



Television Demands Professionalism, Taste, And Level Of Expertise.

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Abstract. This article discusses the highly skilled professionals in the field of television, as well as emerging creators entering the industry. In television, having high potential and refined taste plays a significant role. The results show that, in television, the teacher-student tradition and the acquisition of knowledge in the field is crucial to mastering the craft.

Keywords: State television channels, Non-state television channels, Entertainment shows, Cultural and educational shows, Foreign series, Television journalism, Television directing.

The history of Tashkent television began on November 5, 1965. At that time, this monumental event surprised and amazed the entire population of Uzbekistan. People took a moment to breathe, and everyone at home connected emotionally, laughing, talking, and crying together. The first broadcast stirred the television creators with excitement. Everything started successfully because, in those historical moments, the true masters of their craft were responsible for the first program. Among the first to participate in this process were directors Armug'on Muhammedov, radio art director Ne'mat Do'stojaye, directors Aydar Ibragimov, Bobo Xojayev, chief editor Ubay Burhonov, and many other creative and technical staff.

Years passed, and television, a major invention of the 20th century, continued to evolve and develop. As stated by our mentor, Uzbek art figure, Professor Mahkam Muhamedov, "Indeed, in just 50-60 years, television has nearly conquered the whole world. The technological level of television broadcasting is rising daily, and its magical power is penetrating into different regions of the world." It is worth noting that the efforts of hundreds of thousands of professional creators played a huge role in bringing it to its current level. Young creators entering the field learned from their mentors, imitated them, and developed new techniques. Technologies changed, journalists and directors' experiences, thoughts, and creative approaches reflected various styles. This led television to become an integral part of life in today's world. Furthermore, the number of state and private television channels increased. Almost every household has at least one fan of a program, video film, or series broadcast on television. This indicates that people have a need for information, to learn about what is happening in the country and the world, and to receive cultural and spiritual nourishment. This is undoubtedly a positive development.

However, with the increasing number of channels, we should also pay attention to the content of the programs. Do the programs, talk shows, and serials broadcast on television meet today's standards? Do they positively influence the moral world of the audience? How is the competition



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between television channels growing due to the increase in private channels? Is this healthy competition? Or is it attracting public attention through low-quality programs that mix falsehoods and sensationalism? Are these television products accurately reflecting the spirit of the times, the real essence of social and political life? To what extent is television journalism and directing developing? What ideological message is hidden in foreign series that people watch with great interest? Are they being studied to understand how much they can contribute to the spiritual development or moral nourishment of the Uzbek audience? How are television channels influencing societal changes and the implementation of the reforms led by the country's leadership? These are some questions that the authorities responsible for this system must provide appropriate answers to.

As for my personal opinion on the subject, the quality of television products varies. Some professionals involved in their production lack skill. Journalistic quality and approach are insufficient. Television directing is no exception in this regard.

So, what are the shortcomings in our television channels? Firstly, they are reflected in the choice of topics and the approach to them. For instance, the daytime information programs of the "Uzbekistan 24" channel do not present information in a brief and concise manner. The texts are long, which makes it difficult to follow the ideas, and the information is not clearly presented, which can bore the viewers. However, the evening "News" program is an exception to this. The main program pays much more attention to its approach, topics, and the depth of coverage.

There is another issue that needs special mention. Some regional reporters often use dialects that are far from standard Uzbek language when reading news reports. Even though the journalist might have a higher education, they should be aware of speech culture and improve their skills to avoid such shortcomings. In the case of national television, when reading scripts, presenters must follow broadcasting etiquette. If they fail to meet these requirements, directors or managers should reconsider the involvement of such staff.

Regarding the approach to delivering information, I am particularly impressed by the creative exploration of the "Uzreport" and "Mening yurtim" television channels. Their programs often start in a way that immediately engages the viewer. This may be through a journalist's few words or a director's single shot. The presenters possess a high level of professionalism, and their dressing and speech reflect national traditions. The camera angles are well-chosen, and the compositions created match the topic being discussed. The variety of topics in their information programs, their social and political relevance, and, most importantly, the presenters' live broadcasting culture have a positive impact on the audience. The dedication and growth of the youth are clearly visible. The combination of television journalism and directing enhances the visual appeal of their programs.

When talking about viewer appeal, I would like to mention "ZOR" TV. This channel is producing several talk shows in an effort to increase its viewership. However, not all of these programs can be considered high quality or in line with broadcasting culture. The channel's creators



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and hosts seem overly casual. For example, a nightly program called "Are You Awake?" is more of a random collection of ideas than a show. The program lacks purpose, focusing mainly on advertising. In such shows, does what the speaker says offer any moral value to the viewers? Unfortunately, the focus has shifted from meaningful content to commercial interests. The dialects used sometimes regress to regional speech, without following language norms, and excessive, inappropriate laughter and unnecessary words are common.

In fact, every journalist is the face of the television channel they work for. When I criticize a program, it is not just about the program creator, but about the entire channel. Therefore, when hiring for television, great attention must be paid to the knowledge and skills of the staff.

Now, I will mention some positive aspects of "ZOR" TV. It is far from my intention to focus solely on the negative. This channel does offer programs that can provide spiritual nourishment. One of the authors of such programs is the experienced journalist Asrorxoja Abrorxojayev. His programs promote goodness and encourage positive values. They guide people through the ups and downs of life and help them navigate through trials. This is what professionalism looks like. Another similar program is called "Baxtlimiz," which is also gaining a place in the hearts of viewers.

Overall, both state and private television channels produce high-quality programs created by professional and experienced television journalists. However, those created by less experienced, especially those who haven't learned from mentors, often fall short of expectations. It would be wrong to excuse them by saying that they are just starting out. Journalists or directors who have studied, learned, and come with theoretical and practical knowledge are free from such shortcomings. Even those who improve their experience by watching and learning from the work of skilled staff members stand out.

Of course, the concepts of state and private television channels should differ. However, some programs on certain channels seem repetitive and overly similar. This is an issue that applies to journalists, directors, and cinematographers alike. Sometimes, young operators come to television without understanding what composition, framing, or exposure is. This shows that the system for training specialists is failing.

In conclusion, it can be said that there are many proposals for improvement. All television channels should create programs that contribute to the development of the moral values of our people. Professionals should improve their skills and approach their work responsibly. Television is an art, and high art constantly guides people toward goodness. Only skilled and capable artists should create it, not amateurs.

ⁱ M.Muhamedov "Ustozlar izidan" Shoakbar nashir T. 2006 13- B



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