

THE IMPORTANCE OF MODERN TELEVISION AND THE ROLE OF SOCIO-POLITICAL TALK SHOWS

Dilorm Mirvohidovna Fayziyeva

Teacher at Department of Information Services and Public Relations,

International Journalism Faculty,

Uzbek State World Languages University, Tashkent, Uzbekistan

fayziyevadilorm3@gmail.com

Abstract. This article is aimed at studying the significance of modern television and the role and impact of socio-political talk shows in society, focusing on their influence on social consciousness and their importance in the process of political decision-making. Additionally, the article summarizes opinions presented in Uzbek and global scientific literature on the topic and provides recommendations and suggestions.

Keywords: Modern television, socio-political talk shows, mass media, public opinion, political processes, intercultural dialogue, information dissemination, social consciousness.

Annotasiya. Mazkur maqola zamonaviy televidenieng ahamiyati va ijtimoiy-siyosiy tok-shoularning jamiyatdagi oʻrni va taʼsirini oʻrganishga qaratilgan boʻlib, ularning ijtimoiy ongga taʼsiri va siyosiy qaror qabul qilish jarayonlaridagi ahamiyati toʻgʻrisida. Shuningdek, mazkur maqola mavzusi yuzasidan oʻzbek hamda jahon ilmiy adabiyotlarida keltirilgan fikrlar umumlashtirilib, taklif va tavsiyalar keltirilgan.

Kalit soʻzlar: Zamonaviy televidenie, ijtimoiy-siyosiy tok-shoular, ommaviy axborot vositalari, ijtimoiy fikr, siyosiy jarayonlar, madaniyatlararo muloqot, maʼlumot tarqatish, ijtimoiy ong.

Аннотация. Данная статья направлена на изучение значения современного телевидения и роли социально-политических ток-шоу в обществе, с акцентом на их влияние на общественное сознание и их важность в процессе принятия политических решений. Кроме того, в статье обобщены мнения, представленные в узбекской и мировой научной литературе по данной теме, и приведены рекомендации и предложения.

Ключевые слова: Современное телевидение, социально-политические ток-шоу, средства массовой информации, общественное мнение, политические процессы, межкультурный диалог, распространение информации, общественное сознание.

INTRODUCTION

Nowadays, the media industry is undergoing a consistent transformation under the influence of rapidly developing information and communication technologies. This process is renewing the forms of information production and consumption, creating the necessity to develop new models in mass media activities. The primary reason for this lies in the significant social changes occurring in modern society. With the advancement of the internet and mobile communication tools, audiences are no longer passive recipients of information; instead, they have the ability to select, search for, and even create content independently. This trend has altered people's need for information and has reshaped the system of public relations. As a result, attitudes towards journalism have also changed considerably. The modern media sector is forced to update information gathering, processing, and distribution technologies to meet the demands of today's audience. Consequently, mass media is evolving into a complex system that not only delivers news but also provides interactive and personalized information services. For this reason, the media sector requires a reconsideration of journalists' professional roles and a reformulation of their interaction with consumers in a new format.

It is worth noting that digitalization and convergence processes are affecting all areas of mass media. At the same time, traditional media forms such as print publications, radio, and television have not lost their relevance. On the contrary, they are integrating with multimedia platforms, expanding their technological and functional capabilities [1]. For instance, today, television is not just a means of broadcasting information on air but has transformed into an interactive platform that reaches a wider audience via the internet. In general, the media industry is acquiring new forms and content based on technological advancements and changing audience demands. In the future, this process will deepen further, leading to the comprehensive development of media products and the transition of mass media into more convenient and modern formats, which is undoubtedly inevitable.

LITERATURE REVIEW AND METHODS

The early activities of Uzbekistan's television mainly focused on addressing new challenges related to the creation and dissemination of the ideology of national independence. This process expanded further with the rapid development of modern communication technologies, significantly enhancing the creative capabilities of television. Uzbek television began to develop its programs in line with modern requirements, leading to an improvement in both the quality and content of broadcasts. New genres and programs started to emerge within



television programming. In particular, the growing popularity of socio-political talk shows and discussion programs provided opportunities to address pressing societal issues, shape public opinion, and influence political decision-making processes. Additionally, the increasing number of interactive programs, discussions, and talk shows brought about significant changes [2]. These transformations were linked to the increase in information flow, the acceleration of life's pace, and the expanding influence of external information sources on public consciousness. As a result, people began to seek ways to quickly access the information they needed to keep up with the rapid flow of information.

According to many researchers, modern television has a greater ability to influence a wide audience than other mass media, thus bearing a significant responsibility. The realities of life itself began to demand new approaches from television and television journalism. This led to the popularization of entertainment programs and the creation of programs aimed at fulfilling television's recreational function. In such a context, modern television has evolved into a unique source of information, a means of intercultural communication, and a powerful platform that influences social consciousness. Additionally, the negative effects of rapid information flow such as increased anxiety, tendencies toward loneliness, and the desire to escape stressful situations began to be mitigated through entertainment programs on television. Therefore, the role of modern television is no longer limited to merely delivering information; it also fulfills the need for information consumption, shapes public opinion, and carries out cultural and educational missions by broadcasting entertainment and educational programs.

