



The Oratory Art on Uzbek Television

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Abstract

In recent years, as well as throughout the world, television in Uzbekistan has been rapidly developing. State and non-state TV channels also play a special role in finding their audience. The issue of speaking is of great importance for a highly professional TV presenter, in general for television journalists, which in turn requires a more consistent introduction of the art of oratory on Uzbek television. In this study, the same questions were examined in relation to the practical process.

Keywords: *Rhetoric; Television; Anchor; Speech; Oratory; Television Program; Specialization; Telecommunication*

Introduction

Oratory is one of the oldest forms of art. Having passed millennia of development from ordinary speech to the level of art, oratory has also made a worthy contribution to the development of science, literature and culture. In particular, "... the development of oratory led to the formation of a literary language, the emergence of the science of "rhetoric", consisting of the theory of oratory" [3].

The positive contributions of the art of oratory also played an important role in the development of radio and television, which is considered one of the unprecedented discoveries of the twentieth century. From the very beginning, these two types of media were focused on fluency, and this is still relevant today. It is especially gratifying that in recent years, in the process of good work to increase the prestige of the Uzbek language in our country, attention has been paid to the art of speech, in particular, the culture of speech. In the Decree of the President of the Republic of Uzbekistan dated October 20, 2020 "On measures for further development of the Uzbek language and improvement of language policy in our country" the introduction of a special line "in the field of preserving the purity of the state language, its enrichment and improving the speech culture of the population" and the task of "introducing a system of training retraining courses for TV and radio presenters to improve the culture of speech in the Uzbek literary language and increase the coverage to 100% by 2030" shows that there is still a lot of work to be done [6].

Since our research deals with the oratory art on television, one important aspect needs to be emphasized. The fact is that in recent years in Uzbekistan there has been a rapid development of the media, in particular TV channels. In particular, over the past ten years, more than 10 TV channels have been launched in the system of the National Television and Radio Company of Uzbekistan alone. If we

look at the chronology of this period in the example of NTRC, first of all, on November 29, 2011 we see that the first digital TV channel "UzHD" was broadcast in the CIS. On July 30, 2012, two new digital channels were launched - "Madaniyat va ma'rifat" and "Dunyo bo'ylab". After that, in 2013–2014, a number of such series as "Bolajon", "Kinoteatr", "Mahalla", "Navo", "Diyor", "Oilaviy", "Uzbekistan 24" in 2017, and "O'zbekiston tarixi" in 2018 launched specialized digital TV channels [7].

It should be noted that as a result of this work, every family in our country has the opportunity to enjoy high-quality television. In the process of these changes, "Munosabat", "Sharh", "Qarama-qarshi", "Ob'ektiv nigohida", "Xalq fikri", "Fikr.uz", "Munozara maydoni", "Xalq qabulxonasida bir kun", "Jurnalist nigohida", "Xalq minbari", "Xalq minbari" and dozens of analytical shows and talk shows, which attracted the attention of many thousands of viewers. Dozens of cultural, educational and artistic performances, such as "Kitobxon shou", "San'at tarixi", "Islom: mohiyat va talqin", "Radio kitob", "Alyor" "Imom al-Buxoriy saboqlari", "O'talar so'zi – aqlning ko'zi", "O'zbekiston buyuk allomalar yurti", "Maqom san'ati" aimed at the promotion of science, literature, national culture and art, as well as reading, were organized in the society.

It should be noted that with the increase in the number of specialized TV channels, the opportunity to provide colorful TV programs for all segments of the population has expanded. In particular, "Oilaviy" TV focused on family values, flora and fauna on "Dunyo bo'ylab" TV, tourism, neighborhood traditions on "Mahalla" TV, film screenings on "Kinoteatr", and children's programs on "Bolajon" TV. The main purpose of the establishment of the TV channel "O'zbekiston 24" was to provide the population with objective and reliable information, to saturate the information environment with quality products, to provide prompt coverage of important events [5].

Another important aspect is that in this decade, the development of non-state television channels in Uzbekistan has accelerated. The launch of "Uzreport TV", "MY5", "Milliy TV", "Futbol TV", as well as their desire to get a national audience in a short time, show that Uzbekistan is developing a network of competitive TV channels in a healthy creative environment. In our opinion, the specialization of these TV channels in a certain direction has played an important role in ensuring their success. For example, "Uzreport TV", as an information channel, determined the direction and format, which helped to find its audience.

Based on the topic of our research, we asked: "How was the process of starting speaking on non-state TV channels?" Naturally, the question arises. Based on analytical observations, one can see positive changes in these channels. In particular, Dilshod Faiz, Anvar Azimov, Dilnoza Saidova, presenters of the news program "Hudud" of the MY5 TV channel, attracted the attention of many. In particular, we are right in saying that the "tendem" of the hosts of the show "Markaziy studia" Amirkhan Umarov and Sarvar Bahodirov in some way changed the stereotypes about speech on television. Because despite the fact that these two beginners are young, they were impressed by the fact that they were able to broadcast in a free and fluent manner without being caught talking to each other.

