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REZYUME. Maqalada qaraqalpaq kino óneriniń janrlıq ózgeshelikleri menen birge kino janrların rawajlandırıw barısındaǵı máseleler sóz etiledi. Qaraqalpaq kórkem filmlerinde janrlıq máseleleri ele jeterlishe úyrenilmey atır. Usı áhmietli máseleler maqalada azı-kem tallap ótildi.

РЕЗЮМЕ. В статье рассматриваются вопросы развития жанров кино наряду с жанровыми особенностями каракалпакского киноискусства. Жанровые вопросы в каракалпакских художественных фильмах до сих пор недостаточно изучены. Эти важные вопросы были частично проанализированы в статье.

SUMMARY. The article discusses the development of film genres alongside the genre characteristics of Karakalpak cinema. Genre issues in Karakalpak feature films are still insufficiently studied. These pressing issues were briefly analyzed in the article.

METHODOLOGY FOR USING "AIR FRESH" TYPE PLUGINS IN DIGITAL SOUND DIRECTION

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Tayanısh sózler: muzıka, plagin, imkaniyat, kompressor, dawıs, plagin, akustika, jiylik.

Ключевые слова: музыка, плагин, возможность, компрессор, звук, плагин, акустика, частота.

Key words: music, plugin, opportunity, compressor, sound, plugin, acoustics, frequency.

As the music industry continues to develop, various technological solutions are being developed to improve sound quality and make it more pleasant to the listener. VST plugins play a special role in this. Each plugin differs in its function, operating mechanism, and unique sound characteristics.

Among plugins, the most commonly used are equalizer (EQ), compressor, reverber, and saturator. At the same time, there are some special plugins that help make a certain sound more clear, pleasant, and lively. The Air Fresh plugin can also be called one of such special tools.

Creation and application of the Air Fresh plugin. The "Air Fresh" plugin was developed by Slate Digital. This company is a world leader in the production of modern software for professional sound recording and arrangement. Air Fresh is not just an equalizer. It is designed for soft and musical amplification of high frequencies. Therefore, it is widely used mainly in vocal recordings, acoustic instruments, and generally in the final stage of the music mix. Technical capabilities. The Air Fresh plugin interface is very simple and user-friendly. Its main elements are: Mid Air (Middle High Frequency) - controls sounds in the range of about 2-6 kHz. This part ensures clear and precise sound production. For example, it is very important to set this parameter so that the words in the vocals are clearly heard. High Air (Highest frequencies) - amplifies the range above 10 kHz. This part gives the sound brightness and "aeration." It is especially effective in enhancing professional vocal performance. Bypass button - allows you to compare whether the plugin is working or disabled. This allows you to clearly hear the difference in sound. Air Fresh is a convenient tool even for beginners, due to the lack of

many buttons and complex parameters in the interface. Comparison of Air Fresh and EQ. Many compare Air Fresh to a regular equalizer. In fact, although their goals are similar, their working methods and results differ slightly. EQ - allows you to lower or increase any frequency of sound. For example, if the bass is too high, you can lower it to around 100 Hz. Air Fresh, on the other hand, operates only at high frequencies and raises them in a more musical way. That is, it applies a mechanism of natural brightness to the voice, and not a simple amplification. Therefore, if you only need to "air" the vocals or instruments in the song mix, Air Fresh will be a much more convenient tool. Examples of practical applications. The Air Fresh plugin can be used in various situations: In vocal recordings - clarity of voice, ensuring clear pronunciation of words, brightness of upper registers. The acoustic guitar makes the soft sound of the strings soft and pleasant. Piano - increases the sonority of high notes. Electronic music - gives brightness to the sounds of synthesizers or "pads." Podcasts and audiobooks - make the sound more pleasant to the listener, especially when listening with headphones.

