

THE ROLE OF TELEVISION JOURNALISM IN KARAKALPAKSTAN AND ITS IMPACT ON THE AUDIENCE

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Abstract: Within the framework of this topic, the main objectives of television journalism, ways of conveying information to the audience and its effectiveness are written. The article also pays attention to the role of television in preserving the national language and culture.

In television journalism, the transmission of information and effective communication with the audience play an important role. The main objective of television journalism in the Karakalpak language is to convey accurate, impartial and high-quality information to the population, as well as to preserve television as an effective source of information.

Television journalism began to form in Karakalpakstan in the second half of the twentieth century. Television of Karakalpakstan officially began its work on November 5, 1964, at that time it occupied a special place in the structure of local radio and print media. The advent of television ensured the transition to a new stage in the dissemination of information in Karakalpakstan. Islam Rakhmatov, Nurjon Kurbanov and Murat Utemuratov are among the first television journalists. They actively participated in the preparation of the first social programs of Karakalpakstan television.

The main tasks of television journalism:

I. Source of information: Television journalism is the main way of conveying information to various categories of audience. Journalists should rely on facts, impartiality and objectivity. Programs broadcast in the Karakalpak language also contribute to the preservation and development of national identity. Television journalism as a source of information involves conveying fast, objective and reliable information to the public. This concept refers to various types of information presented on television, such as news, analytical programs, interviews, cultural and social programs.

The main task of television journalism is to inform the public about current events, news and information in various fields.

II. Visual transmission of information. With the help of television, information can be conveyed not only through text or sound, but also through visual means such as



images, video and graphics. This helps the audience better understand the information. Visual communication is one of the main means of television journalism in influencing the audience. Here are the basics of visual communication:

1. Shots and Angles. It is important to choose the right shot and angle for a television story. For example, close-ups enhance the emotional impact, while long shots are used to show the overall situation. Each point of view affects how the information is perceived.

2. Graphic elements and infographics. Infographics and charts help simplify complex information. For example, displaying demographic or economic data using graphs, maps, and diagrams allows the audience to quickly understand the essence of what is happening.

3. Colors and Lighting. Colors have a strong influence on human psychology. Subdued lighting is used to show dramatic or sad situations, while bright colors evoke a feeling of positivity and comfort. Visual aesthetics are important when transmitting material via television.

4. Titles and Text Elements. During video materials, additional information can be provided using subtitles. These should be short, effective, and clearly written texts. They help to highlight key information and focus the audience's attention.

5. Dynamics and movement. Moving frames attract the attention of viewers and increase the dynamics of the information. In television journalism, camera movements (such as panning) enhance the emotional impact and bring the information to life.

6. Symbolism and visual metaphors. In many cases, information can be conveyed more effectively through symbols or visual metaphors. They are associated with a certain image or idea in the minds of listeners.

Visual communication methods are the main means of making information through television not only understandable but also effective.

III. The function of providing information and knowledge: Television journalism disseminates knowledge along with information. For example, analytical programs, programs devoted to social problems broaden the audience's horizons and enrich their knowledge on various issues. The informational and educational functions are one of the main tasks of television journalism and are of decisive importance for influencing the audience.

1. Information function. The information function includes the daily delivery of news, events and various social, political and economic information to the



population. The implementation of this task in Karakalpak television journalism includes several main aspects:

- Efficiency and innovation. The first task of any TV channel is to quickly and accurately provide information to the population. It is important for the public to cover important events and provide up-to-date information about them.

- Coverage of important events: Accurate and objective information about local events, public figures or political processes is the right of society. helps to stay informed about the news.

- Accountability: Accuracy and impartiality are key factors in accountability. When the media disseminates incorrect or misleading information, it can have bad consequences for society.

2. The function of transmitting knowledge. Television journalism, through the task of providing knowledge, not only transmits information, but also aims to develop students, improve their knowledge and culture:

- Historical and cultural content: Karakalpakstan TV channels raise the cultural level of the population through programs covering national culture, traditions and historical processes.

- Social and scientific knowledge: Providing information on various topics enriches the public with knowledge in various fields. For example, information on news in science and technology, medicine, law and other areas serves to educate the population.

- Language and literature: Television journalism also plays a role in developing local and national languages and promoting their study. It is possible to improve the language culture in society through programs in the national language.

3. Interactivity and communication. Modern television technologies make the learning process interactive and interesting. Television journalism not only provides information, but can also involve the audience in this process. This ensures active participation of the audience and makes the learning process more effective.

These two functions - providing information and knowledge - are one of the main tasks of television journalism in Karakalpakstan and are of great importance in the development of society.

IV. Contact with the audience: Journalists need to establish direct contact with readers and viewers and respond to their interests. In television journalism, by establishing interactive relationships with viewers, you can find out their opinions and improve the quality of programs.



Communication with the audience in television journalism is one of the main factors in ensuring its effectiveness. Here are some important aspects of communicating with your audience:

1. Identify the audience. In order to establish effective communication with the audience, you first need to identify the target audience. To do this, you need to consider factors such as age, gender, profession, social groups. For example, programmes aimed at young people can be dynamic and engaging, while content aimed at providing more analysis and knowledge to adults will be interesting.

2. Feedback. The opinions and attitudes of the audience allow television content to be improved and adapted to requirements. Feedback can be provided in a number of ways:

- Phone calls: During or after the programme, viewers can voice their opinions over the phone.
- Social media: Modern TV channels communicate directly with the audience through social media. This allows broadcasters to quickly receive listeners' opinions and respond to them.
- SMS and email: Some programmes provide communication via SMS or email for audience questions and comments.

3. Active audience involvement. Active audience involvement in the process makes communication more effective. There are several effective ways to do this:

- Interactive programmes: Viewers can participate in the programme by answering questions or expressing their opinions live on air. This increases their interest and activity.
- Social surveys and polls: Conducting surveys to find out the audience's opinion on various topics arouses their great interest. This shows that there is a need for audience input.

4. Adapting content to audience requirements.

By studying the interests and needs of the audience, TV channels should adapt their programs to these requirements. In this:

- Local content: Karakalpakstan TV channels should cover topics that are relevant and of interest to the local population. For example, programs about local events, culture and traditions attract the audience.
- Timely information: New and relevant messages meet the needs of the audience. This is important for maintaining the trust of the audience.



5. Verbal and non-verbal communication. Verbal communication (through words) and non-verbal communication (movements, tone of voice, gestures) also play an important role in communicating with the audience. Credibility, sincerity and closeness to the audience increase the influence of the speaker.

6. Adapting to trends. Modern technologies help improve communication with the audience. For example, the ability to broadcast TV programs through Internet platforms and watch them through mobile devices expands the audience reach and strengthens communication.

Establishing a strong connection with the audience is of great importance for TV channels, as it ensures their effective work.

Conclusion: TV journalism in the Karakalpak language is important for the development of national culture and society. Food serves as an important tool for informing. Due to the development of technical means, the possibilities of this sphere are expanding, which allows to more fully satisfy the audience's need for information.

The effectiveness of television journalism can be increased by the correct and fluent use of language, as well as the correct choice of visual and audio materials.

Links:

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