

SPEECH CULTURE ON RADIO AND TELEVISION

Ibrokhimjon Zufarov

Uz. correspondent for Andijan region

zufarov23@mail.ru

Abstract: This article deals on the identification of current problems and trends in the speech culture of radio and television journalists, broadcasts and presenters, the degree of adherence to the requirements and criteria of the speech culture, the factors that ensure speech effectiveness.

Keywords: beginner, speech culture, correctness, charm, affectivity, communicative qualities, sound technique, vocabulary wealth of the speech.

Currently, the identification of current problems and trends in the speech culture of radio and television journalists, broadcasts and presenters, which have become a means of strong influence on the minds of people of society, is one of the important issues. Although the possibilities and work processes of the media are developing much faster, one thing has not changed-the indicator of the professionalism of the presenter is a high level of speech culture. In particular, strict adherence to the literary norms and rules of ethics of the language, regardless of the genre of the broadcast or TV show, directly affects the increase in the effectiveness of information influence.

With the exception of a small number of research by industry experts,[1] we are much more neglected than in the linguistics of other nations in the field of studying such issues as the history of radio and TV channels, their media, expressive and linguistic characteristics, methods of influencing tomorrow or the listener, specific means of influence. The specifics of the speech of sukhandon and actors, who actively participated in the creation of skilled radio and TV journalists, directors, announcers, shows and programs, contributing to the development of a culture of speech with their talents, have not been systematically studied. The fact that the field's own literary and creative criticism was not formed at this point is one of the painful points of the Republican scientific community.

It is impossible to imagine our today, which is rapidly developing, every moment without information, without news. Therefore, the time is fast, and the information in it is updated every second, covering our environment. Especially today none of us can be indifferent to the information system, which is considered an important factor in keeping up with the Times. Whatever direction the systems through which we receive information, they not only convey news, but also, give new knowledge, show the synoats that occur in the universe for the recipient.

The difference between representatives of the Radio and television industry and those of other professions is that they not only knowingly work a certain part of society, but also cover an audience of all social strata, from the housewife. Therefore, the responsibility of the owners of the industry will be higher. The accuracy and fluency in the speech of journalists, being able to deliver with skill, when reporting

each event, when reporting about it, is their most basic task. The listening party should definitely be able to understand, interpret it, understand its essence, take its thoughts in the right sense. Only then can it be said that the owners of this area will have fulfilled their task. In this regard, it is of particular note that each nation speaks its native language flawlessly, adheres to the rules of literary language norms, and is able to apply the subtle aspects of it in its place with attention. Thus, the skill of being able to choose the most optimal for thought from the diverse forms of expression of language units and, on this basis, to compose correct and influential speech, determines the culture of speech. Since the main purpose of any speech is to convey certain information to the listener (reader), thereby influencing him, this issue is relevant for every journalist and is important in any time.

The concept of speech culture has long been referred to in the East by such names as "speech etiquette", "attitude culture", "oratory art", "speech etiquette", and has been the focus of scholars, intellectuals. The works of scientists such as Abu Raikhan Beruni, Abu Nasr Farabi, Ibn Sina, al-Khwarizmi, Mahmud Qoshgariy, Mahmud Zamahshariy, Yusuf Khos Hajib, Ahmad Yugnaki, Sofi Olloyor, Abdurahman Jami, Alisher Navoi have focused on issues of speech etiquette, speaking culture, oratory influence. Honesty, politeness, logic were especially appreciated.

In Yusuf Hos Hajib's "Qutadgü bilig", we see a beautiful example of a colloquial influence. The work captures the author's views on socio-philosophical issues such as the world and people, time and space, the attitude of the princes and citizens in the conversations of King Kuntugdi with the intelligent Ogdulmish. Kuntugdi hears good things about being carried away during these conversations and sends him to be called to his service. Ozgurmush refuses every time. The last time the king sets out his opinion in a different way, one interlocutor, as a counsellor, sends noma, saying that he intends to go on a pilgrimage himself, and finally receives a consent response from the Hermit:

(O'zg'urmish):

*Bu so'zga tan berib, egaman bo'yin,
Ziyorat qilaman men uni bu kun.
Men avval bormadim, sababi ayon,
Mendan o'z nafini ko'zlar edi xon.
Niyatidan qaytib topdi to'g'ri yo'l,
Taklifga roziman, bu yo'li maqbul, - deya Elig huzuriga yo'l oladi.
(Yusuf xos Hojib, "Qutadg'u bilig", emin Usmon tabdili)*

The conclusion is that the Sage does not want to devalue the wisdom of ilmu when the Hermit invites the king to his service, Kuntugdi accepts his offer only after Elig realizes it.