Innovative approach in digital processing. The main strength of the Air Fresh plugin is its digital processing algorithms. Ordinary equalizer often loses the naturalness of sound along with the increase in frequency, resulting in higher ranges being heard in a "sharp" or "metallic" tone. Air Fresh allows you to amplify while maintaining harmonic balance. This plugin is based on Slate Digital's unique "smooth curve" filtering technology. It minimizes the phase of the signal when raising the frequency, making the sound more "bright but natural." Therefore, Air Fresh is used as a "transparent enhancer" at the stage of professional mixing. Air Fresh and psychoacoustics. To understand the effectiveness of the plugin, it is also important to analyze it from the point of view of psychoacoustics. The human ear is very sensitive to high frequencies (in the range of 10-16 kHz), but this range is often lost - especially in vocal or soft instruments. Air Fresh subtly "illuminates" this range, but doesn't create a sense of artificial sound. Psychoacoustically, this creates the effects of "presence" and "airiness." As a result, the listener feels the sound more vivid, close, and natural. This is what made Air Fresh popular among professional audio engineers. In-depth analysis of technical differences with EQ. When comparing Air Fresh with EQ, their operating style is interconnected, but their philosophy is different. EQ tools operate based on multi-range settings and require user experience. Air Fresh provides intuitive processing - the user only configures "Mid Air" or "High Air," and the plugin itself selects the optimal lifting curve. In addition, Air Fresh includes harmonic saturation (soft saturation) elements. This increases the clarity of the sound, bringing the upper ranges closer to an "analog" character. Therefore, it is often considered an intermediary between the EQ and the enhancer.

Practical use in the studio. An important aspect when using the Air Fresh plugin is that it is used as the final finish at the mix stage. For example, in vocal tracks, it is possible to dramatically improve the result by mixing it at a level of 10-20%. Professional audio engineers often use Air Fresh in combination with reverb or delay, which gives the sound spacing and depth. In addition, Air Fresh is also used as a "high-end polish" in the mastering process. In most cases, it is used in combination with plug-ins such as Fairchild 670, SSL Bus Compressor, or iZotope Ozone. As a result, high frequencies in the general mix sound clearer and more professional.

Modern versions and promising directions. Slate Digital is developing an AI-assisted (using artificial intelligence) version of Air Fresh starting in 2024. This new version can analyze audio material and automatically select optimal settings. This creates great convenience, especially for novice voice directors. Also, Air Fresh is currently adapted as a multi-platform system for Windows, macOS, and iOS devices. It can be used in mobile arrangements (such as GarageBand Mobile or Cubasis). This makes the plugin's capabilities accessible to the general public. Air Fresh is not only an effective tool among voice plugins, but also a technological solution that opened a new stage in the culture of sound design.

Innovative approach to digital processing The main strength of the Air Fresh plugin is its digital processing algorithms. Ordinary equalizer often loses the naturalness of sound along with the increase in frequency, resulting in higher ranges being heard in a "sharp" or "metallic" tone. Air Fresh allows you to amplify while maintaining harmonic balance. This plugin is based on Slate Digital's unique "smooth curve" filtering technology. It minimizes the phase of the signal when raising the frequency, making the sound more "bright but natural." Therefore, Air Fresh is used as a "transparent enhancer" at the stage of professional mixing.

Summary and practical recommendations

Today, Air Fresh directly affects the emotional component of music, unlike conventional EQ plugins. It is not technically complex, but has found its place as a professionally productive tool.For effective use of this plugin: it is advisable to use it not before mastering, but at the final stage of mixing; in vocal recordings, gently raising the range of 10-12 kHz gives the most natural result; in podcast or voice content, "High Air" should be used carefully, otherwise snorting sounds may appear.

Air Fresh is not only an effective tool among voice plugins, but also a technological solution that opened a new stage in the culture of sound design.

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REZYUME. Bul maqalada zamanagóy dawıs jazıw hám aranjirovkada keńnen qollanılatuǵın "Air Fresh" plugini haqqında sóz boladı. Plaginniń tiykarǵı wazıypaları, texnikalıq imkaniyatları, ápiwayı ekvalayzer (EQ) menen ayırmashılıqları hám de studiyadaǵı ámeliy qollanılıwı sáwlelendiriledi. Nátiyjede, muzıka menen shuǵıllanıp atırǵan jas dóretiwshiler hám ses rejissyorları bul plagindi óz jumısında nátiyjeli qollanıw imkaniyatına iye bolıwı múmkin.

РЕЗЮМЕ. В данной статье рассказывается о плагине "Air Fresh," который широко используется в современной звукозаписи и аранжировке. Освещаются основные функции плагина, его технические возможности, отличия от обычного эквалайзера (EQ), а также практическое применение в студии. В результате молодые авторы и звукорежиссеры, занимающиеся музыкой, смогут эффективно использовать этот плагин в своей деятельности.

SUMMARY. This article discusses the “Air Fresh” plugin, which is widely used in modern sound recording and arrangement. The main functions of the plugin, its technical capabilities, differences from a simple equalizer (EQ), and its practical application in the studio are discussed. As a result, young creators and sound engineers involved in music can have the opportunity to effectively use this plugin in their work.