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**KHURSHID DAVRON LITERARY WEBSITE – A DIGITAL PLATFORM FOR
PROMOTING NATIONAL LITERATURE**

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Abstract. The main objective of this study is to analyze the role of the Khurshid Davron literary website in promoting national literature, its contribution to the culture of readership, and its function in facilitating dialogue between national and world literature.

Keywords: Khurshid Davron, literary website, national literature, translation, digital environment, readership, intercultural dialogue.

The development of Uzbek literature in the post-independence era has become increasingly intertwined with digital communication tools. Internet websites have become platforms that unite literature enthusiasts, enable direct interaction between authors and readers, and deliver national and world literature to a broad audience quickly. One such effective project is the Khurshid Davron literary website, which not only promotes the author's personal creative work but also compiles rich layers of Uzbek and world literature, elevating the culture of readership to a new level. The website's relevance lies in its ability to deliver Uzbekistan's national literary heritage to a wide audience, particularly the younger generation that consumes information online, in a fast and accessible manner.

This concise study aims to address the following aspects:

- Examining the website's content and main sections;
- Analyzing the genre diversity of the website's materials (poetry, epics, short stories, essays, articles, translations, historical materials);
- Highlighting the importance of interactive features, such as reader comments;
- Assessing the website's impact on the reading needs of the younger generation;
- Defining the website's overall strategic significance in promoting national literature.

The Khurshid Davron website stands out from other literary platforms due to its comprehensive content. The website includes:

- The author's personal works (poetry, epics, short stories, novellas, essays);
- Translations (rare examples of world literature);
- Historical and cultural articles;
- Scholarly-popular materials on Sufism, Jadidism, and Uzbek history.

One of the website's key features is its direct interactive engagement with readers. Through comments, feedback, and discussions, readers are not merely passive consumers but active participants in the literary process. This fosters the formation of a new type of "literary audience" in the digital environment. Additionally, the website's regular updates, coverage of historical dates and cultural events in its news section, and incorporation of



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multimedia elements—such as images, audio, and videos—further enrich the reader’s literary experience.

National and International Significance. The Khurshid Davron website holds significant value in two directions:

1. **Nationally** – It presents literary and cultural heritage to Uzbek readers in a new format, promotes youth literature in a digital environment, and fosters the development of readership.

2. **Internationally** – Through translations, it introduces Uzbek literature to foreign readers and provides Uzbek readers with opportunities to explore world literature. In this regard, the website serves as a “bridge between cultures.”

Conclusion. The Khurshid Davron literary website can be regarded as a digital model for promoting Uzbek literature. It delivers national literature and culture to a broad audience, educates the younger generation through classical and contemporary literary works, elevates author-reader interaction to an interactive level, and strengthens the position of national literature in global literary processes through translations.

With these qualities, the Khurshid Davron website represents a significant milestone in the development of Uzbek literature in the digital space, giving rise to new forms of readership culture.

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