According to the **German scientist Peter Winterhoff-Spurk**[3], entertainment programs are increasingly occupying an important place among television broadcasts. In his view, even programs that were previously not considered entertaining *such as news, informational programs, political debates, and educational broadcasts* are now changing their genre to become more engaging and appealing to viewers. This process has led to the creation of infotainment, docutainment, and edutainment programs. The broad spectrum of talk shows, incorporating distinctive characteristics of various genres, has significantly contributed to their popularity and status. The talk show genre originally evolved from the simple interview format and, over time, developed its own unique style and structure. One of the defining features of this genre is its ability to explore various topics, facilitate discussions, and provide a platform for debating pressing issues.

According to the **Russian researcher V. L. Tsvik** [4], although talk shows originally emerged from simple conversations, over time, they have evolved into an independent genre

that incorporates elements of analytical and artistic-publicistic genres. Talk shows provide opportunities to discuss various topics, analyze social and political issues, and present engaging entertainment content that captures viewers' attention. One of the key features of talk shows is their interactivity and ability to engage in direct communication with the audience. In many cases, talk shows serve as a platform for studying and discussing public opinion. Social and political talk shows, in particular, allow different perspectives and viewpoints on specific topics to be conveyed to the audience while simultaneously shaping societal attitudes and opinions on those issues. Overall, the development and popularization of the talk show genre are directly related to its expanding communicative capabilities and influence. This process further strengthens television's role as a modern means of information dissemination.

The role of reporters in news programs is extremely important, as they are the ones who directly cover events on-site and quickly deliver information to a wide audience. In this regard, **the opinions of the renowned Russian television journalist, Associate Professor of the Television and Radio Department at Moscow State University's Faculty of Journalism, Georgiy Vladimirovich Kuznetsov**, are noteworthy. He states, *"Reporting is television's deep penetration into real life. Without reports, television journalism would be reduced to merely showing 'talking heads' in the studio. If we take away reports from a news anchor, no one would watch such programs. Every report is a small but significant piece in creating a picture of the world. Television was created to show the most important and interesting events happening on our planet"*. These insights vividly demonstrate the significance of reporting in modern television. Indeed, through reports, viewers gain direct access to information about ongoing social events. Reporters not only cover events but also analyze them, uncover their deeper meaning, and present them to the audience in a clear and comprehensible manner. Therefore, the success of television largely depends on the quality of reports and the accurate presentation of information within them[5].

In modern television, the system of genres is constantly evolving and developing. According to researcher **S. N. Ilchenko**, the entertainment segment of television, in particular, is significantly expanding and becoming increasingly popular. At the same time, new genre models for structuring on-screen reality are emerging, and the functional tasks assigned to television and television journalism are continuously expanding. All these changes directly influence not only the content of television productions but also the methods of their creation[6]. As a result, the work of television journalists has undergone significant transformations. The process of information analysis, in-depth research, and drawing objective

conclusions, which traditionally formed the foundation of journalism, is sometimes adapted to fit audience preferences. In some cases, this may undermine the traditional role of television journalism in delivering objective information. However, the development of modern television is not solely limited to sensationalism and entertainment content. Along with the emergence of new genre models in television journalism, news programs are also adopting innovative approaches. Interactive programs, documentaries, analytical shows, and content covering social and political issues are now being presented in new formats with the help of modern technologies.

DISCUSSION

In the modern media environment, the process of technological convergence is significantly influencing television. In particular, the production of television content is continuously improving, leading to creative approaches and the renewal of visual presentation methods. Today, audience demands and interests in information have changed considerably. Traditional television programs alone are no longer sufficient to capture viewers' attention. Therefore, television journalists must not only focus on quality and content but also enhance the visual appeal of their materials and incorporate interactive elements to establish direct communication with viewers[7]. The expansion of technological capabilities is having a profound impact on the development of television. Nowadays, information is not only delivered through television screens but also via the internet and other multimedia platforms. As a result, television channels are offering their programs in various formats: *live broadcasts*, *video blogs*, *short clips*, *virtual studios*, and *even interactive content* created using virtual reality technologies are becoming increasingly popular. Additionally, interactive forms of audience engagement are also evolving. For example, real-time feedback, voting, and online participation in programs help television connect more closely with its audience. These factors are leading to significant changes in the genre structure of television content. The formation of television genres is influenced not only by technological factors but also by social, economic, political, and cultural changes. The growth of the global information space and the increasing demand for diverse content are driving the development of new broadcasting formats. For instance, traditional news programs are now enriched with infographics and animations, while documentaries incorporate more artistic and dramatic elements. Entertainment and informational programs are adapting to online formats, reaching a broader audience through mobile devices[8]. Therefore, studying the evolution of the genre system in modern television remains crucial. The television media industry, undergoing digital transformation, is

increasingly adopting advanced technologies and focusing on the production of interactive and personalized content. This, in turn, places new demands on television journalists, encouraging them to refine their creative approaches. In the future, the development of television will continue, with traditional and digital formats integrating seamlessly to create new media products. From this perspective, further expanding the technological capabilities of television and producing content that aligns with audience demands remain among the most pressing issues.

