

ТЕЛЕВИДЕНИЕДАГИ РАҚОБАТ ВА ЁШЛАР ТАРБИЯСИ

Мирзо Ихтиёров

Самарқанд давлат чет тиллар
институти (СамДЧТИ) тадқиқотчиси

Аннотация

Мақолада Ўзбекистонда амалга оширилаётган ислохотлар мазмун-моҳиятинитарғиб қилишда телевидениедаги рақобат муҳитининг ўрни, телевидениенинг ёшларни етук ва баркамол, ўз туғилиб ўсган юртига содиқ қилиб тарбиялаш, қалбига инсонпарварлик ва одамийлик фазилатларини чуқур сингдиришдаги аҳамияти ўрганилиб, бу жараёнда давлат ва нодавлат телеканаллари томонидан тайёрланаётган айрим дастурлар таҳлил қилинган.

Таянч сўзлар: Телевидение, рақобат муҳити, Тараққиёт стратегияси, телетомошабин, ёшлар тарбияси, телевизион жанрлар, телесериал, клип.

COMPETITION AND YOUTH EDUCATION ON TELEVISION

Mirzo Ikhtiyorov

scientific researcher of Samarkand

State institute of foreign languages (SamSIFL)

Annotation

The role of the competitive environment on television in promoting the content and essence of the reforms implemented in Uzbekistan, the importance of television in educating young people to be mature and mature, loyal to their native land, and instilling humanitarian and humanitarian qualities into their hearts, and in this process, the programs prepared by state and non-state TV channels are analyzed in the article.

Key words: television, competitive environment, development strategy, television audience, youth education, television genres, TV series, clip.



КОНКУРЕНЦИЯ И ОБРАЗОВАНИЕ МОЛОДЕЖИ НА ТЕЛЕВИДЕНИИ

Мирзо Ихтиёров

научный сотрудник Самаркандского
государственного института иностранных языков (СамГИИЯ)

Аннотация

В статье рассматривается роль конкурентной среды на телевидении в пропаганде содержания и сущности реформ, реализуемых в Узбекистане, значение телевидения в воспитании молодых людей зрелыми, верными своей родной земле, воспитании гуманитарно-гуманитарных качества в их сердца, и в этом процессе анализируются некоторые программы, подготовленные государственными и негосударственными телеканалами.

Ключевые слова: Телевидение, конкурентная среда, Стратегия развития, телеаудитория, образование молодежи, телевизионные жанры, телесериал, клип.

Today, despite the rapid development of the global Internet network, almost 60-70 percent of people get the information they need from television. Based on this, television can be recognized as the most effective tool influencing the formation of public opinion and aesthetic taste. In the current period of rapid development, television has a great responsibility to provide television viewers with fast, impartial and correct information, to introduce them to the reforms, news and realities happening in the world and in our republic in a timely manner. This task is to acquire the audience of TV viewers from the state and non-state TV channels operating in our republic in an environment of healthy competition, to use the available opportunities effectively and rationally, to understand and promote the essence of the idea and ideology implemented in Uzbekistan, which is leading to development and progress based on today's requirements. requires effective methods of operation. In addition, television is the main tool that conveys information to people, encourages them to analyze and respond to a reality. Therefore, these mass media should serve to educate our youth to be mature and mature, loyal to their native land, to strengthen their sense of courage for the reforms being implemented in the country, and to instill in their hearts the qualities of humanity and humanity. The main genres used by journalists in television appearances should have the effect of



educating young people, providing them with spiritual nourishment, encouraging them to be virtuous, and planting the seeds of goodness in their hearts.

The President of the Republic of Uzbekistan Sh. M. Mirziyoyev made the following comments: “In today’s complex times, raising young people to become physically and spiritually perfect people remains an extremely important task for us”. In this sense, the thinker Abdurauf Fitrat said, **“This world is a field of struggle. The weapon of this struggle is a healthy body, a sharp mind and good morals,”** his words have a deep meaning.

The most important issue in our future activities is that our children grow up to be a healthy and well-rounded generation.”¹.

Today, TV channels operating in the Republic of Uzbekistan present to TV viewers various TV programs, shows and reports, TV series and feature films. In this regard, to a certain extent, there is a competitive environment between state and non-state TV channels. This aspect is clearly visible in efforts to cover the audience of TV viewers and attract advertisers. Due to the competition, the creators of TV channels are constantly working on themselves, striving to create new projects, interesting show programs, and the efforts aimed at capturing the audience of viewers and informing them of the first news are intensifying. On the basis of new projects, interesting and impressive, visible programs aimed at attracting TV viewers began to appear.

