

## QUALIFICATION OF JOURNALISTS IN SPECIALIZED TV CHANNELS

(In the example of the TV channel “Foreign languages”)

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Article received: 25/08/2024, Article Revised: 10/09/2024, Article Accepted: 18/09/2024

Doi: <https://doi.org/10.55640/corr-v02i05-01>

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### Abstract

This article analyzes the requirements for the creators of a TV channel specializing in foreign languages, the professional qualifications of journalists, international experience, and the activities of employees on the example of the programs of the “Foreign languages” TV channel of the National Broadcasting Company of Uzbekistan.

**Keywords:** Television, television program, education, journalist, foreign languages, qualification, skill.

### 1.0 INTRODUCTION

A specialist who does not know a number of requirements for modern television journalists cannot prepare a high-quality and rich program. A journalist of the press and radio studio can go anywhere and prepare his work. The work of a television journalist from this point of view is somewhat different, a television journalist cannot start without a creative team. “Television is basically a modern electronic technical means of information, education and entertainment”(4,267). It is almost impossible to create a television work with the work of one person. Specialists such as the presenter, director, technical staff, cameraman, editor, and programmer have a special place in the preparation of an all-round perfect TV program. In the process of creating a quality television product, the activities of industry representatives are considered interdependent. Creators of TV channels whose target audience is education, especially language teaching, require not only professional qualifications, but also pedagogical skills.

### THE MAIN FINDINGS AND RESULTS

It is known that educational television differs from ordinary television channels in terms of the

language of communication with viewers, the method of broadcasting programs, form and content. According to experts, the main factors driving the audience to choose a particular TV channel are “addictive shows” and “the need to watch a specific TV channel”(6,14). Conversely, one of the main reasons why audiences refuse to watch programs is the mismatch between the lifestyle of the viewer and the time the program is broadcast, and the second is long commercial breaks. TV journalists working in the field of education should pay special attention to these aspects. In addition, “audience description” is another aspect that creators need to focus on in order for a TV product to reach a wide audience. That is, it is necessary to present creative works taking into account not only the audience’s age, gender, profession, education, but also their attitude to watching television, daily habits, living conditions and, of course, their level of knowledge. Especially if the TV productions aim at learning foreign languages, the above factors serve to further increase the effectiveness of the projects. In this case, the television worker satisfies the needs of the audience and causes his career to develop.

Here, we will try to find an answer to a question

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that may arise. What are the requirements for the creators of the TV program dedicated to the promotion of foreign languages?

- According to the rules of television journalism, first of all, the creator must know exactly for what audience the program is being created, and accordingly form the script of the program;
- Regardless of the format of the television product, the only goal is to serve to improve the viewers' knowledge of foreign languages, without forgetting about the national mentality;
- Every information given is presented in an interactive way and the viewer waits for the next message or news with interest from the beginning of the program;
- Special training is required, especially from the presenter, in programs aimed at education. Naturally, the journalist should have perfect knowledge of the foreign language intended to be promoted;
- In addition, the presenter should clearly and fluently pronounce words in a foreign language and have the ability to freely communicate with the audience in front of the camera;
- He should also develop the ability to convey his knowledge to the general public (5,144).

The skills of the presenter primarily ensure the productivity of television programs aimed at teaching foreign languages. Conveying unfamiliar aspects of a foreign language to the viewer in an interesting and accessible form and at the same time taking into account the technical features of filming requires the journalist to be attentive and diligent. Since December 2021, the Foreign Languages TV channel has been launched in the National Television and Radio Broadcasting Company of Uzbekistan, the purpose of which is to teach "foreign languages". Today, this TV channel broadcasts programs mainly in English, as well as in German, French, Turkish, Russian and Korean.

Below, we will analyze the activities of TV creators on the example of the programs presented on the "Foreign languages" TV channel. It should be noted that currently more than 20 original programs are prepared by the TV channel staff and 30/100% of them are broadcast in English.

One of the successful projects is the holiday issue of the "IELTS Secrets" program, which was broadcast on March 8, 2023. The program is structured in an unusual way unlike any other. In this, 6 participants compete with each other by performing various interactive tasks presented by

the host. The author and host of the program is Dilobar Zaripova. On television, we get the first impression through images. As soon as the show starts, the presenter's image attracts attention. Probably because the broadcast was shown on a holiday, Dilobar Zaripova is wearing a special hairstyle and a luxurious dress. This style of dressing of the presenter is not for a TV show, but as if it was worn instead of an evening and party dress. True, this dress code can be suitable for concerts on New Year's Eve, public elections on Navruz holiday or various cultural and educational events, but it is a bit disproportionate for an intellectual competition between young men and women filmed in a television studio. Dilobar Zaripova also hosts morning live broadcasts of the TV channel. A well-rounded host, the festive edition of IELTS Secrets kicked off the festive season of IELTS Secrets in high spirits, and that spirit continued till the end of the show. We can say that free communication with the participants, simple sentence structures in the speech were convenient and beneficial for the audience behind the screen. The presenter's English pronunciation has some flaws, but the words are clear and fluent. Indirect conversation with the audience was also properly organized. Indeed, the more effective the communication between the TV host and the audience, the more meaningful and effective the show will be. At this point, it should be noted that the important difference between the speaker's communication and the TV presenter's communication is noticeable at this point. The speaker stands side by side with the listener. It works depending on their mood, situation, the whole situation. And the TV presenter performs this process through imagination, even if he does not see the audience, he feels as if he is sitting with him. Dilobar Zaripova was able to perform this task very well during the show. "Dear viewers, stay with us.." "Dear viewers, let's start.." Using these and similar expressions, he explained the processes taking place in the television studio, and in some cases he turned to the camera and asked the reactions of the observers behind the screen. This approach teaches the listener to pay attention and to think in the language being studied.

