

## CHARACTERISTICS OF RADIO TEXT

Jabborova Hamida

Karshi State University, Department of English Language

Teaching Methodology and Practice, Teacher

E-mail: hamidajabborova@gmail.com

### ABSTRACT

Speaking about the radio text, the researchers note that it is "a mental-verbal complex, complicated by the polycode nature of implementation, created in an institutionally organized information and communication environment, reflecting social reality and influenced by its context", embodies the image of the addressee and creates certain fragments in his mind – forms views, beliefs, values, reflects the center of communicative, cognitive and socio-cultural projections, which includes removing these dynamic layers in the explanatory key of the research, presenting the results of mass media speech activity as a multi-component model. Speech on the radio is a form of oral speech in which the speaker embodies the language based on the reaction of the listener. On-air speech is a voice distribution of text, regardless of whether it is prepared or spontaneous – unprepared, sporadic (sudden) character.

Another constant characteristic of radio speech and radio broadcasts is the natural speed of speech. Acceptance of the text in terms of quantity and quality depends more on it. In addition, psychological parameters such as pace and rhythm were also determined in radio speech (according to S. M. Bernstein). These features depend on their sequence within sentences, the length of physical and psychological pauses, and intonation separated and unseparated parts rather than the amount of words and syllables within a unit of time. It is pace and rhythm that determines the level of expressiveness of the speaker in speech communication.

Radio talk can be viewed in three forms:

- 1) The process of using the spoken language of the radio;
- 2) Speak clearly over the radio over time;
- 3) Any speech heard on the radio<sup>1</sup>.

The radio audience is the receiver of the message and its source (the environment where ideas, knowledge, ideological clichés, speech clichés are created). Feedback is formed each time and added to a new message. It turns out that our knowledge about the world is discursive (institutional) - the information about the world that we get from mass media - language, method of representation (media), journalistic experience, ideological, political transmission channel relations repeatedly serves as a tool.

Speech communication on the radio is often embodied as a dialogue or polylogue communication, presented in the form of communication in the form of "an exchange of texts, and each text is a real lecture situation that it describes, interrelated with the speaker and the listener."

The main factor in the formation of the text of public communication, including radio, is the principle of authorship, which is expressed in the selection of facts, their interpretation,

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<sup>1</sup> Klyuev Yu.V. Publicity of radio speech. Scientific notes of ZabGU. Philology, history, oriental studies. 2015. No. 2 (61). -FROM. 89-95.

composition, personal approach to the reflection of reality. its semantic context and the means of achieving the goal of the journalistic work.

V.V. Egorov writes: "Establishing contact with the audience is possible only when the journalist conducting the program declares himself as a person, when he comes out as a person with certain cultural and psychological characteristics in every word, when he discovers the features of his worldview, his moral and value signs<sup>2</sup>.

The task of any meaningful text is to have a purposeful impact on the audience, to form informational ideas about reality. A special information-communication environment is formed with the help of speech on the radio. It is based on the speech-thinking activity of a person and the oral nature of speech.

Text (lot. textum – «connection») – this:

– "Sequential placement of symbols that form a single semantically complete work"<sup>3</sup>;

– "The formation of complex and diverse systemic symptoms"<sup>4</sup>;

– "Expressed using a certain system of symbols" is a work of independent authorship<sup>5</sup>;

– "Information content of document, program, message"<sup>6</sup>;

– Component that forms the structure of mass media;

– Universal component (means) of mass communication.

"For a journalist's successful creative activity in the audiovisual media, external features of communication - WHAT and HOW a person speaks are of great importance. According to Academician D.S. Likhachev: "The most reliable way to know a person, his mental development, moral character, character is to listen to how he speaks."<sup>7</sup>

Verbal communication is ontologically specific to radio broadcasting, as it emerged after sign language (communication). I.P. According to Yakovlev, "people first used gestures, and then developed verbal communication based on the close connection of sounds with gestures. Sound language has expanded the possibilities of communication between people."<sup>8</sup>

The emergence of language is related to the fact that a person expresses the things and events he encounters with sound symbols. The first concrete language appears due to the activity of the left hemisphere of the brain, and the abstract - in the right. The brain is affected by various

<sup>2</sup> Egorov V.V. On the way to the information society. M.: Institute for advanced training of television and radio broadcasting workers, 2006. -P. 17. 192 p.