At a time when people’s consciousness and worldview are changing, and the demand and need for accurate and fast information is growing, it is becoming a very difficult issue for TV channels to gain public attention with their products in the ever-growing competition media market. Whichever TV channel or an employee operating in it is the first to find sensational, popular information and news that can attract TV viewers, its audience will expand more and more. “Due to the work and effort of leading news agencies, channels, and journalists, a tendency to look at information not only as information, but as a commodity has emerged in the theory of world journalism. Whoever delivers the information first and quickly, thanks to the income from the news, the economic opportunities of the channels and journalists have expanded, and the financial support has also begun to grow.”². In fact, today there is a competitive environment for fast transmission of news from hotspots where a state of emergency has been introduced, from important agreements between countries,

¹Мирзиёев Ш.М. Янги Ўзбекистон тараққиёт стратегияси. –Тошкент: O‘zbekiston, 2023. 250-бет.

²Каримов А, Қосимова Н, Исмоилова К, Ҳамдамов Ю, Ортиқова Ю, Абдуҳолиқов И, Жўраев Х, Файзуллаева Ҳ. Журналистика: Аудиовизуал журналистика. – Тошкент: Ўзбекистон. 2019. 207-бет.



from meetings held to resolve social-political and economic problems, from places where dangerous situations have arisen.

The drive to be the first to find and share information is growing. However, in this process, there is another aspect of the issue - it is related to the life of society, which cannot be ignored. In other words, state and non-state TV channels strive to broadcast their information as soon as possible, to fill the allotted time, regardless of how it affects the TV viewers. During the rapid transmission of information to the audience, the reality or event that is contrary to universal values, and materials that promote violence can be broadcasted. In addition, in order to attract the attention of the audience, especially to increase the interest of young people, various talk shows and shows with silly names are shown on TV channels, which do not convey any meaning. For example, let's take the "Perla show" and "Street battle" shows presented by "Mening Yurtim 5 ("My Country 5")" TV channel. The naming of these entertainment programs does not mean anything. Perhaps, it would be appropriate if the creators of the TV channel gave a name that would reveal the essence of this show. In addition, in the above-mentioned shows and television programs, there are cases of non-compliance with the rules of literary language, use of vulgar and repeated words by the presenters. As Erik Fichtelius, one of the experienced reporters from Sweden, stated in his book "10 Rules of Journalism": "Various repetitions irritate listeners and viewers. Make it a habit to have a thesaurus handy. It is necessary to have the skill of adding color to the text"³.

Similar opinions can be expressed about the names of the shows "Stimul", "Hazilmazil", "Rampage", "Chef book" of this TV channel. In this sense, it will certainly not be without benefit if the officials of the non-state television channels refrain from naming the programs and enrich the content of the programs based on the interests of the country and the people. Moreover, at a time when special attention is paid to preventing the investigation of the activities of business entities and giving ample opportunities for their development, regular analysis of the materials broadcast by non-state TV channels would be a suitable response to the created conditions and privileges.

In addition, TV channels are paying special attention to the broadcasting of entertainment programs and music videos. The process of competition in this direction leads to the airing of some light-hearted, low-level, annoying songs consisting mainly of refrains. This in itself can cause the destruction of our eternal art. Because our young people are accepting the song of a half-naked singer with

³Фихтелиус Э. Журналистиканинг 10 қойдаси. Тошкент. Шарқ. 2002. 18-бет.



rhyiming words as an example of art. In addition, serials occupy a significant place on TV channels. It is a pity that the series on some TV channels mainly promote family dissatisfaction, infidelity of husband and wife, and vices such as celibacy.

Today, in all the TV channels operating in the territory of our republic, television creators are doing certain things in order to widely promote the essence of the reforms implemented in our country, to improve the quality of programs and to present the best shows to the viewers. In this process, it is necessary to pay special attention to increasing the number of TV programs that positively affect the spiritual and moral education of young people and help them grow up in the spirit of respect for national values and traditions.

Based on the above, it is appropriate to air the TV series, clips and other similar materials shown on state and non-state television channels based on the interests of the state, society, and people. It should not be overlooked that airing any material by acting like “we’ll give it to some TV channel before it airs it” can cause some unpleasant situations, especially the negative impact on the education of young people who are now forming their worldview. In the process of competition between TV channels, it is also important to take into account the compatibility of TV programs with the interests of our state and society, especially the spiritual and moral education of young people, and the mentality of our people.

