

THE IMAGE OF THE UZBEK BUSINESSWOMAN IN DOCUMENTARY FILMS OF THE 20TH–21ST CENTURIES

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Abstract

The image of the modern Uzbek businesswoman in documentary films can be examined through several key aspects: her role in society, professional activity, the struggle against traditional stereotypes, and her contribution to cultural and economic transformations. This image often emerges in the context of significant changes in Uzbekistan, where women are increasingly asserting themselves in business, politics, and culture. Modern Uzbek businesswomen portrayed in documentaries often demonstrates high professionalism. They engage in entrepreneurial activities, manage large companies, or work on projects in fields traditionally considered "male."

Keywords: Businesswoman, documentary filmmaking, entrepreneurship, image, cinematography, trends, career growth, leadership qualities.

INTRODUCTION

The image of women in Uzbekistan has always been an integral part of the country's cultural and social landscape. Throughout the 20th and 21st centuries, the role of women in society has undergone significant changes, reflected in various forms of art, including documentary filmmaking. By focusing on the image of the Uzbek businesswoman, one can trace how her social status has evolved over time and how these changes have been depicted in documentaries.

Documentary films have always served as a mirror of social change, including those related to women. Women, who traditionally occupied more limited social roles, became active participants in socio-political and economic life during the 20th and 21st centuries. Throughout the 20th century, the image of the businesswoman in Uzbekistan gradually evolved, becoming more diverse and multifaceted, with documentary filmmaking serving as an important tool for reflecting these transformations.

The aim of this article is to analyze the image of the Uzbek businesswoman in documentary works of the 20th–21st centuries and to identify key trends in the evolution of her portrayal in films and reports.

1. WOMEN IN UZBEKISTAN IN THE 20TH CENTURY: HISTORICAL CONTEXT

Before the 20th century, the role of women in Uzbekistan, as in most traditional societies, was largely confined to the home and family. Women primarily engaged in agriculture, household duties, and child-rearing, rarely stepping outside their domestic sphere. However, with the revolutionary changes at the beginning of the 20th century, a process of significant social and cultural transformation began, which also affected women's roles in society.

After the October Revolution in Russia and subsequent changes in Central Asia, including Uzbekistan, women began to gain rights previously unavailable to them. In the 1920s–1930s, as part of early socialist reforms, measures were taken to improve women's status. This period marked a turning point in women's social standing, as they began to actively participate in the workforce, gaining access to education and employment.

In the documentary films of this period, particularly those produced during the Soviet era, the new role of women as active participants in socio-political life was prominently depicted. Women working in factories, administrative structures, and other sectors became important figures in the collectivist culture. Reports and films of the time emphasized women's labor achievements and their attainment of high social standards.

2. THE ISSUE OF WOMEN'S EDUCATION AND CAREERS IN UZBEKISTAN IN THE 1960s–1980s

The 1960s–1980s were a period of significant change in the lives of Uzbek women. After World War II, women continued to actively work in various industries and state institutions. This era also saw a surge in women's access to education, which significantly altered their social roles.

During the 1960s–1980s, women began to occupy more leadership positions in fields such as education, culture, and science. Documentary works of this period often featured portrayals of women who achieved success in their professions. Films of the time addressed the challenges women faced in their careers, their struggle against traditional stereotypes, and the barriers they had to overcome due to patriarchal norms and limited access to financial resources and career opportunities.

The role of women in the development of the educational system was particularly noteworthy. Many documentary films, such as Soviet newsreels, highlighted the efforts of female teachers, scientists, doctors, and engineers who held leading positions in their fields. These portrayals not only showcased women's professional achievements but also raised important social issues.

3. MODERN CHANGES: THE IMAGE OF THE UZBEK BUSINESSWOMAN IN THE EARLY 21ST CENTURY

The late 20th and early 21st centuries marked another significant transformation for women in Uzbekistan. Since gaining independence in 1991, women's roles in society have undergone further changes. The economic and social landscape shifted, and women faced new challenges in transitioning from a centralized to a market economy.