<sup>3</sup> Fundamentals of the creative activity of a journalist / edited and compiled by S.G. Korkonosenko. St. Petersburg: Knowledge: SPbIVESEP, 2000. -P. 95. 272 p.

<sup>4</sup> Fundamentals of the creative activity of a journalist / edited and compiled by S.G. Korkonosenko. St. Petersburg: Knowledge: SPbIVESEP, 2000. -P. 99. 272 p.

<sup>5</sup> Zemlyanova L.M. Communication and media: English-Russian explanatory words. concepts and terms (XXI century: information and society). M.: MGU, 2004. -P. 328. 416 p.

<sup>6</sup> Zemlyanova L.M. Communication and media: English-Russian explanatory words. concepts and terms (XXI century: information and society). M.: MGU, 2004. -P. 328. 416 p.

<sup>7</sup> Zemlyanova L.M. Communication and media: English-Russian explanatory words. concepts and terms (XXI century: information and society). M.: MGU, 2004.416 p.

<sup>8</sup> Yakovlev I.P. Fundamentals of communication theories. St. Petersburg: Institute of Management and Economics, 2001. -P. 146-147. 230 p.

signals related to real events. The brain selects from them the concept in the memory and creates a sign that is released in the form of sound (language) to the environment”<sup>9</sup>.

A text in radio journalism is a journalistic work that is specially created for broadcasting on the radio and has an oral, eloquent form of expression; mainly based on the lexical means of the literary language, often relying on the language of lively, oral speech; expressed in monologic or dialogic form. Each individual piece played on the air can be called a microtext of the program.

Radio text can be understood in a broader sense, like all audio material heard on the radio: musical signals, jingles (short logos of a radio program or radio channel), any non-journalistic output (advertising, music, on-air program presentation). All the topics and broadcasts of a given program (for example, a morning radio channel, an analytical talk show, a talk show or a radio magazine) can be called the macrotext of the program.

Researchers of modern speech practices of mass communications came to the conclusion that any media text, including radio, has a form of speech expression. Therefore, in radio, we meet a special form of text, that is, radio speech. L.R. According to Duskaeva, the colloquial speech of the speech helps to use the question-and-answer complex, direct and indirect addressing, motivation of mental and concrete physical actions, and the use of "we-builders" that indicate the two-way nature of communication<sup>10</sup>.

Speech communication in any mass media is carried out using literary language. S.G. Korkonosenko singles out the cultural task of journalism in the organization of mass communication, which is possible only with a very careful attitude to the Russian language: "The whole nation speaks through the language of the reporter, and this imposes on him the responsibility for the preservation and organic development of the native language"<sup>11</sup>.

As one of the main ideas of radio journalism, it is evidence that the process of communication through conversational radio broadcasting is aimed at reflecting the surrounding reality: "Radio broadcasts open the doors of the audience in the polyphony of the sound world, by selecting, arranging, enlarging its parts, finding mutual relationships and returning them to the listeners. This communication, which is its main limiter in the process of social communication, significantly activates the visual essence of the channel, auditory perception, turns into imagination and gives a strong impetus to the viewer's image"<sup>12</sup>.

Thus, the study of radio speech as a linguistic phenomenon indicates that it has not found its deep scientific interpretation. Therefore, it is necessary to study radio speech as a type of cultural speech and take into account ethical principles. Determining the causes of evolutionary changes in speech behavior norms in the process of open communication requires the development of scientifically based recommendations on the use of language culture and etiquette formulas in radio.

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<sup>9</sup> Zemlyanova L.M. Communication and media: English-Russian explanatory words. concepts and terms (XXI century: information and society). M.: MGU, 2004. -P. 328. 416 p.

<sup>10</sup> Duskaeva L.R. Language and style of electronic media // Stylistic encyclopedic dictionary of the Russian language / edited by M.N. Kozhina. FROM. 644. 696 p.

<sup>11</sup> Korkonosenko S.G. Fundamentals of journalism. 2nd ed., Revised and added. M.: Aspect Press, 2009. -P. 134. 318 p.

<sup>12</sup> Vasilyeva T.V., Osinsky V.G., Petrov G.N. Course of radio and television journalism. St. Petersburg: Spets.lit., 2004. -P. 10. 288 p.

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