

MASS MEDIA OF TELEVISION SYSTEMS BECOME A MEANS

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ANNOTATION

In the recent past, radio has played an important role in our lives. When radio was invented, it was able to attract a larger audience than print media. Unexpectedly, the "Radio Revolution" led to a small decline in the print media. But more recently, television networks have begun to denigrate radio networks. In this article, the ability of television networks to display radio features (sound) and the use of image as a primary weapon put an end to the "radio revolution", and television systems began to fight for their place in the media world. In the article you will get a brief overview of this struggle.

KEYWORDS

Television systems, "Radio revolution", print media, online journalism, rasterization, media, "Television revolution".

INTRODUCTION

Television (TV) is derived from the Greek word *tēle* (tele), which means "far" or "far" and the Latin word *vision* means "see" or "watch". We all know that When we say television, we usually mean (tele) a method of communication that transmits moving (colored or colorless) images (with or without sound) to the audience. Although television technology has been available since the late 1920s, in practice many could not afford it. Because in the 1920s, the price of televisions was still very high. However, television left behind not only print media, but also radio, which at that time became the most popular type. Today, television has become a common household item. Since the 1950s, television has become the most basic type of media industry. In general, the formation of public opinion on television has guaranteed an increase in demand for it.

MAIN PART

Technological revolutions have not bypassed the television industry. Initially, the population had only two color TVs, but now they can watch in color. Color TVs have been around since the 60s. Later, the development of devices such as videocassettes, laser discs, DVDs, made the television industry a part of society.

Television put an end to the radio revolution. The first step towards the decline of the radio revolution was made on television. In 2009, about 78 percent of households in the world owned at least one television. Radio systems around the world do not and do not have such a great result.

Television is also used for public control, industrial process management, and so on. "The first transmission of images was made in 1881 using a device called a pantelegraph. Nowadays, scanning in one form or another has been used in the transmission of almost every image. This

includes television. "Rasterization" is a concept used to describe a process that converts a visual image into a stream of electrical impulses

Television has had a profound effect on the world. In August 1936, the Olympic Games were held in Germany. An unprecedented event has taken place in the history of the world. For the first time, sports games were covered on television. These were the first sports reviews. As President of the Asian Weightlifting Federation Muhammad Jallud said: "Sports could not be so popular without the media." The advent of television and the development of broadcast journalism have also affected world sports.

On November 2, 1936, the BBC began broadcasting to the world. Significantly, the British claim that they are the homeland of television. Although television was lagging behind radio in its development at the time, it had a bright future ahead of it.

RESULTS AND DISCUSSIONS

As the media began to focus on the Internet, newspaper readers began to search for news on online news portals, so television systems were able to adapt quickly to the situation. I mean, television has moved to the Internet. This, in turn, has created a huge opportunity for consumers of information. The transition of television to the Internet has led to another phenomenon. Even if people miss a program they like, they can still find it later on the Internet. This made it easier to find both on Radio and in print. As a result, watching TV on the Internet and using television networks has become much more convenient than other types of media, and television networks have become the main tool in the media. The main disadvantage of television was that viewers could only watch the current program. However, due to the flexibility of TV networks to the Internet, it has begun to help people watch programs that are not in real time. Broadly speaking, there are three different areas of video broadcasting today that are subject to different regulatory frameworks: (a) traditional (line) television, (b) on-demand video, and (c) video stream (Mantas Martišius, PhD). So there are three different directions, although from the point of view of the average person they don't know any legal or regulatory framework pertaining to television, all three of which are similar to the level of calling them television on the Internet. If television was described as a home theater or cinema, much of the video in this area would cover services on demand. The main actors of the required video, such as Netflix, Hulu, or Amazon, are mostly entertaining viewers, and they can be called online movie theaters. It follows from the definitions given above that these players should be classified as televisions. A movie or home theater allows you to watch movies or plays and acts as an entertainment video rental with television content. Video on demand, online streaming and line TV - all of which transmit images and emotions. All of these come together to form a television network.

The production of television programs is usually done in one of two ways: original copyright or broadcast syndication. For original authorship, the producer creates a program consisting of one or more parts and shows it on a station or network that he or she paid for the production. Television producers are licensed to broadcast it. The broadcast syndicate coincides with this second concept of broadcasting. Even if it owns the broadcast rights, the manufacturer's name remains. Alternative manufacturers will be given the opportunity to sell and buy the product.