Researchers emphasize that television program broadcasts serve not only to provide information to viewers but also to meet their needs for relaxation and entertainment. This reflects changes in the mindset of modern society. No matter how crucial the need for information may be, it is observed that people's desire for leisure and entertainment is also increasing. In the theory of television journalism, discussing the various functions of television has become common practice. These functions include informational, socio-political, spiritual-educational, cultural, educational, and ideological aspects. While in its early years, television's primary role was to deliver information, today its function as a source of relaxation and entertainment has become increasingly significant[9]. These changes are explained by the evolving needs of modern viewers and their expectations of television to fulfill both their educational and entertainment demands. As a result, the content of television programs is being adapted to better align with audience preferences, making them more engaging and visually appealing. This process, in turn, drives television journalism to develop new directions and create innovative programs.

The increasing number of recreational programs on national television channels necessitates their scientific study[10]. Like in other countries, the number of recreational programs on Uzbek television channels is also growing. Today, in addition to purely entertainment-oriented shows, programs that combine educational and entertainment functions such as intellectual television games aimed at educating the younger generation and musical and literary television projects designed to develop aesthetic taste are steadily securing their place on television. The positive aspect of such programs is that they not only provide audiences with valuable information but also expand their worldview, enhance their knowledge level, and simultaneously meet their need for enjoyable leisure time. As a result, recreational programs are becoming richer in content, presented in new formats, and gaining popularity among viewers[11]. International journalism practices, as well as the experience of Uzbek television channels, indicate that studying and improving entertainment programs is not only a relevant

issue but also holds significant scientific and practical importance. Therefore, in determining the directions of television development, it is essential to study the role of recreational programs and their impact on social culture.

CONCLUSION

Talk shows, as an essential component of modern television, hold significant importance in society. They serve as an effective tool for conveying various social, political, cultural, and moral issues to the public and facilitating their discussion among a wide audience. The uniqueness of the talk show genre lies in its interactivity and openness, allowing viewers to participate not only as spectators but also as active contributors. Additionally, the distinctive features of talk shows enhance their popularity and their ability to influence the audience.

Today, talk show programs on television cover a wide range of topics, and their impact on audiences continues to expand. These programs not only deliver information but also fulfill educational and enlightening functions. In particular, intellectual talk shows contribute to shaping the younger generation, broadening their worldview, and developing their aesthetic sense. Therefore, it is essential to continually study talk shows from a scientific perspective and enrich knowledge about their role in society. Moreover, the role of talk shows in society is not limited to providing information and entertainment; they are increasingly influencing social and political processes. For this reason, analyzing talk shows and examining their impact on audiences remains a relevant and significant issue.

LIST OF REFERENCES

1. O'Reilly T. What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software // Communication & Strategies. 2007. No. 1
2. Nabiyev B.M. "Systems of spiritual-ideological propaganda and their regularities". Asian journal of Research in social sciences and humanities Vol.11, Issue-12, December 2021.- P.262-271
3. Винтерхофф-Шпурк П. Медиapsихология. Основные принципы. Пер.с нем. Харьков: Изд-во Гуманитарный центр, 2007. - 253 с.
4. Цвик В.Л. Телевизионная журналистика. История. Теория. Практика. М.: Аспект Пресс, 2004. -167 с.
5. Кузнецов Г.В. Так работают журналисты ТВ. – М.: Издательство Московского университета, 2004. – 400 с
6. Ильченко С.Н. Трансформация жанровой структуры современного отечественного телеконтента: актуализация игровой природы телевидения: автореферат

дис. ... д-ра филол. наук / С.Н. Ильченко. — М., 2012. — 35 с.

7. Карякина К.А. Особенности журналистского и пользовательского контента в интернете: дис. ... к. филол. наук / К.А. Карякина. — М., 2011. — 170 с.

8. Вакурова Н.В. Московкин Л.И. Типология жанров современной экранной продукции. - М. 1997. - 24 -36 с.

9. Yatchuk.O.M. Interaktivnyi kontent sovremennogo TV, available at: <http://jurnal.org/articles/2013/fill11.html>

10. Boyd D.M., Ellison N.B. Social Network Sites: Definition, History, and Scholarship // Journal of Computer Mediated Communication. 2007. Vol. 13. Is. 1. P 210-230.

11. Leski K. Kreativnyi shtorm: pozvol' sebe sozdat' shedevr: nestandartnyi podkhod dlya uspešnogo resheniya lyubyx zadach (Creative storm: allow yourself to create a masterpiece: a non-standard approach for the successful solution of any tasks), Moscow, 2018. 240 p.