Teachers acknowledge that " in medieval preaching art, the discipline of broadcast (rhetoric) is taught with the aim of achieving the impressiveness of every word, concept, tone, bringing a certain thought, reflection, judgment, idea, ideology and conclusion to its audience[2,10]."Strictly speaking, today the responsibility for carrying out these tasks lies mainly with representatives of the radio and television industry. Therefore, it is an urgent matter to prepare each broadcaster and presenter of

the program, each host of the broadcast with special attention, and to instill in him the rule of full compliance with the norms of the literary language.

30 years ago, there were only 5-6 televisions and radio channels in our country, while today the number has exceeded 100. It can be seen from this that the extensibility and demand for information is also increasing. It is worth noting separately that the boiling processes serve as an important intermediary between them, an informant of the latest events, connecting the state and society, the people and the people with each other. "In short, referring to professional terms such as journalist, commentator, Reporter, journalist, editor, presenter, it is necessary that representatives of the public sphere with pen and paper, microphone, pulpit and video camera pay special attention to speech issues. Because, depending on their speech, the listener or viewer will feel the charm, richness, expressiveness, that is, sophistication of the language, perceive it as normative speech. Therefore, in order for our speech to be fluent and content, it is necessary that we work on ourselves with a sense of duty and responsibility[3,211-213]."It follows from this that representatives of this field, as they choose a profession, should make high demand, high qualifications and knowledge in each field a main task for themselves.

Н.Маҳмудов таъкидлаганидек, “Аниқки, нутқ маданияти жамият маданий-маърифий тараққиётининг, миллат маънавий камолотининг муҳим белгисидир. Ҳақиқий маънодаги маданий нутқ шахс умуммаданий савиясининг фавқулодда муҳим унсурларидан биридир... Нутқнинг маданийлигини таъмин этадиган тўғрилиқ, аниқлик, мантиқийлик, ифодалилик, бойлик (ранг-баранглик), софлик каби бир қанча сифатлар мавжуд, Ана шу коммуникатив сифатларнинг барчасини ўзида мужассамлаштирган нутқ маданий ҳисобланади[4,45].” Зеро, ана шундай нотиклик санъати, нутқ маданияти бошқа соҳа вакилларига қараганда, радио- телевидение тизимида энг муҳим ва етакчи омил ҳисобланади.

Today, the saying that the time is fast, the age of technology, the age of miracles are often blown in the ear. Having shown the story that has just happened to the public in the shortest possible time, we hurry to make everyone equally habilitated faster, and after that, in some cases, unfortunately, we do not attach much importance to the words of the presenter, to her speech. Meaning-content, we can observe that thoughtful speech frees its place today to immediacy. True, it is also necessary of course, however, it can be absorbed only if it is in place and in rhythm. The painful issue that it is not right to let the people, the mediators who follow society, make gross mistakes, State it as it is, whatever they think, makes one think. Because, behind this, it is necessary to realize not only the influence on the minds of today's representatives, but also the growing younger generation. It is unlikely that a decrease in the level of speech culture in the media - the language of our nation will devalue, and prosperity will lead to lagging. Therefore, when it comes to language and speech, it is necessary that we look at it as the most important aspect of the field of radio and television, placing a high level of attention and demand in relation to it.

Journalism is also important in the development of the native language, in improving the literacy of the population. It is impossible to look superficially at the failure of TV and radio presenters to comply with the norms of the literary language.

It is especially permissible to pay special attention to the "pen" of representatives of the industry, who have infected today's "modern approach" to himself. True, it is necessary to admit, it is quite natural that the changes around us, the time, the language, as a social phenomenon, in addition to recognizing the rapid progress of the environment, embody these changes. However, our native language, based on our national values, our long history, cannot completely change with the passage of time in any time. It is a saying that the transformation of a holistic language based on the scientific rules of linguistics also negatively affects the cultural traditions of the people. The level of eloquence, oratory of the creators in the Uzbek language does not cease to exert its influence on the millions of radio and teletomoshabins who listen to them and watch them. The fact that the speech culture of employees of the industry is at a high level is reflected in this place.

