local and foreign researchers. During the past period, a number of works were carried out in this direction. In particular, a single portal of museums of Uzbekistan has been created, and currently information on 26 museums has been entered. Currently, the database of 12 museums is being formed. By the end of this year, it is planned to enter the information of 12 museums into a single portal. Using the most modern IT technologies for the roundme.com platform, the museums located in Tashkent were filmed in 3D format at a new standard of quality - 12K size ("Virtual Museum" project). Filming was carried out in 40 museums and posted on the world's largest platform roundme.com, as well as uzbekistan360.uz and vrmuseum.uz (TasIX). Despite this, it is urgent to create a new platform for people of different ages and interests in order to improve the tasks in this direction and increase access to digital cultural resources in our country. Today, presenting information about cultural objects in the form of "virtual museums" is a great opportunity to refer to the past in a new way. Scientific research in this direction is of great importance, because culture is not a new tool, but new values [1, p. 98].

A virtual museum is understood as "an interactive multimedia software product that displays museum collections in electronic form." In world practice, the term "virtual museum" appeared in the 1990s. At that time, it was used to describe "unofficial" museum resources [2, p. 80]. The goal of creating virtual museums is not to reproduce the original in detail, but to convey the general concept of the cultural object. Currently, virtual platforms have the opportunity not only to reproduce the expositions of traditional museums, but also to expand the capabilities of real cultural institutions. Providing the possibility of virtual visits to museums through the Internet simplifies knowledge. The process of acquiring new knowledge about history and culture helps popularize cultural institutions and expands the reach of the target audience. In addition to the scientific and educational impact, such a platform creates the necessary conditions for increasing the tourist attractiveness of the region and attracting additional funds for the development of the cultural sector of the region [4, p. 41]. Today, virtual museums can be not only a way of presenting information about cultural objects, but also an entertainment, educational and socializing tool. D.S. Vasilina singles out seven functions of Internet museums: - socially oriented (ensuring the use of cultural values regardless of belonging to a social group); - epistemological (acquaintance with world and national cultural values); - communicative (possibility of placing exhibits in virtual museums and expressing opinions on the Internet through social networks); - education (possibility of using information in the educational process); - integration (uniting people by interests); - recreation (refer to virtual museums in your spare time); - virtual museums are emphasized as a special type of creative activity[1, p. 99].

Based on these functions, it should be noted that virtual museums can be used by people for various purposes: in educational institutions, they can serve as educational tools and be used in the course of the lesson; At home, this format can be relaxing and entertaining, for example, traveling through a virtual museum with friends to visit new places and enjoy the aesthetic beauty of museum collections and exhibits. At the same time, the pedagogical functions of the virtual museum can be

implemented at a higher level of efficiency compared to the classical format. A single visit to a museum's main exposition or exhibition contains limited knowledge, whereas in a digital environment, large-scale cultural projects can be realized by connecting the collections of different museum funds. Such interaction stimulated the development of museum pedagogy as a separate discipline [5, p. 97]. The use of modern IT technologies to present cultural objects in a digital format allows users to present information about cultural and historical heritage in the most vivid way [10, p. 90].

A cultural object can be presented dynamically, which attracts the attention of not only true lovers of art, but also ordinary people to this cultural object using different ways of perception. The virtual space of museums strives to fully reflect the art object and provide the opportunity to interact with such objects. For this, components are formed in the virtual sphere that reproduce the objective reality: the material object of art is presented as an image in the digital environment. In this regard, virtual museums act as a means of access to real art objects. The purpose of this platform is not to fully reproduce the sensations of visiting real museums - being directly in the museum exhibits has its own characteristics that cannot be conveyed through the screen. Virtual museums also allow partial immersion in the cultural-historical environment and obtaining necessary information about cultural objects located in different geographical locations. This platform can be relevant both for researchers of the cultural space to obtain new information about difficult cultural objects, and for ordinary people for educational and entertainment purposes.

Reference to cultural objects in the digital environment has a number of characteristics that affect the perception of this object. Thus, comparing the study of objects in the real environment and in the digital space, a number of foreign researchers emphasize that real objects are easier to record in human memory [7, p. 202]. At the same time, a number of advantages of studying the artifact in the digital

environment are distinguished: the presentation format allows the viewer to focus on the important features of the exhibit; virtual reality artifacts provide a continuous view of the entire object on any computer. The active development of video technologies even led to the emergence of a special genre of digital art - video art [4, p. 166]. Videoart allows you to combine works of art of different formats (painting, music, film) and time (from primitive art to postmodern) into a single installation, which is possible only in the digital space of the museum. Thus, digitization will stimulate the development of art itself, its search for new forms and ways of communicating with the viewer. Some foreign researchers call the process of reproduction of cultural objects in the digital environment the term "virtual integration". It is proposed to understand this term as "digital integration". By integration, the authors understand the integration of physically different collections of cultural heritage on a single digital platform [8, p. 57]. Digital reassembly is seen as a more complex process than digitizing exhibits. The concept includes interdepartmental cooperation within the framework of achieving an equal level of competence in digital means of presenting information for placing exhibits on a single platform, placing exhibits in a single defined format. To implement the digitization concept, the institutions included in this project need sufficient technical expertise in various areas such as preservation, digitization, web design, object description and online. In addition, institutions should be equipped with the necessary equipment and tools, such as scanners, for converting analog materials to digital format and visualization. Despite the complexity of the process of digitizing cultural heritage objects, this concept is not only an important element of virtual reconstruction of cultural objects and a means of improving the disclosure of the potential of museum collections, but also It is seen in establishing the dialogue of cultures and cultural diplomacy.