The ability of television to advertise, the superiority of the image, ensures that it is still at the peak of its popularity. Historically, television has existed in the presence of radio channels. At universities and colleges where journalism is taught, these two disciplines are taught in the same groups. For example, the Uzbek University of Journalism and Mass Communications also has a Department of Television and Radio Journalism (2).

Thus, the types of media struggling in the media world are as follows (Scheme 1):



Scheme 1

- Printing and broadcasting journalism deals with events objectively, accurately and objectively. Thus, they share common journalistic values.
- All four forms of journalism include the use of a network of correspondents who rely on their own resources to cover and report on news.
- In print and electronic journalism, reporters are subject to editorial control, and the events they cover are selected, edited, and finalized by the editorial staff.
- All four play an important social role in informing the public about world events, thus creating a culture of shaping public awareness of broader social, political and economic changes and decisions that affect individuals' lives.
- All four seek to hold those in power accountable to ordinary people. In democratic societies, journalism is referred to as the “guardian of democracy” (3).
- The quartet strives to deliver not only news, but also analysis and entertainment.

There are also differences between the types in this media world:

Print journalism is delivered only to those who know how to read, which is a very small part of the public. Because the literacy rate in African countries is very low. “The global literacy rate for all people aged 15 and over is 86.3%. The global literacy rate is 90.0 percent for all men and 82.7 percent for all women. This figure is 99.2% with different developed countries worldwide (2013); Oceania has 71.3%; South and West Asia account for 70.2% (2015) and Sahara Africa for 64.0% (2015). More than 75 percent of the world's 781 million illiterate adults are in South Asia, West Asia, and sub-Saharan Africa, and women make up two-thirds of all illiterate adults worldwide ”(4). In addition, children under school age do not feel the need for printed publications. So, print media is for the narrowly literate. In contrast, it can also appeal to those who do not know how to read television journalism, television, or radio. So this will appeal to a

wider audience. Because TV and radio journalism listeners don't have to be literate. As is often pointed out, printed words exist in space, while translated words exist in time. What this means is that in print journalism, words are on the page, and if the reader doesn't understand a word or passage, he or she can go back and read it again. But in a broadcast, if something is not understood, it disappears. Therefore, the presentation and language of broadcast journalism is much simpler and easier to understand. Because broadcast news tends to be simple, so it deals with events more than in-depth analysis. Print journalism has the luxury of being able to publish an analysis because it is intended for literate and often educated readers who want to cover the news.

Broadcast journalism delivers news faster because it is activated by more advanced and productive technologies. News coverage remains fast. As a result, broadcast news prioritizes speed, while print prioritizes accuracy. Broadcast news is delivered faster and therefore newer, while print news is more reliable. Live news is only available on streaming, but not in print. Printed words are more engaging to the mind, and the use of images, sounds, and environmental interactions in broadcast journalism tends to permeate people's emotions and minds. Thus, printing is a more intellectual tool, but broadcast inevitably has its own style, with elements of performance that evoke a certain emotional appeal.

CONCLUSION

In conclusion, we can say that the television industry has entered a new era, ending the "Radio Revolution", one of the greatest revolutions of our time. It was more popular than radio and print media.

As mentioned above, although both television and radio have the same differences and similarities from print journalism, there are also significant differences between them. The main differences between television and radio journalism are as follows. Television deals with images and sound, while radio deals only with sound. In other words, television is an audio-visual medium and radio is an audio-only medium.

Radio news reports are more accurate and shorter than television news because if the interview is too long, radio listeners will get bored. Television reports are shorter than published news reports, but they have more content than radio news.

Television can show viewers what it means about news, while radio can only describe it. This is both a power and a limitation for both vehicles. Television can provide visual evidence of the novelty it conveys, but radio cannot provide it. But radio encourages listeners to create emotional images of events - and television doesn't have to.

Television journalism involves more than just reporting news on television. Also, do research and write stories, gather evidence, follow tips, and more. Television journalism is the cause of our major television news - whether these shows belong to world news, politics, sports or celebrities, it has gained popularity no matter what.

Because television uses moving images and sounds, it has a more conscious emotional appeal than print and can therefore not only provide information, but can also affect people. It is therefore not only informative but also an effective tool. It is a very effective tool for the speed

at which events are reported on television. Ideally, when an accident occurs, it can even deliver news to an audience.

In conclusion, we can say that today the audiovisual media has not lost its influence and is the most appropriate resistance to online journalism. The comments in Audiovisual Journalism that we have considered above complement the news content of TV and radio systems. Television systems will not lose their influence in the near future.

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