During this period, Uzbek women began to actively assert themselves in business, politics, science, and emerging fields such as information technology and international business. The image of the businesswoman in documentary films became more diverse. A notable example is the film *Women in Business* (2002), which portrays the life stories of female entrepreneurs who achieved success in the post-Soviet economy. These films highlight how Uzbek women not only overcome challenges but also become successful business leaders, realizing ambitious projects.

Modern Uzbek businesswomen depicted in documentaries often demonstrate high professionalism. They engage in entrepreneurship, manage large companies, or work on projects in fields traditionally dominated by men, such as construction, IT, and finance. In documentaries, they are portrayed as dynamic individuals who successfully balance work and personal life, inspiring other women to pursue career success.

Documentaries often focus on how women in Uzbekistan challenge stereotypes and redefine the "place of women" in society. The theme of overcoming biased views on women's roles in business and leadership is central to many works. Women must not only compete with men but also fight for recognition of their rights and opportunities. Films depict how they face challenges related to traditional attitudes toward women, their roles in the family and society, and how they find ways to break down these barriers.

Modern Uzbek businesswomen are increasingly prominent figures in documentaries reflecting changes in the country's social and economic landscape. Although Uzbek documentary filmmaking is still developing in its portrayal of businesswomen, several works stand out for their exploration of women's roles in business, social life, and politics. Examples include: "New Horizons" (*Yangi ufqlar*), "The Power of Change" (*O'zgarish kuchi*), "Dreams and Opportunities" (*Orzular va imkoniyatlar*).

These documentaries show how modern Uzbek businesswomen overcome traditional barriers, achieve success in business, and actively participate in socio-economic and political processes. They serve as important tools for promoting the image of a confident, successful woman who has the right and ability to influence her country's development.

Among successful businesswomen, many are actively using modern technologies and innovations to grow their businesses. For instance, documentaries highlight female entrepreneurs in the IT sector, creating startups and driving technological innovation in Uzbekistan.

4. WOMEN LEADERS IN MODERN UZBEK DOCUMENTARY FILMMAKING (2010s–2020s)

Modern Uzbek documentaries focus on new images of businesswomen who hold leadership positions in politics, business, education, and science. In recent decades, figures such as female executives, entrepreneurs, and activists have become integral to documentary projects. In the 2010s, films and reports emerged featuring women in leadership roles in large companies and government bodies, as well as those involved in innovative projects and tech startups.

One example is the film *Women of Uzbekistan: "The Path to Success"* (2017), which tells the stories of female entrepreneurs who overcame social and economic barriers to achieve success. These works emphasize the role of women as agents of change and their contributions to economic and social development.

Another example is *"My way"* (Menning yo'lim), a documentary about an Uzbek businesswoman who started with a small business and gradually built a successful career. The film highlights the challenges she faced, her ability to overcome stereotypes about women's inability to succeed in entrepreneurship, and her leadership qualities. She built her company in the technology and innovation sector, a relatively new field in Uzbekistan. The film emphasizes her ability to balance family life and career while breaking down social barriers.

These figures symbolize a new generation of women actively participating in the technological and digital revolution in the country. Documentaries also often highlight how businesswomen in Uzbekistan are driving social change. They lead charitable and social projects, work in healthcare and education, and advocate for women's rights and empowerment. In some cases, they become influential political figures, contributing to legislative changes and improving social conditions.

Documentaries aim to show how these women use their resources and knowledge to influence societal processes, particularly in improving women's status in the country. They also emphasize the emotional strength and leadership qualities of women. Films often highlight how women in business and politics inspire and motivate others, successfully manage teams, and establish international connections. Such women serve as role models not only for Uzbek women but also for women worldwide.

The image of the modern Uzbek businesswoman in documentaries is multifaceted and dynamic, reflecting societal changes. She is portrayed as a confident, professional leader who challenges traditional stereotypes, utilizes modern technologies, participates in socially significant projects, and inspires other women to succeed.

CONCLUSION

The image of the Uzbek businesswoman in documentary films of the 20th–21st centuries has undergone significant changes, reflecting shifts in the social and economic life of Uzbekistan. From a woman confined to traditional roles, she has transformed into a leader in business, politics, and science. Modern documentary filmmaking continues to explore the complexity and diversity of women's lives, emphasizing their successes and challenges on the path to equality and professional fulfillment.

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