To date, in our country, virtual museums in the digital environment have not been allocated as a separate area of state control, their development and presentation on online portals is within the competence of museums. The content of the virtual

museum is important not to store, study or present historical information sources, but to be a communication space especially for schoolchildren and students. "The virtual museum is not a monument, but a communicative center that allows every person open access to new areas of knowledge, experience and expression" [5, p. 98].

Development of communicative content of similar activity programs within subjects such as computer science, history, social sciences, geography, as well as during the educational process, performs one task. Forms of conflict resolution between technical, natural and humanitarian sciences, creation of integrative relations.

A virtual museum can be created if there are sufficient technical (computer equipment, Internet access) and human resources (historian, museologist, IT specialist) within the educational space. Today, many educational institutions in our republic have such technical resources, and it is possible to solve human resources in organizing social projects under the guidance of history and informatics teachers and attracting students who are interested in such a project to this activity. Also, the organization of the educational process through modern forms such as the creation of virtual museums will further increase the interest of the growing generation in cultural heritage, socially significant, design, scientific research activities [3, p. 284].

The level of implementation of various mechanisms and indicators is determined by the capabilities of the museum and the exhibits stored in its fund. It is necessary to take into account and try to overcome this aspect, because it is primarily determined by the financial capabilities of the institution, and different levels of technical capabilities of digital display of information lead to different presentation of information about museums. This hinders the development of the virtual museum platform.

A uniform presentation of information helps to increase users' trust in virtual museums: certain assumptions are formed about what a person can learn by accessing information online. For example, the user can be sure that the online

platform of any museum provides information about every exhibit in the collections. Today, the virtual image of a museum can often look like a dynamic 360 photo panorama, which only gives an overview of the museum halls and not of the museum exhibits. The presentation of information about museum collections on the Internet can cause cultural organizations to suffer losses that may occur as a result of a decrease in the number of visits to real museums. However, if we collect all the virtual presentations of museums on one platform, it is possible to assume a subscription fee for using this platform and viewing the collections. In turn, it also contributes to a significant increase in the income of real museums. Because the availability of this service will be much higher than a live visit by visiting the institution. It is almost impossible to expect financial benefits from different sites, each representing its own museum, based on the general requirements of its own ideas and technical recommendations. Because individual sites are less popular and less visited by users. The transition of real museums to the digital space significantly expands the opportunities to get acquainted with the cultural and historical heritage. But is today's user interested in expanding educational content on the Internet? Currently, our country has a successful experience of digitizing libraries - providing the opportunity to read many books in the library funds online. Compared to the platform of virtual museums, access to electronic library resources is still very active among users, while the popularity of virtual acquaintance with works of art is also increasing.

Thus, the widespread introduction of digital technologies into the country's cultural space is an integral part of the global digitization process. Modern technologies cover all areas of human life, and the digital space is becoming one of the main sources of receiving and distributing information. In order to stimulate the harmonious development of the individual, the cultural field in the virtual world should be complete and diverse. In this regard, virtual museums seem to be an important tool in introducing young people to the cultural space. The versatility and novelty of the form of information presentation can be of interest not only to the

younger generation, but also to older people. The main systemic problems identified during the study of the phenomenon of virtual museums are as follows: - lack of uniform requirements for providing information about cultural objects in the form of virtual museums; - lack of a single platform that publishes information about all online views of real museums that can be visited; - absence of a responsible state body that controls the reliability of information provided by virtual museums about objects of material culture.

CONCLUSION

The above aspects prevent the further development of virtual museums as a means of increasing the possibilities of using cultural institutions and popularizing the cultural-historical heritage. The following measures are proposed to eliminate the existing shortcomings: - establishment of a responsible state body that supervises the information provided by virtual museums. Based on the analysis of the experience of digitization of libraries, unification of the format of presentation of such information and requirements for the content of information about cultural institutions and collection objects; - to create a single website containing information about all museums that can be visited online. The transition of museums to the digital environment is of great importance in opening the potential of the country's and world's cultural heritage. Presentation of museums in a virtual environment significantly increases the accessibility of cultural institutions. In addition, the use of modern technologies for the presentation of information makes it possible to attract the attention of not only art lovers, but also ordinary people by creating bright interfaces and providing interactive communication with art objects. Virtual expositions are capable of increasing interest in culture, forming a complete picture of past and present events. The development of virtual platforms for cultural institutions is an important factor in the harmonious development of modern man, because the increase in interactions familiar with the real world is replaced by a virtual environment.

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