At the same time, it is necessary to consider the main reasons that lie on the basis of negative situations in compliance with the requirements of speech culture on radio and TV channels.

- First of all, the fact that the recipients understand as an example Each speech in the programs they are listening to or watching;
- The fluency of celebrities appearing on the air without free, literary language norms, the fluency of jargon or foreign words;
- Lack of high editorial requirements for journalists based on the scientific point of view of linguistics by relevant specialists;
- Disrespect for information recipients and our native language.

Despite being in Uzbek, some sentences in certain information or advertising texts are even difficult to understand, it is not difficult to notice that the importance of language is weakening from the vulgarity, irrationality in them. It is sad, formed on the basis of our millennial values, inherited from our great ancestors, when we are simply, beehive to the mirror of our nation.

The formation of Internet communication has also radically changed the content and formality of radio and TV shows. Previously, the relationship between the media and the addressee was based on a one-way communication system, but now the speaker/information transmitter → ← the listener/viewer has become a type of binary positional communication. Now, at the time of the broadcast, there was an opportunity to communicate directly with the viewer/listener over the internet. Therefore, as a result of the influence, the content of the talk show, programs and genres in the order of communication with the viewer also increased dramatically. This left the broadcast status aside, bringing the sukhandon and primacy status to the leading position. It is impossible to plan in advance the interest of the viewer or listeners in relation to the broadcast, their readiness to perceive them. Therefore, speakers on television and radio are required to have psychological contact with receivers. In this case, any oratory speech includes several mandatory elements, a set of professional skills, and the culture of oral speech, the competence to conduct a relevant and logical conversation, as well as the mastery of the technique of colloquial communication, are required.

It should be noted that the professional approaches of the sukhandons to the culture of Uzbek speech through television and radio programs should be the main

criterion. Today, watching TV channels, you cannot reach the number of spiritual-educational, socio-political talk shows, entertainment programs. But since the viewer also understands the value of time well, he does not waste it in the face of the screen. Carried in a language that he understands, at the same time he has the opportunity to selectively see the most interesting. Among such shows, we can say as an example one of the programs of the My5 TV channel "the Amirkhan show". What is evident in the program of the author and presenter Amirkhan Umarov, aimed at discussing social issues, is the free, fluent speech of the presenter, the expression of his thoughts without using superfluous and unnecessary words, the objectionable approach to the existing problem, even when asking questions, trying to reveal their solution. It can be said that it is admirable to be able to use it correctly, following such rules as pronunciation, intonation, sound techniques, pause in the right place. However, it can be seen that the age, the experience of which nisabatan is worthy of his work, the teacher is the journalist he saw. However, the use of a single dialect in such a beautiful and fluent speech is all, as if to waste efforts. Here we see that the norms of the literary language are seriously violated.

In the talk show "zarb" of the national TV channel esa (13.06.2023) by the presenter (ne'mat Otamurodov) during the program, successively polled Russian words such as "signal", "maximum". It was in another issue of this show ("before the wedding...") and the presenter (Dilmurod Ghofurov) to the expert invited to the show is asking the question.

"Шу ўринда бир нарсани айтиб ўтишимиз керакки, бугун хотин-қизлар ва болалар ҳуқуқлари, эркинликлари ҳамда қонуний манфаатлари ишончли ҳимоя қилиш тизимини янада такомиллаштириш муносабати билан "Ўзбекистон Республикасининг айрим қонун ҳужжатларига ўзгартириш ва қўшимчалар киритиш тўғрисида"ги қонунда нималар назарда тутилган?" ("In this regard, we must mention one thing, what is provided for today in the law"on amendments and additions to certain legislation of the Republic of Uzbekistan" in connection with the further improvement of the system of reliable protection of the rights, freedoms and legal interests of women and children?"). A sentence that is so long, so long that the head goes out of sight until it hears to the end, bores the viewer, reduces the colloquial effect, of course.

At a time when our country is gaining a foothold in the world community, raising the level of our radio and TV shows to a high level, strengthening the requirements from the point of view of the responsible approach of broadcast journalists, TV presenters and TV presenters to their tasks in terms of speech culture is one of the pressing issues. After all, it is the duty of each of us to direct from this system, which is considered a great force that can follow the middlemen, to preserve the purity, charm, freshness of our native language, which is the mirror of our national culture and spirituality.

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