"Good morning, Uzbekistan!", which is broadcast almost every day on the TV channel. 02.02.2024 issue of the program. Hosts Sarvinoza Abduhalilova and Daniyoy Embergenov. To make this project effective and efficient, journalists, that is, television presenters, have a great responsibility. During the live broadcast, presenters will have to have a comprehensive knowledge of the topics that will be discussed for two hours, in addition to paying attention to non-

verbal factors such as appearance and voice. In addition, it is necessary to be able to speak in a lively language that is easily understood by the public, to take into account the time of the conversation, to prove the point by referring to real life examples, the appropriate use of various visual aids, humor, gestures, sincerity in dealings, taking into account the capabilities of the technical staff behind the screen with the partner. should carry out the program in agreement. In terms of age, the hosts of the program are on average 20-25 years old, and it is known from their speaking styles and tones that they have thoroughly mastered the English language. It is not for nothing that I mentioned the young artists. It has not been long since the representatives of the industry started their activities in this direction. For this reason, we believe that expecting a high level of professionalism from them would be unprofessional. Nevertheless, we analyzed the creative efforts and professional skills of young professionals from the point of view of audiovisual journalism. Sarvinoza Abduhalilova "Good morning, Uzbekistan!" besides, he has been an active presenter in several projects of the TV channel. For this reason, during the program, it was felt that Sarvinoza's experience was superior to that of his colleague. Daniyoy Embergenov, however, could not fully open up to the audience, it is not difficult to notice a sense of insecurity and shame in his actions and speech. In general, dialogues with guests of the program are free, full of humor. Of course, Sarvinoza Abduhalilova has a big contribution in this. At the same time, the method of communication with the audience is properly formed. At this point, I considered it permissible to talk about the style of dressing of the presenters. The reason is that Daniyoy Embergenov led the program in a classic style suit and trousers, and Sarvinoza Abduhalilova in a casual outfit. The image was reflected more beautifully when a uniform style of clothing was chosen.

Various pages related to language teaching were used during the broadcast. Conversation with representatives of various fields, discussion of a certain topic in the form of a lesson. In particular, this time Parvina Norshodieva listed global environmental problems and offered solutions for them. At the end, he gave a final conclusion. This approach is what is missing in the "writing section" or "speaking section" for those who are preparing for an international English language exam. The presenters provided information on the use, context, and meaning of "common sayings" ("common sayings used in everyday life"). In the fourth quarter of the TV program, Asadbek

Husanboev introduced the secrets of "Logistics industry". Thus, it can be said that this latest issue of "Good morning, Uzbekistan!" was a worthy choice for those who want to develop listening comprehension skills in a foreign language.

In the audience, a "high-level activity" approach to television has been formed. However, if they do not find confirmation of this idea in front of the screen, their interest in the show will be lost, and it is precisely the loss of psychological inclination to this or that show that leads to an increase in shows that have lost their "target audience"(3). As a result, the air time is wasted or the TV channel does not last long. Today, the TV viewer is very sensitive to flaws, he can evaluate the result, even if he cannot clearly imagine the activity behind the camera. And unfortunately, in many cases, this causes viewers to switch to another channel. The most important aspect required from the creators of the TV channel "Foreign languages" is to skillfully combine the teaching methodology and the method of information transmission and broadcast the finished creative product at the right time according to the needs of the audience.

While closely studying the activities of "Foreign languages", we witnessed that the main problem in the TV channel is not related to the experience of the journalist staff or the approach to TV products. Perhaps we are convinced that there is a lack of specialists who promote the aired programs through social networks, the Internet, and other TV channels if necessary, and ensure the wide distribution of educational programs in various formats. In addition, it can be said that the lack of programmers who enrich the programs with modern graphics, video editing, and design limits the scope of the audience in a certain sense and cannot interest the young people enough.

If we look at the foreign experience, in 2008 "English club TV" (9) channel, which aims to teach English through television, will be launched by experts from Great Britain. Today, these TV channels, which prepare programs for representatives of the social class from 3 to 16 years old, are broadcast to Europe, Asia, America and Africa. The biggest achievement of this TV channel is that language learners can download and use the materials prepared by "English club TV" specialists in the form of manuals, textbooks, videos, podcasts, using any technology at any location. Educational materials are also regularly posted on the "You tube" platform. Subscribers can easily and conveniently find the information and lessons they need through the channels within the channel. In particular, "Langlab TV" provides language grammar, and "Lingotoons TV" provides tutorials for improving oral speech. It should be

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said that experts make effective use of modern graphics when preparing lessons. This is certainly one of the important factors that create the basis for a wide audience. Based on this, we can say that the problem that needs to be implemented and solved in “Foreign languages” today is to find qualified “PR” and “IT” specialists and try to establish cooperative activities in a short period of time. Through this, the activities of the developing TV channel will be further improved, the programs will be enriched in form, and most importantly, the scope of the audience will increase.

### CONCLUSION

In order to be effective in the field of television, every journalist, creative and technical employee in the team must have basic skills related to the field. The higher the level in the professional environment, the higher the requirements for the level of competence, the greater the effect achieved. In TV channels specializing in foreign languages and aimed at education, along with professional skills, mastery of world languages and pedagogic skills are also important. At the same time, defining the ideal image of a journalist in this direction, teaching and guiding students on the basis of specialization, starting from higher educational institutions, would serve the further improvement and efficiency of the field.

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