"Uzreport TV" also has a positive opinion about the speech of the hosts. As mentioned above, due to the fact that this TV channel specializes in the field of information, its programs are mainly in the information genre. It is well known that information programs require a beginner to speak quickly, clearly and fluently. These features can be seen in Gulnoza Khasanova on the TV channel we are talking about.

Live commentary on football processes in "Futbol TV" is a leader. Currently, commentators such as Khairulla Hamidov, Davron Fayziev, Bobur Akmalov are providing comments to football fans. These starters captivated the audience with their fluent speech and pronunciation.

In the last five years, the number of non-governmental TV channels has increased, such as "Sevimli", "Zo'r TV". In 2021, their number increased by one - on the occasion of the 30th anniversary of state independence of the Republic of Uzbekistan, "Renessans TV" channel, founded by the National Association of Electronic Mass Media of Uzbekistan, was launched [8].

Indeed, at the current stage of development of our country, along with all other spheres, competition for access to and transmission of information, especially the formation of an influential public opinion, is developing rapidly. This process puts new demands and tasks on the media, including TV presenters and creators. Therefore, it is no coincidence that in today's situation, the main task is to further increase the role and influence of television in society, in particular, the development of speech culture and the art of public speaking.

In general, the path of development from the stage of formation of state and non-state TV channels to the present day is the history of Uzbek television as a whole. According to the data, 2021 marks the 65th anniversary of the establishment of national television. If we look at this 65-year history, we can see that the oratory art has been formed and developed in harmony with a very large creative school and community. It should be noted that Iqbol Olimjonova, Rano Juraeva, Uktam Jobirov, Davron Zunnunov, Nasiba Kambarova, Mirzohid Rakhimov, Rano Madrahimova, Nasiba Ibrahimova, Farhod Bobojonov, Nasiba Maksudova, Galina Melnikova have made a great contribution to this.

Nuriddin Ochilov, a well-known journalist and member of the Union of Journalists of Uzbekistan, wrote about the contribution of these pioneers to the development of Uzbek television: “..... at that time, the popularity of the program "Axborot" was so high that not only the leaders, but also the entire population of the republic was waiting for it. Admittedly, the role of these announcers in the broadcast of "Axborot" was invaluable. To be honest, "Axborot" headed by Anvar Tadjiev was no different from the Moscow “Время” at that time. Therefore, our people had great respect for television and its creators. However, the technical capabilities at that time were not the same as today” [4].

Abdumumin Utbosarov, Muslimbek Yuldashev, Shuhrat Qayumov, Dildora Rustamova have a special place in the further development of the school of public speaking on Uzbek television. These newsreaders, who started their activities in the mid-90s of the last century, later attracted the attention of the people with their fluent speech, unmistakable pronunciation, distinctive voice and beautiful appearance.

In the information programs of the new era of television journalism it is possible to count such speakers as Guli Ikromova, Shahnoza Usmanova, Jamshid Umrzakov, Islam Karabaev, Khulkar Burieva, Jahongir Olimov, Sirojiddin Usarov.

A self-righteous question arises: what is the most important factor in this process, since the modern art of oratory is mainly manifested on television? According to M.Israil and L.Tashmuhammedova: One of the most important factors in modern oratory is communication with the audience [2]. According to these well-known scholars, the success of a speaker depends in many ways on finding a way to the heart of the audience, to communicate with them, because the process of communication is primarily the exchange of information between people, the purpose of which is to ensure understanding [2].

In fact, there is a soul in these thoughts, and I feel it in my heart when I host a live broadcast on the information program “Zamon” of the “Sevimli” TV channel. If I just go on the air from the beginning, I don't feel any connection with the audience, and in turn, the audience perceives me the same way. On the contrary, I experience a completely different situation, that is, a positive communication process on the air, and after the broadcast, when my colleagues and relatives admit it, I realize that along with beautiful speech, spiritual, emotional and mental harmony plays an important role in communicating with the audience.

The TV presenter is the face of the channel. They take an example from him, he serves as a role model for people. Therefore, in addition to high professional skills, it is important that he has certain experience, a number of personal qualities, adherence to high standards of behavior, the ability to use verbal and nonverbal means of expressing their opinions [2].

Indeed, TV presenters have played an important role in shaping the channel's image and attracting its audience. In addition to their beautiful speech and appearance, they can find their fans with their knowledge, thinking, as well as their art. For example, when you are invited as a guest on another TV channel, if you think deeply, talk about the topic of the conversation and answer questions without being too emotional during the conversation in the studio or on the air, new aspects will open up in the viewer's eyes.

The pace of modern life gives rise to emergencies that require a clear, quick and adequate response in the process of business communication. This, in turn, requires the formation of certain knowledge, the ability to communicate with any people [1]. The growing number of live broadcasts of the new era of TV journalism in Uzbekistan confirms the viability of these ideas.

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