

MEASURES FOR THE ORGANIZATION AND REFORMING OF TELEVISION PROGRAMS

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The development of world civilization, socio-economic and political contradictions, integration processes in the economy, the development of science and technology, and the strengthening of cultural ties have led to the emergence and development of mass media (print, radio, television, the Internet). In the mass media system, the periodical press (newspapers, weeklies, magazines, etc.) occupied a special place in connection with the fixation of information on a sheet of paper using the typographic technique of reproducing black and white or colored texts and images. Printed products carry information in the form of printed text, photographs, drawings, posters, diagrams, graphs, and other figurative and graphic forms without any additional means (simply by the reader, viewer, television, radio, tape recorder, etc.). But the press loses the effectiveness of information delivery, since it is impossible to avoid a significant time gap between the preparation of the publication, printing the circulation, delivery, and receipt by the reader. This is especially true for presses distributed over large areas.

Television (from the Greek tele "distant" and Latin visio "seeing") is one of the most popular means of information dissemination, characterized by the transmission of images of objects moving at a distance using radio-electronic devices. Introduced in the 1930s and, along with periodicals and radio broadcasts, became an equal participant in the "triumvirate" of traditional mass media in the 60s. 20th century. In the future, it developed at a faster pace and achieved the greatest popularity among viewers in a number of indicators (information, culture, entertainment).

The most important element in the development of the information society is a new tool - the Internet. This is a global information superhighway with access to almost all information sources: the largest libraries in the world, university archives, databases of scientific centers, museums and private collections, music and video archives, etc. The peculiarity of the Internet is that it functions simultaneously as a means of publication and communication. It is fundamentally different from mass broadcasting and traditional telecommunication services. The Internet is a convergence of traditional media in a single information space. Here we mean that there are many online versions of newspapers and magazines, there are also electronic publications that do not have only a paper version; radio stations and television channels have their own websites. Television actively uses the Internet to transmit images, sound, content (in the form of text), etc. Thus, for the first time in history, a supertext and a metalanguage are formed, combining written, oral, and audiovisual methods of human communication into one system.

K.M. Khoruzhenko describes television as "one of the most important cultural phenomena of the 20th century, which is becoming an art." In his opinion, television plays an important role in popularizing the greatest achievements of national and world culture. The reason television has

become the primary means of communication and remains a subject of debate among scholars and critics to this day is that, according to Russell Neumann, "people choose the path of least resistance." In other words, the success of television is the result of viewers' basic instinct to choose what is most convenient. For example, according to research, only a few people pre-select the program they want to watch. Usually, the first decision is to watch television, then programs are switched until the most attractive or least boring one is selected. Dominant behaviors around the world show that in urbanized societies, watching television represents the second largest category of activity after work. In our opinion, such behavior is associated with the attractiveness of comfort at home after the workday and the lack of alternatives for personal inclusion in the cultural process. It is known that watching television programs is usually combined with the performance of household chores, everyday work, social interaction, therefore television becomes not only an element of the human environment, such as television or a television center, but also an environment in which a person lives.

Therefore, we turn to television as a representative model of modern mass media and try to determine its place in the culture of the modern information society.

Among the aforementioned mass media, television, a type of telecommunication technology, occupies a leading position in terms of its distribution and popularity in society, technical parameters, information mobility, and psychological impact. Indeed, none of the many achievements of scientific and technological progress penetrated the life of all mankind so quickly and had such a comprehensive impact on its development as on television. Television, being one of today's advanced means of reflecting the socio-cultural life of society, reality in all its manifestations, is at the same time a rich source of information, a convenient means of studying society and its development. At the same time, television reflects the vital problems of our time and has a significant impact on the emergence of certain needs among certain segments of society.

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